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MARKETING PLAN FOR A SELECTED COMPANY

MARKETINGOVÝ PLÁN VYBRANÉ SPOLEČNOSTI

BACHELOR'S THESIS

BAKALÁŘSKÁ PRÁCE

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Abstrakt

Tato bakalářská práce se zabývá návrhem marketingového plánu zvolené společnosti. Hlavním cílem této práce je sestavení marketingového plánu vybrané společnosti. Teoretická část se zabývá popisem pojmů a metod, které přispívají k samostatné tvorbě marketingového plánu. Metodická část popisuje zvolenou strategii a metodiku, jak budou shromážděné informace zpracovány. V praktické části je provedena analýza okolí, konkurence a současná analýza marketingových aktivit. V poslední části najdeme návrh na úpravu a rozšíření marketingových aktivit, který je sestaven dle předchozí analýzy.

Klíčová slova

makroprostředí, marketingová strategie, marketingové aktivity, marketingový plán, mikroprostředí, situační analýza

Abstract

This bachelor thesis focuses on designing a marketing plan for a selected company. The main goal of this work is to compile a marketing plan for a selected company. The theoretical part deals with the description of terms and methods, contributing to the creation of the marketing plan itself. Methodological part describes the chosen strategy and methodology on how the collected information will be processed. The practical part contains an analysis of the environment, competition and current analysis of marketing activities. The last part is dedicated to a proposal for adjustment and expansion of marketing activities, which is compiled based on a prior analysis.

Keywords

macroenvironmental analysis, marketing strategy, marketing activities, marketing plan, microenvironmental analysis, situation analysis

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Declaration of authenticity

Herewith I declare that the submitted bachelor's thesis "Marketing plan of the selected business" is original and written by myself. I declare that the citation of all sources and data used are quoted in the list of references. I have not infringed copyright in my work (in the sense of Act No. 121/2000 Coll., On Copyright and on Rights Related to Copyright).

In Brno on the 9th of June 2022

.....
Student's signature

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INTRODUCTION

As we live in an era of free entrepreneurship, we find a wide selection of products and services available for everybody. With increasing offers, we can notice increasing competition between the businesses. This rivalry for customer's attention causes overtaking among brands for the position of the top offer. To be the best one, we need to ensure proper functioning of all actions and processes inside the company as well as count with the ones outside.

Planning is an important activity not only in our personal life, but it is essential also in the business sphere. Without a good timeframe and guidelines, there is a high chance of lagging and missing the chance and the right moment to break through. In this case of a marketing plan, planning is necessary and shouldn't be underestimated.

The aim of this bachelor thesis is to create a marketing plan, tailored to the business called Louka, precise definition of the goals and description of its direction in the long and short run. This marketing plan will serve not only for education purposes but also for practical use, as the marketing activities will be implemented and the business Louka will be maintained according to its structure.

The selected company for this bachelor thesis is my own business project which I entitled "*Louka*". Louka is a small custom flower-arrangement production which I started almost two years ago. The name itself was chosen strategically and for a reason as I wanted a name with a message, a name defining the style of my work and a name which will be short, Czech, and simple to pronounce even for potential customers from abroad.

In the beginning, I focused my production solely on the creation of flower bouquets. Later on, I added seasonal decorations such as wreaths, planters, baskets or flower boxes. Over time I started to accept offers for mourning decoration for funerals. Last year I focused a lot on the wedding season, and I managed to successfully finish the season and even expand my services in this direction. Currently, we are broadening our portfolio with stabilised moss Images and decorations.

Louka's marketing is still in its beginnings and there have been only a few small marketing activities targeted towards widening the range of customers. The final marketing plan will be used and implemented in order to improve Louka's marketing presence as well as used as a tool directing our future marketing campaigns.

The structure of the bachelor thesis can be divided into four main parts.

The first one is the theoretical part. In this part I focus on the theoretical explanation of the marketing plan and marketing itself. I address the definition of macro environmental and micro environmental analysis as well as other important analyses used in other parts of the bachelor thesis. The second methodological part describes the chosen procedures for data collection and data analysis. The third part is an analytic part, composed mainly of the analysis and research itself. At the end, I sum up all the findings based on which I create a proposal of marketing activities for the new marketing plan.

GOALS AND METHODOLOGY OF BACHELOR THESIS

In this chapter, I describe the main objectives of my bachelor thesis.

Global goal of the diploma thesis

The global objective of this work is to come up with a marketing plan of the selected company, while proposing new marketing activities.

The selected company is a project of mine called Louka. The project itself is a retail business focused on providing services in the field of floristics and the production of flower decorations and arrangements. The chosen market of this project is local, targeted mainly at the South Moravia region.

Partial goals of the bachelor thesis

To be able to reach the global objective of my bachelor thesis, I have determined three main partial goals, which will lead to the global goal achievement.

The following partial goals were chosen to achieve the global goal:

1. Summary of basic information about the selected company
2. Analysis of microenvironment and macroenvironment
3. Analysis of current marketing activities

Methodology

The following methods are used to achieve the global goal and the partial goals of the work. Based on the result of the analysis and its consideration I developed a proposal for the marketing activities.

To solve the first partial goal, I use PESTEL analysis for the research of the macroenvironment and I conduct a market analysis, competition analysis and Porter's 5 forces analysis to describe the microenvironment. In the competition analysis, I target the main competition and I compare the project with the competitors. I also conduct interviews

addressing marketing generally as well as Louka's own marketing to be able to better understand the needs of our and potential customers.

Afterwards I sum up the results and create a SWOT analysis. In solving the second partial goal, I address the already established marketing activities. I describe all the ongoing marketing activities as well as summarise the marketing presence of the Louka project itself. To achieve the last partial goal, I came up with several marketing activities tailored to the project Louka and created marketing activities proposals which will be then implemented in the actual operation of the project.

1 THEORETICAL FOUNDATIONS

In this part, the reader is acquainted with marketing characteristics, service marketing and marketing strategy. It also explains the concepts of macro and micro environmental analysis, SWOT analysis as well as marketing communication. The conclusion of the theoretical part deals with the financial and marketing plan.

1.1 Marketing characteristics

Marketing is a process targeting the importance of customers and customers' needs that satisfies through barter transactions on the market.

The main interest of marketing is to build strong relationships with existing customers and eliminate possible loss of customers in favour to sustain CLV (customer lifetime value).

Marketing is a helper when it comes to the decision making as well as it increases international prosperity by strengthening international competitiveness.

Speaking about the history of marketing, although the term itself appeared not until the second half of 20. century, we believe that the beginnings are dating back to ancient Egypt and Mesopotamia. With globalization and increasing competition, the growth of marketing is ever present.

We divide the marketing into two plans – strategic marketing and tactical marketing. Strategic marketing concerns fundamental decisions which use strategic questions, such as who the ideal customer is, what value do we offer or how we keep the client satisfied. The peak of strategic marketing is brand building. Tactical marketing is more concrete and more focused on questions concerning 4Ps (Price, Place, Product and Promotion). We speak about marketing mix (Karlíček et al., 2018).

Another important view on marketing is from the point of view of consumer behaviour. As Koudelka (2018) defines it in his book “consumer behaviour is human behaviour that involves acquisition, use and disposal of consumer products.” Basically, it's about all previous actions before the final use of the product. The initial moment is a need for

creation and a need for satisfaction of this feeling. After the decision making regarding prioritises, values or brand decision the purchase itself follows. Very important is the process of using the product. The use of the product represents the original tension for the purchase, it represents the satisfaction. When it comes to the complete use of the product or the product runs out of life, the aim of the business is that the customer will buy the product again.

1.2 Service marketing

As P. Kotler and Keller (2013) explain “service marketing is an activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product. “

The service has four characteristics – intangibility, inseparability, variability, and perishability. These characteristics are factors that differentiate services from physical products.

As we cannot touch, listen, or taste the services we do say that they are intangible. The companies try to demonstrate the quality of the service with the self-presentation and with help of physical proofs. The materialisation process can be done with the help of marketing tools – place, people, equipment, communication materials, symbols, and price.

Unlike physical products, services are often created and consumed simultaneously. The service creator is a part of the service as well as the client. This interaction between the creator and the customer is very characteristic for the service marketing.

As the quality of the service depends on several factors (such as who provides the service, the environment where, when etc.), the service is very variable. The customer often trusts the experience of others, as well as the companies try to demonstrate their qualities while offering satisfaction guarantee.

The services cannot be stored and that might be a problem when the demand starts to fluctuate. The right services must be available for the right customers in the right place at

the right time and for the right prices. To handle that situation properly, there are several strategies which deal with the consistency between demand and supply of services.

1.3 Business goals definition

The business goal represents the status information that needed to be achieved in a certain period. There is always one main goal, supplemented with several others. Business goals establishment is based on concrete business conditions, current position of the business and on future requirements of the business.

Business goals serve as base for marketing goals and others. The goals shouldn't be at odds with each other.

Both marketing and business goals must be SMART.

S - Specific

M - Measurable

A – Achievable

R – Relevant

T – Time bound

The goals must clearly state in terms of what we want to be achieved. The goals must be measurable, so we can measure the level of success of the goal. They must be achievable with the given resources and under the given circumstances. They must be relevant for the one who implements them. They must be established in a realistic time frame as well (Blažková, 2007).

1.4 Marketing strategy

Marketing strategy is a process of achieving business goals. It is defined as “creating a unique and valuable position consisting of a number of different activities.

A company has a strategy when its activities are different from competition, or the activities are the same, but they are handled differently (Kotler and Keller, 2013).

There are many marketing strategies. Most of the small businesses choose one of the strategies, the one closest to their essence of their effort. The strategies are broken down according to the marketing mix, according to the market trend, the growth strategy, the competition focus, the market behaviour, the market life cycle or according to the size of the market share and the degree of innovation (Blažková, 2007).

1.5 Market environment

While creating the marketing plan, we must first analyse the market environment. The environment is defined as a set of circumstances in which someone lives, and which affects him in some way.

Marketing environment is very dynamic and represents countless opportunities as well as threats. Companies must react fast enough to fulfil the requirements for survival and company prosperity.

We can divide the environment into two types – macroenvironment and microenvironment (Jakubíková, 2013).

1.5.1 Macroenvironment

Macroenvironment is a marketing environment which can't be affected in any way, or in a very hard way. Both tangibles and intangibles influences are included in the macroenvironment. We speak about demographic influences, political, legislative as well as geographic, economic, or sociocultural. In macroenvironment analysis, it is important to start from the distance, from the global macroenvironment up to the local environment. For the evaluation of the environment, we mostly use PEST analysis as well as PESTLE analysis (Jakubíková, 2013).

PESTLE analysis

The PESTLE analysis considers factors which influence or might influence the activities of the business (Jakubíková, 2013).

“It is used as a tool by companies to track the environment they’re operating in or are planning to launch a new project/product/service etc. in (Pestle analysis, 2022).

The abbreviation PESTLE comes from words:

P - Political factors

E - Economic factors

S – Sociocultural factors

T – Technical factors

L – Legislative factors

E – Environmental factors



Image 1: Pestel Analysis, the meaning of the abbreviation

(Source: Bruin, 2016)

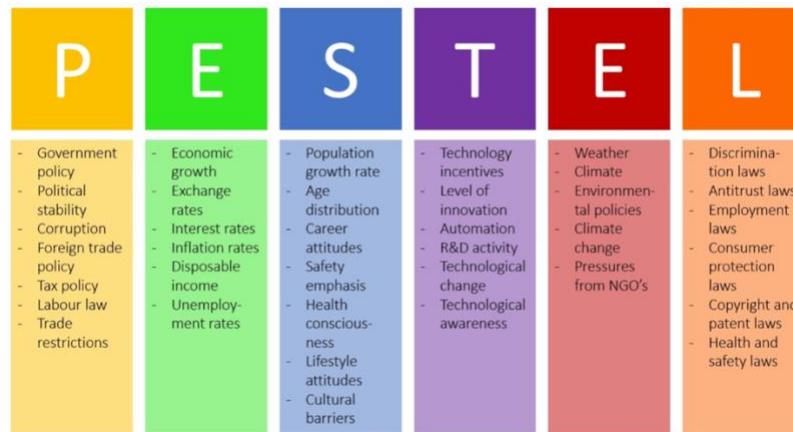


Image 2: Pestel analysis description

(Source: Bruin, 2016)

The PESTEL analysis deals with potential factors and especially threads which can negatively influence the business and its actions. Between the political factors we include for example the political stability, the government stability, tax policy or the environmental protection. The closely related legislative factors are for example the EU legislative, fiscal policy, tax policy and so on. Economic factors are for example GDP evolution, exchange rates, interest rates, the phase of the economic cycle or unemployment. The other factors are the sociocultural factors where we find factors influencing the consumers and organisations. From the cultural aspect we talk about the cultural values, language, body language or the personal image. The social aspect is related to the social stratification, social arrangement (social classes), lifestyle, property, and others. From the technological perspective we speak about the technological evolution and changes, the communication or transportation. The environmental factors concern natural conditions or phenomena like natural catastrophes, climate changes and many others (Jakubíková, 2013).

1.5.2 Microenvironment

Microenvironment is an environment which can be affected by the company.

The goal of the microenvironment analysis is to understand the company's ability to develop, manufacture, sell, provide services, and assess company resources. The

microenvironment analysis serves as a base for identification of the strength and weakness (Jakubíková, 2013).

1.5.3 Market Analysis

In the beginning we must conduct a market analysis. The market represents the total value of products and services, which satisfy the customer's needs. The market must be well defined, as any error might cause consequences for the business (Blažková, 2007).

Industry analysis

The industry is defined as a group of companies supplying one market. The boundaries of the industry are on both sides, on the demand and the supply side. On the demand side it is the possibility of substitution of services and products for different ones, on the supply side it is the possibility of transferring the products and services to the new segment.

For the proper industry analysis we must ask questions such as – what is the value and size of the industry, what are the trade entrance barriers, what will be the future trends of this industry or who are the biggest players in the industry.

The industry analysis is also closely connected to the Porter's five forces analysis (Blažková, 2007).

Porter's five forces analysis

The Porter's model is used for the analysis of market environment as well as for competition analysis. The model itself defines 5 forces influencing the business entrepreneurship as well as it navigates us in the process of handling the competition. The main effort of Porter's five forces model is to create a strong position on the market, which enables instant reaction when there is competition (Konečný, Gregušová, 2012).

The Porter's 5 factors are following:

- Bargaining power of Buyers.
- Bargaining power of Suppliers.
- Threat of New Entrants.

- Industry Rivalry.
- Threat of Substitutes (Purushothuman, 2019).



Image 3: Porter's five force analysis model

(Source: Purushothuman, 2019)

Bargaining power of Buyers

The buyers compete in the industry by pressing the prices down, by seeking for better quality of products and services as well as by influencing the competitors against each other. All of these factors influence the overall profitability of the industry. The bargaining power of buyers depends on several factors, the power is high when, for example, the group is concentrated and represents a large part in the supplier's total sales volume, or the products are undifferentiated.

Bargaining power of Suppliers

The suppliers can prevail over the other participants by threatening with higher prices or with lower quality of purchased goods and services. The bargaining power of suppliers also depends on many factors, the power is high when, for example, the industry is not a major customer of the supplier or when the suppliers have differentiated production.

Threat of New Entrants

New companies bring new capacity into the industry. The new entrant in the industry seeks market share and often significant resources. All this might cause pressure on the prices and decline profitability. The size of the threat of new entrants depends on existing obstacles of entrance as well as on the reaction of the existing participants in the industry. If there are many obstacles and the reaction is rough, the threat of new entrants is low.

Industry Rivalry

The industry rivalry is the factor influencing the position of the company. Participants use methods such as price competition, advertising campaigns, guarantee or customer service improvement. The reasons for rivalry between the participants are either the pressure from the competition or there is a possibility of position improvement. As all the participants depend on each other, the action and contradiction might have positive or negative influence on all of them.

Threat of Substitutes

The participants compete not only in their own industry, but also with the substitute industry, which produce substitutes. The substitutes have the power of managing the prices for the participants (Porter, 1980).

Competition analysis

The competition analysis is another important part of the planning process. It is very important to know your existing direct and indirect competitors as well as the potential ones. It is good to have an overview and to be able to react to possible changes of the competition.

There are several reasons why we consider competition analysis important. Firstly, we need to understand our business advantages and disadvantages against the competition. We need to know the background of competition decisions in last, present, and future competition strategies. As well, it is important for the forecast of the competition to respond to our strategies. Lastly, it is also important for payback period forecasts and awareness elevation of threats and opportunities (Blažková, 2007).

1.6 Interview conducting

A semi-structured interview is an interview in which the author sticks to pre-prepared questions but the form of answers to these questions remains free (Chráska, 2016).

The interview is conducted by asking questions about the respondent's knowledge, attitude, preferences and behaviour.

“The sample is a representative segment of the population.” The selection of the sample at its discretion considers the judgement of the researcher, who selects the respondents who, in his opinion, provide accurate information (Kotler et al., 2007).

1.7 SWOT

The swot analysis is one of the most used analyses of the environment. It is an analysis concerning strengths, weaknesses, opportunities, and threats of the company in relations with the company environment (Jakubíková, 2013).

The swot analysis can be described as a process identifying internal and external factors affecting a company and its performance (Gurl, 2017).

The strengths are the factors which contribute to the strong market position of the company. They represent the spheres where the company is good and successful. They also serve as a base for competition advantage. The weakness is the opposite of strengths, these are the factors with low level of potential, and they might slow down the company effectiveness. The opportunities are the preferential instruments against the competition. With their realisation, there are higher chances for the company growth and successful fulfilment of the company goals. The unpleasant situation or change in the business sphere might bring threats for the business itself. They might bring the risk of business failure (Blažková, 2007).

The use of the SWOT analysis is important in strategic planning, for the summarization of analyses or for the identification of possible resources or competencies of the company (Jakubíková, 2013).



Image 4: SWOT analysis description

(Source: Shewan, 2022)

1.8 Marketing communication

As Kotler defined in his book, marketing communication is a means used by companies to inform or convince the consumers about the products or the brands, directly or indirectly. It's a means used as a conversation starter and enables to create relationships with the consumers (Kotler and Keller, 2013).

The main task of marketing communication is to communicate the essence of the brand personality and to maintain a permanent partnership between the customer and the brand (De Pelsmacker, Geuens and Van Der Bergh, 2003).

Marketing communication is the voice of the company and its brands, in a way. It is a way to start dialog and establish a relationship with the consumers.

According to Kotler and Keller, the 8 main communication means form the so called communication mix. It is the following: advertisement, sales promotion, events and experiences, public relations and publicity, direct marketing, interactive marketing, oral spread, and personal sale. See the table below for more detailed examples (Kotler and Keller, 2013).

Table 1: The most used communication platforms according to Kotler & Keller

(Source: Kotler and Keller, 2013)

Advertisement	Sales promotion	Events and experiences	Public relations and publicity	Direct and interactive marketing	Oral spread	Personal sale
print and broadcast advertisements	competitions, games, bets, lotteries	sport	printing packages	catalogues	face to face	sales presentation
outer packaging	rewards and gifts	entertainment	speeches	mailings	chat	sales meeting
inner packaging	samples	festivals	seminars	telemarketing	blogs	incentive programs
cinema	trade fairs	art	annual reports	electronic shopping		samples
brochures	exhibitions	fairs	charitable donations	teleshopping		trade fairs
posters and flyers	samples	excursions	publications	fax		
lists	coupons	corporate museums	community relations	e-mail		
ad overprints	sales	street activities	lobbying	voicemail		
billboards	low interest financing		company	corporate blogs		
signs	purchase of old products		publications	website		
displays at the point of sale	loyalty programs		corporate magazine			
DVD	promotional items					

1.9 Marketing mix

According to P. Kotler, “marketing mix is the set of controllable variables that the firm can use to influence the buyers’ response.” The variables refer to 4P’s – product, price, place, and promotion.

The marketing mixes analyse data from several sources and try to understand more precisely the impact of different marketing activities (Kotler and Keller, 2013).

Product

The product defines what the company sells as well as it defines the characteristics of the product or service. It also describes why the customer should buy the product and other factors determining how the product or service meets expectations (McDonald, 2022).

Price

The price is an amount of money charged for the product or service. While establishing the fixed prices of the product of service, we must take into consideration many factors such as demand for the product, government restrictions or pricing of the competition. The price factor might influence the demand for the product and so the profitability of the company (University of Peshawar, 2015).

Promotion

The promotion informs, persuades, and influences potential customers in favour of choosing one certain product. The promotion should provide the information about the availability and characteristics of the product as well as it arouses potential interest in the certain product. The promotion is channelled through publicity, advertising, and sales promotion (University of Peshawar, 2015).

Place

The place describes where the sale takes place as well as where the distribution process between the seller and target customer takes place. In the online world, we care about the website look and design, where we find the ads and location of the sales offer (McDonald, 2022).



Image 5: 4Ps, the meaning of the abbreviation

(Source: Lumen Learning, 2022)

1.10 Budgeting

“The budget represents the determination of expected business and marketing costs together with the expected revenues that we will spend or obtain during the planned period.” For example, we speak about costs of direct marketing, costs needed for new product launch or costs needed for advertisement. Budgeting might be quite tricky, as we need to balance between the marketing activities realisation and the total corporate budget. The budget for a newly established company will probably be higher than for a long-established one.

When we do the budget preparation, we forecast future costs and revenues. The amounts must be exact; we can’t undervalue them or, to the contrary, overestimate them.

Budgeting is important for small and medium sized companies, as they serve as a base for future decision-making. The costs and revenues are calculated monthly or yearly.

For future sales forecasts we have to take into consideration several factors. We have to ask questions like how many customers we gain every year, how many of them we lose, what is the average of sales per one customer and others. The future sales forecast is an important part of cash flow, and it serves for control and monitoring of sales.

While establishing the costs, we have to think about the activities we want to implement, what are our resources and what are the costs (Blažková, 2007).

1.11 Controlling

The controlling process is used to determine whether the achieved results correspond to the planned results. We distinguish three types of control method – the preventive check-up, continuous control, and the feedback.

Preventive check-up

The preventive control focuses on increasing the probability that the results achieved will be as consistent as possible with the planned results.

Continuous control

The continuous control focuses on already ongoing operations while it determines whether the operations are proceeding in accordance with the planned results.

Feedback

The feedback control focuses on completed operations and results (Jakubíková, 2013).

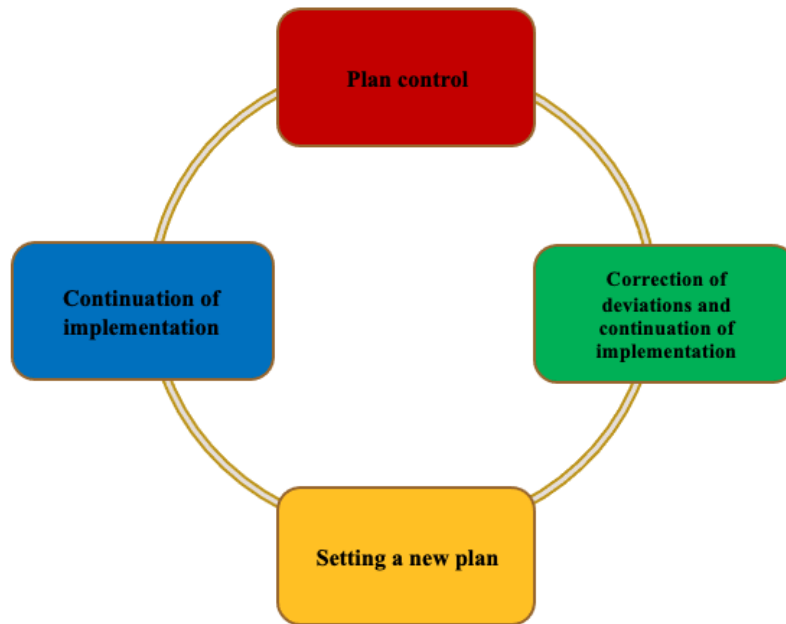


Image 6: The process of the controlling

(Source: Author's work according to Jakubíková, 2021)

1.12 Marketing plan

Marketing planning is a complex process describing the use of methods of applying marketing resources to achieve marketing objectives. Marketing planning is a repeated process, the plan itself is updated and controlled during the whole process.

The marketing planning is useful for market segmentation, market size prediction, marketing opportunities identification as well as it serves as a base for present and future projects. It is also helpful for the business in terms of achieving the company's goals.

The marketing plan is a document containing a plan for marketing of a product or service.

The whole process includes several steps:

- External and internal marketing research.
- SWOT analysis.
- Assumptions establishment.

- Set up of marketing objectives with expected results.
- Generation of marketing strategies and plans of actions.
- Programmes definition.
- Budget set up.
- Writing, communicating, and controlling the plan.
- Review and update of the plan.

As the first step we conduct the analysis of the external environment, the gained information is re-analysed in context with the marketing theme. Internal marketing research is one of the most important steps, gathering information from inside of the business. After we conduct the SWOT analysis, we target strengths, weaknesses, opportunities, and threats. The SWOT analysis helps with decision making about the gathered information from the previous analysis.

The assumption establishment is very important for the marketing plan itself. The assumptions concern external economic factors as well as technological factors and others, competition influencing factors. Then marketing goals establishment is a breaking point for the marketing plan as it is the main point of the marketing plan – the goal achievement.

We use marketing strategies and plans as a method of marketing goal achievement. Firstly, we must define marketing strategy, then we work on action plans. Both must be connected to the marketing mix (product, price, promotion, place). The programme definition is a process of defining WHO, WHAT, WHEN and HOW. The budget set up defines the resources needed for the effective marketing plan as well as it also considers the financial risk of the plan.

After all these steps, we should be able to write the marketing plan in paper form. The paper version should consist only of key words which need to be told. Communication within the team is very important for correct implementation of the plan. As the conditions

are changing all the time, the plan must be also adjusted and updated according to the current situation (Westwood, 2020).

2 CURRENT SITUATION ANALYSIS

At the beginning of the second part, I introduce the main information about the project Louka as well as I describe the company's vision and mission. I continue with the microenvironment and macro environmental analysis. Then I follow up with the competition analysis and summarize everything in a SWOT analysis. In the end, I summarize all the marketing activities of Louka according to the marketing mix.

2.1 Summary of basic information about the selected company

Louka is a project of mine that I have been working on since 2020. It's custom flower production with quite a wide range of services. In the beginning I only offered small decorations and flower bouquets, today I manage weddings, funerals as well as I present collections for every holiday season (Christmas, Easter, Valentine's Day, etc.). The newest service that Louka offers are decorations, Images, and walls from stabilised moss.

The name of the project, Louka, was created by me several years ago when the whole idea of this project occurred in my mind. I wanted something Czech and simple as well as with added value. I wanted to connect the imported flowers from abroad with flowers we find on the meadows and fields, and I wanted to underline this style by naming the project appropriately.

The added value of the Louka's brand is the express delivery (we can process and prepare the order in an hour) and 24/7 availability, an individual approach for the customers (decorations and bouquets made according to customer's needs and wishes) as well as we offer lower prices (no rental expenses as the production is done from our home, specifically garage).

The Louka's products are now sold through social media, specifically through the Louka's Instagram, Facebook group and Facebook insertion. The products are picked up in person, sent through the Zásilkovna service or in the case of weddings I provide delivery and montage of the decorations at the wedding venue.



Image 7: Louka's logo

(Source: Author's work, 2020)

The visual aesthetic of the Louka brand is quite simple. Currently, I use one general logo which can be seen in the image number 7. This logo is used as a profile Image on social media as well as it is used on the business cards and as the stickers on the bouquets and packaging.

Vision

Louka's vision is to build a floristic Czech brand with excellent customer service targeting customer's needs and desires. The must is the service quality, uncommonness, and fair prices. While providing the service, Louka wants to support local flower producers as well as eliminate natural pollution in terms of usage of the plastic and similar materials.

Mission

The mission of the Louka project is to deliver high quality services and experience for the customers as well as focus on nature and humans when it comes to flower production.

2.2 Macro and micro environmental analysis

For the analysis of the macroenvironment, I conduct the PESTLE analysis. For the microenvironment analysis, I conduct the analysis of the market, of the competition as well as the Porter's five forces analysis. In the end of this chapter, I conduct interviews and summarize the strengths, weaknesses, opportunities, and threats in the SWOT analysis.

2.2.1 PESTLE analysis

The PESTLE analysis targets 6 factors influencing the macroenvironment – political factors, economic factors, sociocultural factors, technical factors, legislative factors, and environmental factors. To make the analysis a little bit clearer, I connected the political and legislative factors into one table.

Table 2: Political and legislative factors of PESTEL analysis for the Louka project

(Source: Author's work, 2021)

Political and legislative factors	Force factor 1 – small 5 – big	Probability of impact 1 – small 5 – big	Overall impact intensity
New laws influencing the entrepreneurship	3	2	6
Government stability	2	2	4
Pandemic restriction	4	3	12
Tax law amendments	4	2	8

In the table below, we find important political and legislative factors influencing the project Louka. With the EET establishment in 2016 (Smetanková, Palán, 2015), many businesses must adjust and invest more into their business activity. With time we might again meet newly established restrictions and laws, which will influence our expenses and our manners within entrepreneurship. However, the possibility of the creation of these laws is quite low. Higher possibility of new established laws is in the tax area. With every new session, we come across several changes within the tax packages and tax system (Weiss, 2021). The factor with the higher impact intensity is the factor of pandemic restriction. As we still live in an uncertain period, the government regulations can come irreversibly and without notice. Pandemic situations can be crucial for several businesses (MPO ČR, 2020).

Table 3: Economic factors of PESTEL analysis for Louka project

(Source: Author's work, 2021)

Economic factors	Force factor 1 – small 5 – big	Probability of impact 1 – small 5 – big	Overall impact intensity
Market cycle	5	4	20
Flower prices on the exchange	5	4	20
Inflation	2	5	10
Labour wages	3	2	6

As the most important economic factors I consider the current market cycle, the prices of the flowers on the exchange, the inflation rate as well as labour wages. With the most impact intensity we see the current market cycle – when we come into the recession, people save money and spend it on products and services with higher priorities than on flowers (Šetek, 20212). As the prices of flowers are changing regularly with the season, there might be other unexpected price increases caused by situations like Covid or similar (ČSÚ, 2022). In recent years, the inflation rate has been rising and so the prices and the margins are adjusted according to the current inflation rate (ČSÚ, 2022).

Table 4: Sociocultural factors of PESTEL analysis for Louka project

(Source: Author's work, 2021)

Sociocultural factors	Force factor 1 – small 5 – big	Probability of impact 1 – small 5 – big	Overall impact intensity
Popularity of flower donations	5	1	5
Wedding size trends	4	3	12
Leisure preferences	2	4	8
Flower style preferences	3	3	9

As we operate in the flower industry, I have chosen the following sociocultural factors. The lowest overall intensity we find on the factor of the flower donation popularity. This factor

has a big force but the probability of it happening is very low. The flower donation tradition started already in ancient history and with time, the trend is becoming more and more popular (Kytice expres, 2015).

The biggest overall impact intensity applies to the wedding size trend. As wedding floristics is one of our main services, the interest, and the size of wanted weddings is very important for our project. The trend of this factor is often word-driven, and it often depends on the influence from big cities and on the mondialization. The process of the incoming trends and with the process of mondialization, the floristics style is changing, and it is important to achieve customer's expectations (Florcentrum, 2020).

Table 5: Technical factors of PESTEL analysis for Louka project

(Source: Author's work, 2021)

Technical factors	Force factor 1 – small 5 – big	Probability of impact 1 – small 5 – big	Overall impact intensity
Flower import technology and logistics	2	3	6
New technology in distribution	2	1	2
Louka's distribution technology	4	3	12
Flower storage technology	4	3	12

The technical factors are mostly connected to the logistics and storage technology. The factors with the higher impact intensity are the technology of the project distribution and the flower storage. As we now operate mostly as an order and pick up place, soon, we would like to invest and provide a high-quality delivery service, while using a car with cooling technology. We would also like to invest into a newer cooler for more convenient storage. These factors have a medium factor of probability as it depends on our financial situation. The factors of force are high, as it would be life-changing for our distribution and our scope. As the innovation in business is inevitable, it is especially important in the

technological sector as the technology evolution brings simplicity and convenience for the customers (ČTK, 2020).

Table 6: Environmental factors of PESTEL analysis for Louka project

(Source: Author's work, 2021)

Environmental factors	Force factor 1 – small 5 – big	Probability of impact 1 – small 5 – big	Overall impact intensity
Climate changes	1	3	3
Sustainability	3	2	6
Fair trade	4	2	8
Local production	5	4	20
Environmental catastrophe	5	1	5

As most of the environmental factors can't be influenced by us humans, there are also several which we can use as a helpful tool for the improvement of the environment. The factor with the higher impact intensity is the local production. This factor can be essential as the local production and local resources might be a significant differentiation advantage for us and it might attract several new customers and fill in more of our bookings (Prezentace klienta, 2020).

2.2.2 Market analysis

According to the CZ-NACE and the Czech Statistical Office, the custom flower sales is the category G-47760 – retail sales of flowers, plants, seeds, fertilizers, pet animals and pet food in specialised stores. In the market analysis I focus on the flower shop industry and market.

Size of the industry

The flower industry is getting constantly bigger every year. Over the last 10 years, the value of imported flowers has increased at least 40 times, as we can see in the table below (ČSÚ, 2022).

As local production is also part of the industry, according to E15.cz, the local flower production is rising as well (Kütner, 2015).

Období	Kód zboží	Název zboží	Netto (kg)	Stat. hodnota CZK(tis.)
2000	06	Rostliny živé a výrobky květinářské	3 096 670	151 609
2001	06	Rostliny živé a výrobky květinářské	39 846 590	1 924 641
2002	06	Rostliny živé a výrobky květinářské	42 452 660	2 112 041
2003	06	Rostliny živé a výrobky květinářské	44 834 004	2 357 311
2004	06	Rostliny živé a výrobky květinářské	63 537 558	2 673 267
2005	06	Rostliny živé a výrobky květinářské	48 596 401	2 614 307
2006	06	Rostliny živé a výrobky květinářské		2 583 829
2007	06	Rostliny živé a výrobky květinářské		2 974 410
2008	06	Rostliny živé a výrobky květinářské		3 137 552
2009	06	Rostliny živé a výrobky květinářské	53 575 840	3 205 291
2010	06	Rostliny živé a výrobky květinářské	55 865 138	3 233 863
2011	06	Rostliny živé a výrobky květinářské	65 919 110	3 570 534
2012	06	Rostliny živé a výrobky květinářské	64 467 026	3 569 523
2013	06	Rostliny živé a výrobky květinářské	71 505 189	3 631 226
2014	06	Rostliny živé a výrobky květinářské	83 442 718	3 907 752
2015	06	Rostliny živé a výrobky květinářské	80 565 496	4 384 969
2016	06	Rostliny živé a výrobky květinářské	81 499 399	4 465 482
2017	06	Rostliny živé a výrobky květinářské	78 054 405	4 574 486
2018	06	Rostliny živé a výrobky květinářské	96 590 260	4 819 568
2019	06	Rostliny živé a výrobky květinářské	87 553 274	5 542 148
2020	06	Rostliny živé a výrobky květinářské	90 023 143	5 555 728
2021	06	Rostliny živé a výrobky květinářské	95 482 601	6 434 963

Image 8: Worth of imported flowers in the CZ

(Source: ČSÚ, 2022)

Trade entrance barriers

Speaking about the trade entrance barriers, when starting business in the flower industry, there aren't many of them. Custom flower arrangement or the establishment of the flower shops falls under the trade licence office, and you only need free trade. Specifically, it is free trade on design, arrangement, and modelling as well as retail, wholesale licence as I also sell decorations and decorative items. To gain this free trade there are three conditions which must be fulfilled – reaching the age of 18, legal capacity and integrity (Živnosti.eu, 2022).

When it comes to the custom floristics, there is no need for a big capital as well as there is no need for any extra education. I chose a retraining course at the employment office, but it

was completely voluntary and up to me to attend it. Anyhow there is no required education when starting a flower business.

As a biggest trade entrance barrier, I consider the strong brand identity of the competitors as well as the loyalty of competitors. As stated on the Yotpo. Blog “55,3% of consumers are brand loyal because they love the product”, so it might be quite hard to enter the market as a new flower brand (Bitran, 2018).

Main industry representatives

As our biggest competition we consider the nearest flower shops (circuit 10km) as well as the most famous flower shops in the city with similar style of flower arrangements. The glory of the competitor is rated according to the Instagram followers. I have chosen Instagram, as it is the main selling platform of Louka at the moment.

I excluded flower shops which are part of the bigger chain, as they mostly offer pre-prepared flowers and don't follow the trends and wishes tailored to the customers' demands as well as they are mostly used by shopping mall customers. I only choose the ones where most of the customers shop for the style and brand of the flower shop.

Table 7: Main flower industry representatives

(Source: Author's work, 2022)

Competitor's name	Location	Number of Instagram followers
Kytka jako Brno	Brno centre	9556
La Plevela	Brno centre	8268
Květinářství Galerie	Brno centre	4452
Flower Bar	Brno centre	3125
Kvítí z Lesa	Brno centre	2681
Rosebud	Brno centre	2609
Květiny Matuška	Brno centre	1931
Svítlí Kvítí	Moravany	1647
Magnolie	Ořechov village	1479
Květiny Romana	Brno everywhere	758

2.2.3 Competition analysis

The following part is dedicated to the competition analysis.

Marketing strategy of our competitors

To be able to better understand our competitor's marketing strategies, I summarise each one of their marketing activities in the following text. I use all available resources, as well as I visited all available premises in person.

Table 8: Marketing activities of Kytka jako Brno

(Source: Author's work, 2022)

Kytka jako Brno	
Social Media	<p>On the Instagram account we find 10K followers and 206 posts. In the bio we can see basic information such as address, opening hours and web link. The posts are irregular, usually every four days. The photos are unprofessional (not taken by photographer) and sometimes they use filters. The description is short, usually with many hashtags. Majority of their photos include everyday bouquets, and some include the seasonal decorations. They recently started doing reel videos as a new type of content.</p> <p>On the Facebook page there are 2200 followers, and the posts correspond to the ones on Instagram. In the photos they engage not only the products but also the florists.</p>
Web	<p>The web page is also an e-shop. On the e-shop they offer 5 varieties of flowers in 5 different size variants. In case of wedding or mourning floristics, they provide inquiry forms. They also included the section of references and flower-calendar, which is a free service which will remind you of important dates such as wedding anniversary or birthday, if you put them into it.</p>
Premises	<p>The premises are in the city centre on the main street. Just outside the shop you can find quite a big display of decorations and flowers. The sign is big and above the whole shop premises. The place inside is toned in dark blue colours in combination with wood material. It is fully stocked with flowers and potted flowers.</p>
Others	<p>They already opened a second branch in Olomouc, and they use the same social media for both of them.</p>

Table 9: Marketing activities of La Plevela

(Source: Author's work, 2022)

La Plevela	
Social Media	There are almost 8400 followers and 460 posts on Instagram of La Plevela. The bio is only filled in by the company's name. The posting is irregular. The whole feed is harmonized, and every photo is done and edited by the photographer. Usually they post bouquets, wreaths, or wedding shoots. The description is about three lines long. The hashtags are then added in the comment section.
	The Facebook page has reached almost 8K of followers. There is the same information as on Instagram and again all posts are the same. In the description we can often find recommendations on a photographer or any kind of artist. They either take the photos in the premises or somewhere outside.
Web	None.
Premises	Again, the location is in the city centre on the main street. The whole premises are designed in earthy colours more into dark tones. They offer quite a big selection of goods such as candles, flowerpots, fresh flowers, or wreaths.
Others	They don't use any branded material such as wrapping paper or stickers.

Table 10: Marketing activities of Květinářství Galerie

(Source: Author's work, 2022)

Květinářství Galerie	
Social Media	<p>Their Instagram consists of 220 posts and 4500 followers. The posts are added irregularly and in disorder. The feed is a mixture of bouquets, premises, information posts and other. In the bio we find opening hours and link to the web. The photos are unprofessional and not edited. They also post videos. The description is usually about two lines and includes hashtags.</p> <p>The Facebook page is the same as the Instagram feed. It has 3400 followers-</p>
Web	<p>The web is an e-shop. The main offer is composed of 14 variations of flowers with different price levels. The other categories target bouquets, weddings, the team of florists, contact and, in addition, it contains the blog. The blog has only been updated very few times a year and it is targeting themes such as Christmas decorations or wedding themes.</p>
Premises	<p>The gallery is a big open space in the heart of the city centre. There is no shop window to the street but there are many huge windows with garden views. This shop is very much known for its plant offerings. It is also the biggest flower shop in Brno. The offer is very big, and it includes many kinds of candles, art deco, flowerpots as well as plants. The premises display one banner on the street.</p>
Others	<p>Use of brand stickers. Packaging and similar.</p>

Table 11: Marketing activities of Flower Bar

(Source: Author's work, 2022)

Flower Bar	
Social Media	<p>The number of followers on the Instagram platform is almost 3300 and the number of posts is 680. In the bio we can find main offered products. The posts are published every two or more days. The photos are either taken outside or are taken by professionals in the studio. The feed is not harmonized, it is more or less a combination of everything. Time to time they also post a “how to do” video of some of their arrangements. The descriptions are around two lines and with hashtags attached.</p> <p>Facebook has 2550 followers and corresponds to Instagram.</p>
Web	<p>The web page is very simple, and it is only one page. There is only information about the address, the contact and opening hours. It directs the potential customers to social media or to the shop itself.</p>
Premises	<p>The premises are located near the city center on the main street. The outside display is not very big, the majority is inside.</p>
Others	<p>They use marked stickers and other supplementary material. They collaborate with ice-cream suppliers on different occasions.</p>

Table 12: Marketing activities of kvítí z Lesa

(Source: Author's work, 2022)

Kvítí z Lesa	
Social Media	Their Instagram contains almost 250 posts and has already 2800 followers. The posts are added usually every 2 or 3 days. The feed is natural with mostly unprofessional photos, and it is a mixture of bouquets, flower products and home decorations. Their main specializations are plants as well as bouquets. The description of the posts is usually very short and without any hashtags.
	The number of followers of the FB page is much higher, it is almost 7200. As for the majority, the page has all the same aspects as Instagram. The information description is a little bit deeper.
Web	The web page is very simple and brief. They describe the story behind the project, present their address and contacts as well as the product offer. They also offer quite a wide selection of workshops covering mainly different types of decorations. There are very few photos.
Premises	The premises are located near the city centre on a remote street. The big window in front offers good lighting inside. The shop window is full of products which are ready to sell. The flower offer is unusual, they mostly offer local seasonal flowers supplemented by branches and other growth material. In the display we also find candles, statues and decorations made by Czech artists.
Others	They use brand packaging and stickers. They are targeting local Czech resources.

Table 13: Marketing activities of Rosebud

(Source: Author's work, 2022)

Rosebud	
Social Media	The number of Instagram followers is almost 2700 and the number of posts is almost 580. In the bio we can find the name, opening hours, link to the second profile as well as web link. The new posts are published approximately every five days. The exact structure of the feed is not given. All photos are unprofessional with no edit. Generally, they chose a more natural look. They mix bouquets photos with informative posts.
	6300 Is the number of followers on the Facebook page. Also, in this case the posts are the same. The information box is complete. The description of the posts is around 3lines long. They often engage themselves in the photos.
Web	The web page is very short with only one Image, logo, contact details and address. They also included the link to the social media – Facebook and Instagram. They basically try to redirect all potential customers from the web to the premises of the flower shop or to their social media accounts.
Premises	They use outside premises for flower display as well as decoration display. The premises are quite big, and the biggest dominant is the ceiling which is decorated using thousands of pink straws. In addition to flowers they offer seasonal statues, potted flowers, candles, and small gifts.
Others	Recently they started with their own local productions of flowers, they bought land and they are going to build a stand on the property as well, so people have another opportunity where they can buy Rosebud flowers. They use brand stickers and packaging.

Table 14: Marketing activities of Květiny Matuška

(Source: Author's work, 2022)

Květiny Matuška	
Social Media	<p>On the Instagram account we find almost 2000 followers and 850 posts. In the bio we find a web link and the name of the owner. The posts are added almost every day with only a few breaks. The feed is harmonized and divided according to the collections. The posts descriptions are quite long, about 10 lines each post as well as they use hashtags. To spice it up a little, they also add different food recipes where they use flowers as decorations.</p> <p>The Facebook page has 14000 followers. The posts are the same as on the Instagram page. Most of the photos are done unprofessionally. The author also sometimes uses photos which were taken in his home and shows the creations he made from his garden's flowers.</p>
Web	<p>The web page is quite long with many categories. The first page is targeting available collections as well as showing news about what is coming soon (mainly holidays). In every category we find a display of product examples. What is quite extraordinary on the page is the possibility of virtual visit. It also contains descriptions about the team, services, prices and the contact.</p>
Premises	<p>The premises of Květiny Matuška are quite famous for the big display of flowers and decorations in front of the shop. The whole store is tuned to the colour palette and filled with seasonal decorations. The big banner is visible from far away. The scent in the premises is very nose pleasing and everything is harmonized. The space is quite big, bright and divided into sections – every section has its own theme and color.</p>
Others	<p>Basically everything is marked with the logo of the owner – packaging, ribbons, decorations as well as boxes. They also use marked cards with drawings and logos on them.</p> <p>This brand is quite well known for their seasonal installation for their clients – they come to your house and do full decoration in your space. They also produce their own branded perfume. The owner is also an author of his own book targeting flower arrangements.</p>

Table 15: Marketing activities of Svítí Kvítí

(Source: Author's work, 2022)

Svítí Kvítí	
Social Media	<p>Their Instagram account has almost 1700 followers and 450 posts. The timing of the most varies a lot and there is no pattern. The content is not in harmony and the photos are a mix of professional and non-professional photography. Svítí Kvítí is also targeting weddings in Iceland, and it is its specialization. They also specialize in Christmas wreaths and some seasonal wreaths. They do not offer any other decorations.</p>
	<p>On Facebook we find almost 1050 followers. We can find here the contact info and all the same posts that we find on Instagram. The Facebook page is an exact copy of Instagram. The description of the posts is short and contain quite a bit of hashtags.</p>
Web	None.
Premises	None.
Others	<p>They also display their flowers and decorations in the coffee bar in Moravany, usually in times of Holidays such as Woman's Day or similar and the coffee bar promotes them on social medias.</p>

Table 16: Marketing activities of Magnolie

(Source: Author's work, 2022)

Magnolie	
Social Media	The Instagram account has almost 1600 followers and 700 posts. In the bio we can find opening hours and contact. The posts are quite irregular, and they are published every three to five days. The feed is not completely harmonized and there is a mix of products – bouquets, weddings, wreaths, and others. There is a description for every post which is about 5 lines long. Here and there we find posts that are devoted to the charity theme.
	On the Facebook page, we find the address, contact and all products and services that they offer. The posts are the same as on Instagram. The photos are taken by the owner in front of the premises or by a professional when we speak about wedding photos and editorials.
Web	None.
Premises	The premises are the extension of an apartment building and the whole exterior and interior is wooden. They offer wide selections of candles, decorations, and other home accessories. There is no big banner or any inscription on the door, however the flower display starts already in front of the door.
Others	As we can see in the photos, the company doesn't use any branded material – name cards, wrapping paper or ribbons. On the other hand, they create a lot of editorials and styling photoshoots.

Table 17: Marketing activities of Květiny Romana

(Source: Author's work, 2022)

Květiny Romana	
Social Media	On Instagram we can find almost 830 followers and almost 1000 posts. In the bio we can find a link to the page and short description of the offered service. New posts are published every two days, almost every day. The photos are mainly done by professional photographers and the editing is very eye pleasing. The style is not harmonized rather a mix of all their work. The posts' description is friendly, with follow-up questions and average length is 3-5 lines. Sometimes the owner uses competition to attract new followers.
	On Facebook, the company uses a Facebook page where we can find almost 1800 followers. All basic information is filled in and the posts are the same as on Instagram. The description is the same as on their Instagram profile.
Web	The web is not an e-shop, it is only a web page. Very clean and clear. It contains something about the owner, an overview of the services offered, photos of previous work and contact details. There is also a page with recommendations and feedback from previous customers. There is also a basic price offer targeting wedding floristics.
Premises	None.
Others	Both socials and the web are targeting primarily wedding themes than the other sold products such as decorations and everyday bouquets. There is no customer support on their online channels. There are not many posts where we can see packaging and there is no information about additional services.

To sum up the marketing activities of our competitors, with a few exceptions, there are quite big similarities among them.

Social Media

All of them have corresponding Instagram and Facebook posts, as they use the possibility to share on both at once. The posting strategy is the same on both socials. Just one of them is posting only professional photos, the rest of the competitors post combinations or only “home-made” amateur photos. The majority use posts descriptions which is about three to five sentences long as well as they use hashtags. The frequency of posting varies for everyone.

Only few of the competitors are targeting houseplants as their advantage (Květinářství Galerie, Kvítí z Lesa), some of them target mainly wedding themes (Svítlí Kvítí, Květiny Romana) and the rest mostly daily flower supplies. Only one of the competitors offers products made from stabilized moss (Svítlí Kvítí).

Web

Only three out of ten competitors don't have an e-shop or even a web page. Two out of ten competitors have only one page at their web site, directing all visitors to the socials or directly into the premises. Two of the leading competitors do have an e-shop that you can use for flower orders. The others have a classic web page with basic information such as address and contact details as well as photos as examples of their work.

Premises

The premises are the main difference between a classic flower shop and custom flower production. All the premises of flower shops are located in the city centre on the main street. All competitors with premises offer ancillary goods such as pods, candles, vases and other.

Others

Majority of the competitors have and use branded stickers, ribbons and other marks and packaging. Only some use locally produced flowers and support Czech artists (Rosebud, Kvítí z Lesa) and only one of them targets foreign markets (Svítlí Kvítí). Only two of the competitors (Svítlí Kvítí, Flower bar) collaborate with other businesses such as coffee shops or ice cream sellers.

Louka's marketing strategy

I also analyse the same factors for the selected company Louka.

Table 18: Marketing activities of Louka

(Source: Author's work, 2022)

Louka	
Social Media	<p>On Instagram we have 440 posts with almost 1250 followers. In the bio you can see what we do, the address, methods of delivery as well as our contact. We post almost every day, the descriptions of the posts are none or very short, unless we have something important to say. We started using reels as a part of our feed as well as we do some editorials, from time to time. The style of the feed is harmonized in tones of wooden background. We don't use any hashtags. We use the possibility of publishing stories, where we put our newly made products.</p> <p>On Facebook we use a closed Facebook group, that means that we publish separately on every social media and our posts are a little different on each of them. In the group we have 1700 members, and we post almost every day and quite often. As there is not a possibility of publishing a story as it is on Instagram, we publish immediately our newly made products here.</p>
Web	None.
Premises	None.
Others	We use branded packaging as well as we brand all our products. We are interested in charity projects. We have collaboration with a café - Maybe coffee and a photographer – Kájiny Momentky.

Speaking about social media, we don't have an open Facebook page as all our competitors do. We don't use hashtags as well as our descriptions are very short or are missing. Although we try to create good content on our social sites at all times, we are behind in comparison with some of our competitors.

As the majority of our competitors, we also use brand material as well as we have started some new collaborations. The main difference between us and our competitors is the absence of premises and a website.

Differences between the competitors

To properly see the differences between the marketing activities of Louka and our competitors, I have summarized the main similarities and differences in the following table.

Table 19: Competition benchmarking

(Source: Author's work, 2022)

Name	Instagram	Facebook	Web	Premises
Kytka jako Brno	9556	2213	E-shop.	Have.
La Plevela	8268	7845	None.	Have.
Květinářství Galerie	4452	3363	E-shop.	Have.
Flowerbar	3125	2546	Have.	Have.
Kvítí z Lesa	2681	7155	Have.	Have.
Rosebud	2609	6246	Have.	Have.
Květiny Matuška	1931	14070	Have.	Have.
Svítlí Kvítí	1647	1046	None.	None.
Magnolie	1479	1687	None.	Have.
Květiny Romana	758	1771	Have.	None.
Louka	1250	None.	None	None.

The table number 19 summarises the previous competition analysis. We see that even though the posts on both social networks are the same, the number of followers does not match. The highest number of Instagram followers belongs to the competitor Kytka jako Brno. Another competitor, Květiny Matuška, has the most followers on the Facebook page. Only two competitors have an e-shop and only three of them don't have even a web page. Only two of them don't have premises or pick-up spots. It is clearly visible that only Louka

has three cons in the whole table, specifically no Facebook page, no premises as well as no web page. Other competitors have a maximum of two negative factors. We can therefore conclude that these factors are suitable for improvement.

2.2.4 Porter's 5 forces analysis

The following table is summarizing the Porter's 5 forces analysis with the force factor number.

Table 20: Porter's 5 forces analysis for the Louka project

(Source: Author's work, 2021)

Bargaining power of Buyers	Force factor (1 – small, 5 – big)
Number of buyers	2
The importance of the product for buyers	3
Average purchasing power of one buyer	2
The relationships with the buyers	3
Bargaining power of Suppliers	Force factor (1 – small, 5 – big)
Number of suppliers	2
The importance of suppliers	4
The relationships with the suppliers	4
The importance of the industry for the supplier	3
Threat of New Entrants	Force factor (1 – small, 5 – big)
Legislative entry barriers	1
Capital entry barriers	2
Know-how and talent	4
Access to suppliers	2
Industry Rivalry	Force factor (1 – small, 5 – big)
Number of competitors	4
Competition diversity	3
Price policy	2
Customer service	2
Threat of Substitutes	Force factor (1 – small, 5 – big)
Number of substitutes	2
Price attractiveness of substitutes	2
Quality of substitutes	2

Bargaining power of Buyers

The Louka project is growing day by day – every day we gain new customers and new support on our social media, which indicates the small force factor, as the number of customers and orders are still increasing. As flowers aren't at the forefront of the needs of a human, we consider the force factor of the importance of the product for the buyer medium, as there is a risk of purchase elimination. We already have quite a good base of the regular customers as well as we are gaining new ones quite fast, we rate the average purchasing power per customer with a low force factor – the quantity of the orders is getting bigger while gaining new customers. I consider the relationships with the buyers somewhat in the middle. As many of our customers have already recommended the Louka business to their families and friends, we believe that the force factor is higher than the others, as it might influence the number of orders.

Bargaining power of Suppliers

As the Louka project is just in its beginnings, we have two main suppliers which are the biggest wholesalers in the city and surroundings, the additional suppliers are local farms and local small businesses which create quite a big base and back-up for the supply. The importance as well the relationships with the suppliers are stronger as it is good to have settled deals with already proven suppliers and every change of the supplier brings new concerns. The importance of the industry for the suppliers is somewhere between, as the product portfolio of the wholesalers, for example, is quite differentiated and so they are not directly dependent on the flower industry, however the small local farms are directly dependent on the industry and the income from it.

Threat of New Entrants

The market is very open and friendly in terms of legislative requirements and the amount of capital is not high. The suppliers are very available and well-known, as we speak about big wholesalers. The only force factor with high numbers is the know-how and talent, which is essential while being new in the industry. As there is high competition, it is good to come

up with some new style or please the customers with good style and proper customer service.

Industry Rivalry

As the competition is very high and we might end up being rolled over by a bigger competitor, it is a high force factor. There is also a risk that the diversification wouldn't be big enough against other competitors. On the other hand, as we don't have any rent expenses we can offer better price policy, so the force factor is quite low. The risk factor for the customer service is also quite low as I believe that our customer support is even better than our competitors'.

Threat of Substitutes

As the flower service is quite specific, there are not many substitutes that can be considered as a threat. I have chosen a low force factor for the number of substitutes as the selection is quite unreplaceable. It also depends on the price and quality of the substitutes.

2.2.5 Interview outcome

To be able to better recognize the needs of our current and potential customers, I have conducted interviews with my regular customers. I covered the theme of marketing in general as well as directly Louka's marketing activities. In sum, I asked five women and men of different ages. The lead questions were the same for all of them and the exact transcription of the interview questions can be found in the appendix.

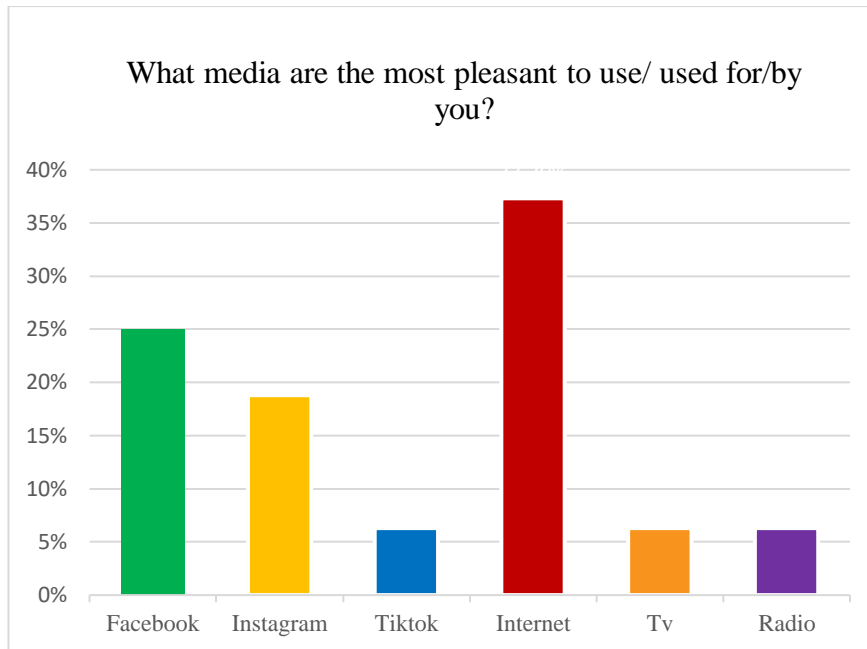


Chart 1: Most pleasant to use media according to the interview
 (Source: Author's work, 2021)

As we can see in the chart above, the winning most pleasant to use or used medium according to the customers is the internet. The second most common answer was social media, specifically Instagram and Facebook. Some respondents mentioned media such as television, radio and quite newly established Tik Tok, which is a platform, sharing user videos with music on different focus (Apple, 2022).

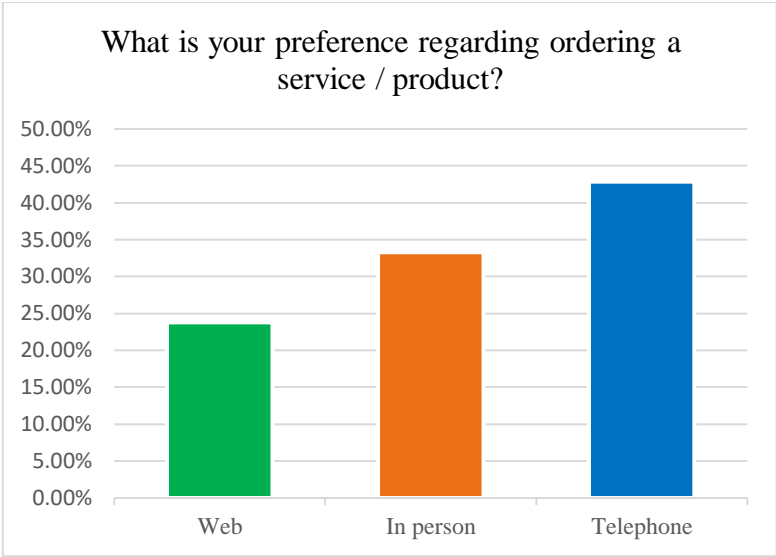


Chart 2: Service or product ordering preference according to the interview

(Source: Author’s work, 2021)

What was quite surprising for me was that the most preferable way to order a service or product is using a telephone, it was selected by 43%. The second most often answer was in person, chosen by almost 33% and then using a web page or e-shop, chosen by 24%.

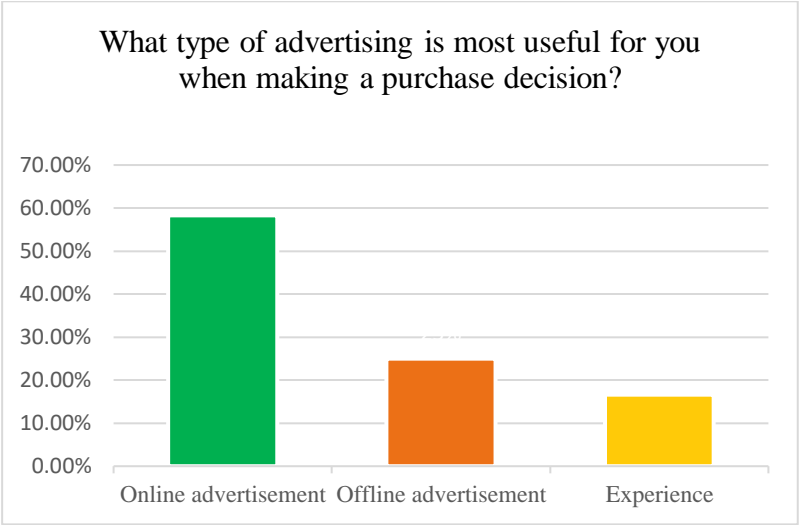


Chart 3: Most useful advertising for purchase decision according to the interview

(Source: Author’s work, 2021)

Almost 60% of all responses were in favour of online advertisement. Older respondents, on the other hand, supported more offline advertising, around 25%. The rest of them need some kind of recommendations and don't care about any kind of publicity.

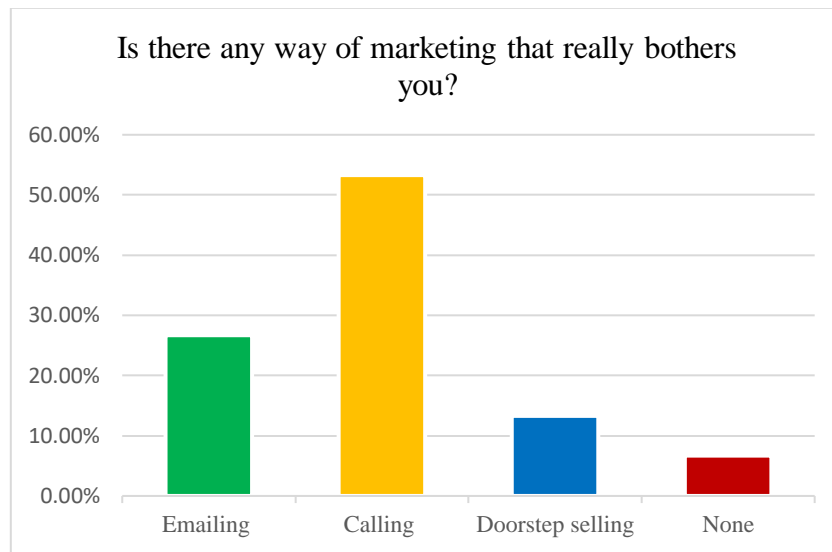


Chart 4: Bothering marketing activities according to the interview

(Source: Author's work, 2021)

The two biggest ways of marketing, which are the most bothersome for my respondents, were advertisements through emails and calls, specifically almost 53% responded to calls and 27% emailing. Despite the ban on door-to-door sales in most municipalities, there are still cases where they are trying to do so (Mrázek, 2020). The 13% of all interviewers had similar problems and were struggling with doorstep marketing. The small rest of them don't have any problems with any kind of marketing.

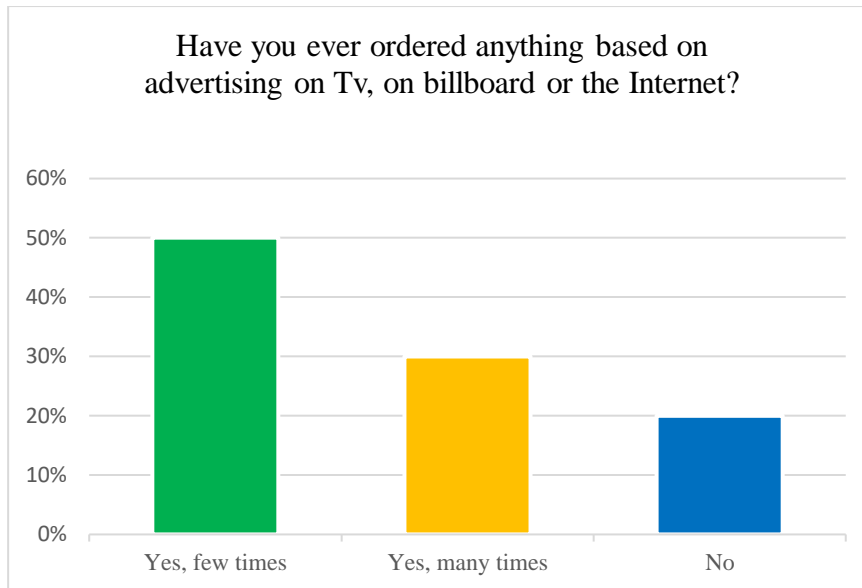


Chart 5: Orders made based on the advertising according to the interview
(Source: Author's work, 2021)

According to the responses, the influence of the offline and online advertisement is felt. Only 20% don't care about the advertisement, as they need personal recommendation from their friends and families when it comes to the purchase of goods or services. 30% of the respondents buy products and services very often when they see advertisements. The second half of the interviewees, which was 50%, occasionally buy goods and services when they see commercials.

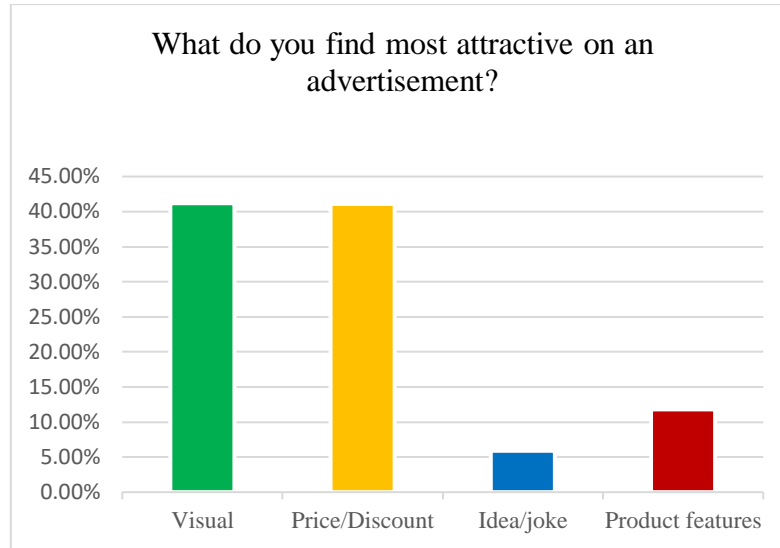


Chart 6: Most attractive factors of the advertisement according to the interview

(Source: Author’s work, 2021)

As the chart shows, the same number of respondents (41%) consider visual and price/discount factors as the most attractive when it comes to advertising. Only 6% care about the whole idea or joke of the advertisement. The last 12% care more about the product itself and its features.

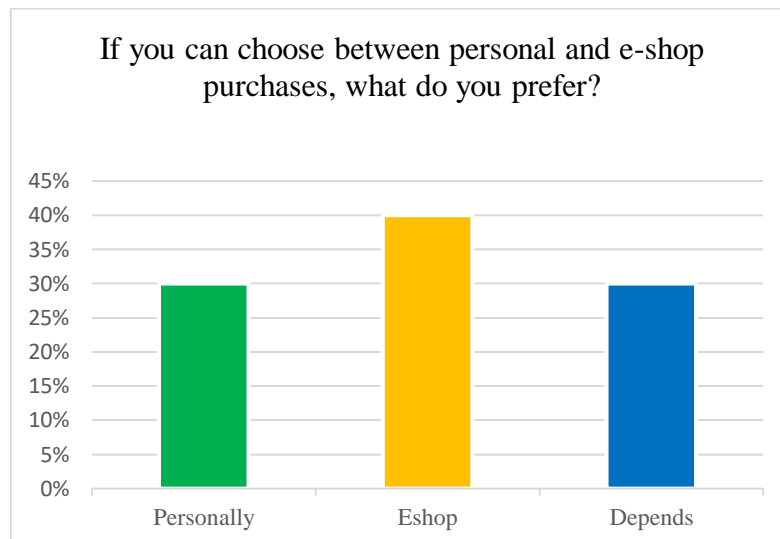


Chart 7: Personal or e-shop preferences according to the interview

(Source: Author’s work, 2021)

The majority, 40% of the interviewees consider e-shop as the best way to buy and order products and services. Another 20% of them prefer personal purchase. The last 20% choose the best way depending on the product or service which they want to buy.

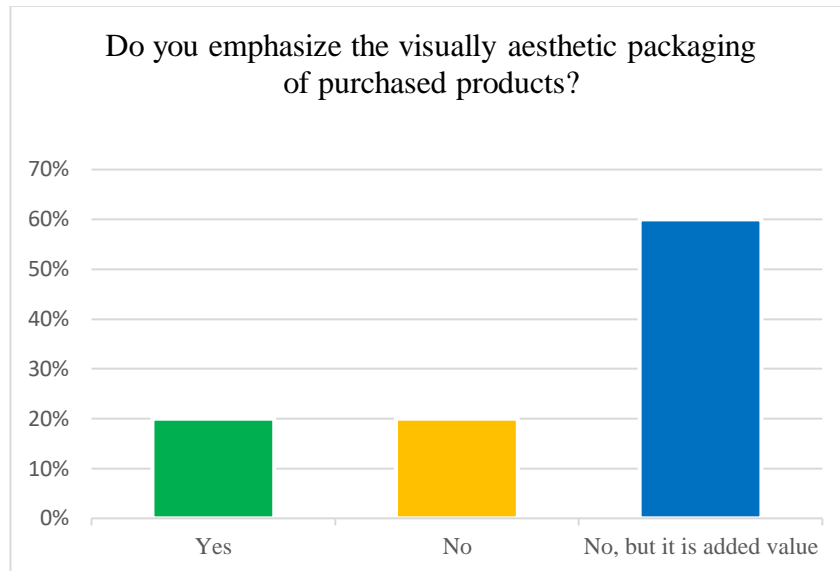


Chart 8: Emphasis on packaging according to the interview

(Source: Author's work, 2021)

As we can see in the chart, 20% of the respondents require aesthetic packaging as they consider it as a part of the service that they are paying for. Another 20% of them don't care about the packaging at all. The rest, 60% of the interviewees, don't really insist on aesthetic packaging, but they consider it as a bonus, added value or even a factor when it comes to the final choice of the product.

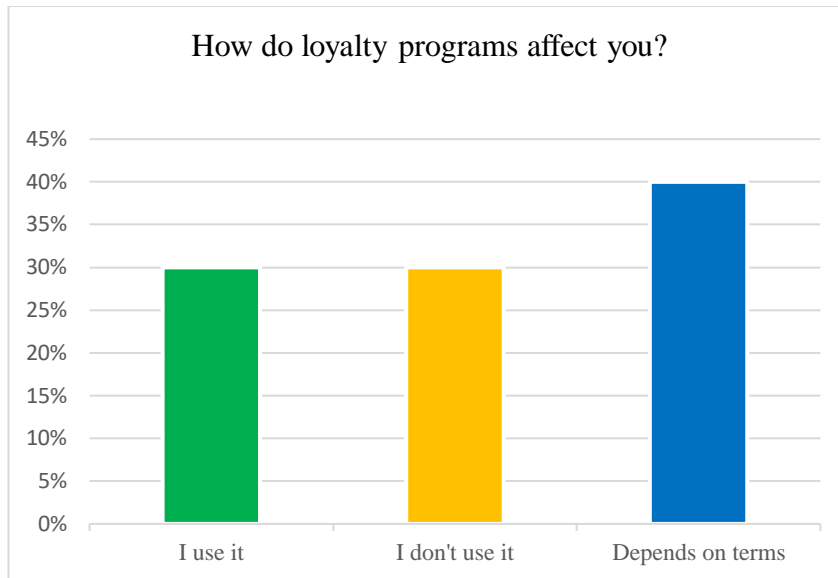


Chart 9: Effect of the loyalty programs according to the interview

(Source: Author's work, 2021)

According to the interviews, 30% of the interviewees use pretty much every loyalty program they can, another 30% don't use any. 40% of the interviewees responded that they use loyalty programs which are easy to use and really bring the promise advantages.

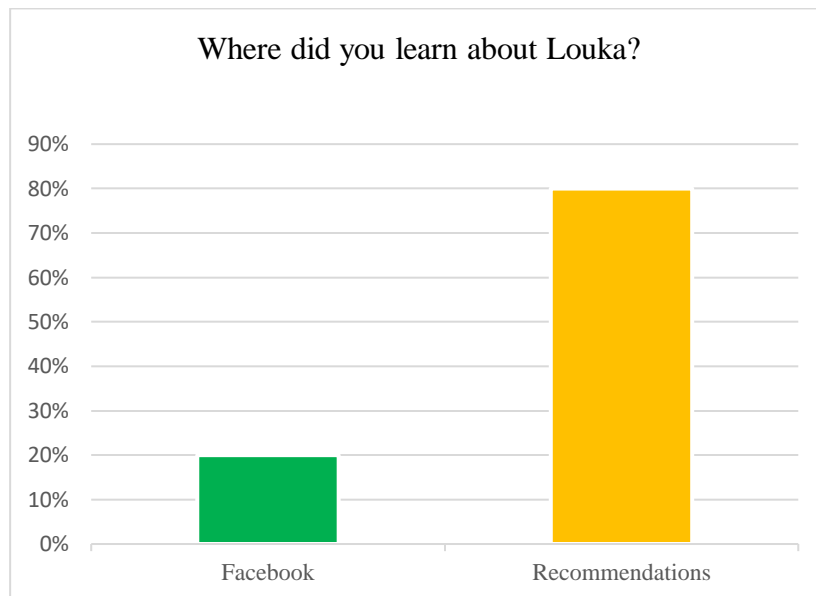


Chart 10: The form of spreading awareness about the Louka project, according to the interview

(Source: Author's work, 2021)

According to the outcome of the interviews, 80% of the respondents got to know Louka based on the recommendations from their friend, relative or their surroundings. The rest, 20% of the respondents, found Louka based on posts in the Facebook groups.

Interview outcome summary

To sum up the outcome of the questionnaire, I have summarized the most important findings. The most pleasant to use media that my respondents chose is the internet and social media, specifically Facebook and Instagram. The majority of them prefer to use telephone (calling and messages) when it comes to ordering the goods and services that they need or want. As I thought, the best type of advertisement, catching the eye of most of my respondents, is an online advertisement, such as social media advertisement. The most annoying type of advertisement according to the interviewees is when the seller reaches the potential customer without his or her permission or requirement. Most of the respondents have bought something based on an advertisement in their life. When it comes to the attractiveness of the advertisement, the most influencing factors are a visual appearance and a price tag. E-shop is the preference when it comes to the actual purchase of goods and services. Although the majority of the interviewees don't insist on aesthetic packaging, most of them would appreciate it. The conditions of the loyalty program for regular customers must be simple and meet expectations for the benefit outcome. Finally, considering Louka itself, 80% of interviewees got to know the project while searching on Facebook.

2.2.6 SWOT analysis

Here I present the SWOT analysis of the selected company.

Table 21: SWOT analysis for the Louka project

(Source: Author's work, 2021)

<i>Strengths</i>	<i>Weaknesses</i>
<ul style="list-style-type: none"> • Time availability • Quality service • Strong management • Lower prices 	<ul style="list-style-type: none"> • Lack of reputation • Lack of know-how • Lack of capital • Narrow minded style
<i>Opportunities</i>	<i>Threats</i>
<ul style="list-style-type: none"> • Custom production • Experiences • Built brand and reputation • Reliable management 	<ul style="list-style-type: none"> • High competition • Bad reputation • Small scope • Small differentiation

Strengths

The project's strengths include time availability, the level of quality of our services, our strong family management as well as the lower price policy.

At this moment, the main work force for this project is me and my sister Veronika. As I am studying mostly online and my sister has just finished her higher education, we have generous time availability. We hand over the orders almost 24/7 at any time needed. It is true that I prefer orders made in advance, but we also handle the last-minute ones.

As we want to provide high quality service and as the amount of orders is not so overwhelming, we have enough energy and time to invest into the processing of orders. We use fresh flowers with chemical support as well as we try to meet the needs and expectations of our customers to the maximum.

As our management is now composed of only two people – me and my sister, we believe that we have strong management morale. Our tasks are divided and we also help each other

when needed. In the future we are planning to expand our management team with several other family members and close friends to create a family business.

Our prices are lower than the average prices in the local flower shops. As we do the work from home, namely garage for now, we don't have to pay any rent or any space costs. Most of our tasks are carried out by us (marketing, branding, packaging, delivering, etc.) and we outsource very rarely.

Weaknesses

I have identified our main weaknesses, which are the potential lack of reputation, lack of know-how, lack of capital and the risk of narrow-minded style.

As we are new in the business and the competition is quite high, we might have a little problem with the lack of reputation. From our short experience, the overall feedback from the customers is positive and they keep coming as well as they use word of mouth to promote our project between their families and friends. However, as I said, there are many custom florists and flower shops which are well known, have been longer on the market and have better reputation.

Another possible weakness of ours is the lack of know-how. Again, on the market there are many very experienced florists. I do have an official retraining certificate valid in the EU and I also educate myself daily, online as well as in practice. The variety of flower arrangements and flower decorations is very wide, and I know that there are still many things that I have to learn and that the earned education can always be deepened.

Lack of capital is another possible weakness of ours. Currently we have everything that we need for the project functioning, however, with a higher capital we can invest more into the external sources such as marketing and promotion as well as into the technical equipment such as better cooler or better storage equipment.

As the preferences and personal style differs for everybody, we might not fulfil everybody's expectations and we might lose several customers for the narrow-minded style of our arrangements.

Opportunities

Among our main opportunities we rank custom production, experience, the possibility of brand and reputation building as well as creation of reliable management.

Each and every of our arrangements is made according to the needs and requirements of the customers. We custom make every bouquet, every wreath, wedding styling as well as every moss Image. We believe that as custom florists we can satisfy high demands of our customers and really create the right thing the customers want.

As we plan to expand and open a regular flower shop in the future, we do believe that this business can bring much experience and enable us to learn and prepare for our further entrepreneurship. With the experience we also believe we can gain a solid customer base and build a strong brand image, based on which we can profit in further development and entrepreneurship.

Another opportunity is the creation and formation of reliable management. As we both (me and my sister) start from the beginning with only little experience doing business, we learn and grow together as well as we experience daily situations which moves us forward and make us a stronger team providing better quality services.

Threats

As main threats for the Louka project, we consider high level of competition, risk of bad reputation, small scope, and small differentiation.

As I already mentioned, the competition in this field is high. There are many very good flower shops and florists offering high quality services and that is why our biggest threat is that we might end up being rolled over by a bigger competitor.

As we are in our beginnings and we are still learning on the go, we might get ourselves in a situation where we make mistakes, and we do something that is not 100% correct. This brings the risk of gaining and spreading bad reputation among our customers and their relatives and friends.

Our main place of work is our village close to Brno city, the village of Moravany. Most of our present customers come from Moravany or the neighbourhood. We consider our location satisfying for now but in the future and especially when we want to expand, it might be our threat, as many people don't have cars and prefer flower shops near their homes, workspaces, or schools.

Last factor which we consider as a threat of ours is the insufficient differentiation. Again, as the range of florists is wide, it is quite hard to do something differently and differentiate ourselves from the rest. Even though we do come up with news very often, it is quite hard to keep up. There is a risk that we will be considered too mundane and ordinary which will cause our extinction.

2.3 Current marketing activities description

In this part, I summarize all the marketing activities of Louka. I sorted the activities according to the marketing mix.

2.3.1 Product

Our main portfolio offers flower bouquets, flower boxes, sessional wreaths, wedding floristics (complete arrangement including bride bouquets, groom boutonniere, arch decorations, ...), funeral flowers as well as planted baskets. Our last and newest products are stabilized moss Images and the moss walls. We offer all products with service such as delivery, handover and the montage.

As we can consider floristics as a way of art, there are many styles and ways to handle the arrangements. Such style and art direction can represent the main differentiation when it comes to the choice of your florist. In the Louka project I always try to come up with new styles and trends from abroad so that I deviate from the traditional ones. I place a great emphasis on additional services such as communication, handover and delivery service, installations as well as in the future we want to source from local farmers and emphasize the sustainability of used materials.

2.3.2 Price

The pricing within the Louka project is quite simple. As we are custom production, I use two pricing models from the retraining material from the course book. The first one is for every order made within our workspace. We sum up the purchase price of the flower with VAT, we add an overhead and cost surcharge of 20% and add a profit up to 30%. For bigger compositions we sum up the costs of the material with my wage and we add up to 15% profit.

As we are custom florists, we can afford to count with overhead and cost surcharge of 20%, normally in flower shops it is 50%. This represents our price advantage comparing to classic flower shops (Steinova, 2020).

2.3.3 Promotion

Speaking about the promotion of the Louka project, we target mainly social media. We care about the aesthetics of our Instagram feed and we apply the same methods in the Facebook group. Our greatest marketing strategy is through our customers – word of mouth. We also publish examples and Images of our work on different Facebook pages and groups such as Bazar Brno or Svatební Bazárek. We don't have any web pages yet and we miss official Facebook pages. Speaking about paid advertisement, we sometimes use paid advertising on Instagram but not very often.

We sometimes also use our brand in connection with the charity as we want to contribute to the people in need. For example, during Christmas we donated our products worth 10 thousand Czech crowns to the shelter Tlapky na Cestě, where the money was used to rescue abandoned or abused dogs. Two weeks ago, we collected around 8 thousand Czech crowns for people and animals affected by the war in Ukraine. Although it is not our main intention, it is also a part of our marketing activities.

The overall promotion of the Louka business is not well-handled and there are many deficiencies that must be fixed by new promotion application and approach.

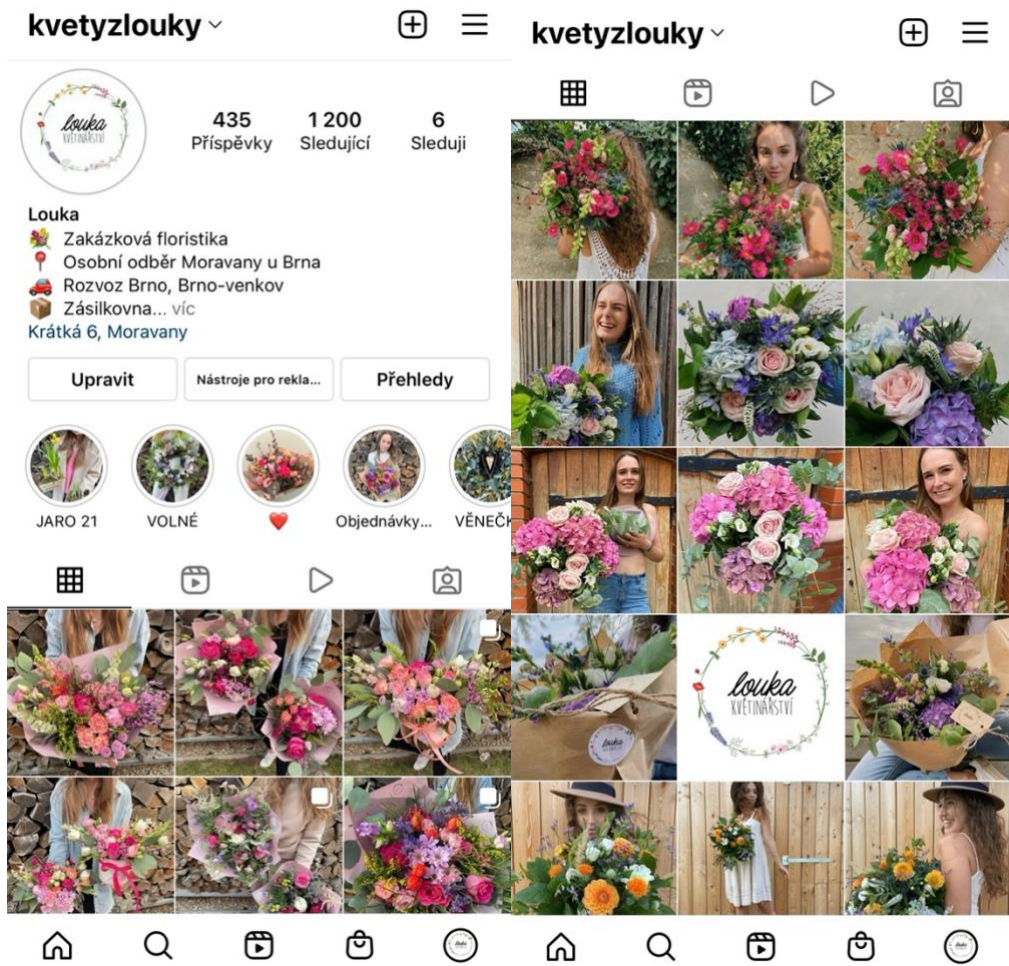


Image 9: Louka's Instagram feed

(Source: Instagram, 2022)

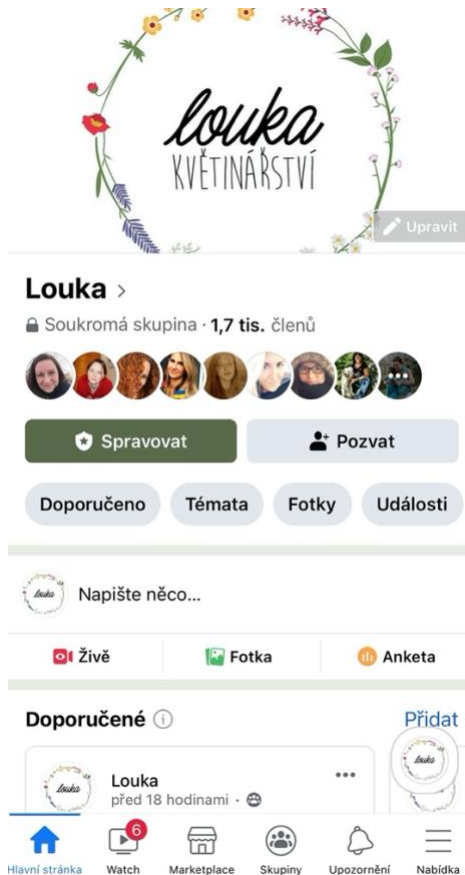


Image 10: Louka's Facebook Group

(Source: Instagram, 2022)

2.3.4 Distribution

Speaking about the distribution within the Louka project, there are absolutely no worries in terms of flower stocks and supplies, the only fear of mine regarding this topic is the lack of time for the orders distribution.

Now, I am the only one who can prepare the orders and do the installation. However, my older sister is a huge help in terms of order processing as well as my mum is readily available when it comes to the holidays and seasonal decorations. From the last experience this Christmas, we were able to prepare and then hand over 150 Advent decorations within two days.

In the next two months, my sister will go through the requalification floristic course as well. She has just finished her master studies, and she will become the main partner in the Louka project. As I am close to my finals, she will be handling more and more work.

To sum it up, right at this moment I can meet up to 50 orders per day when it comes to the Holiday or any kind of seasonal arrangements. On an average weekday, I make none to 15 bouquets or decorations depending on the demand.

2.3.5 Place

The place can be divided into offline and online. Speaking about the offline place, the whole process takes place at home, mostly in our garage. I.e. the process of preparation, packaging as well as the process of handing over the orders, as the majority of our customers pick up their orders on their own. In case of delivery, we provide delivery options to a given address.

In terms of online places, we use three main communication channels. We use Instagram, Facebook, and telephone. The socials are used by new customers as well as regular ones and the same is true for the telephone. Preferences mostly depend on the age category – younger generations use socials; older customers prefer orders by phone. We don't have any webpages and we don't use many paid ads. From time to time, we post our work in different Facebook groups and bazaars.

Communication

Communication with our customers takes place exclusively through social networks, namely Facebook and Instagram. Speaking about Instagram, we have a professional profile with almost 1200 followers. Daily we add new posts and stories as well as we have started using video reels. We mainly accept orders for flower arrangement but sometimes, when we need to sell excess inventory, we post the products and sell them through the stories. As for Facebook, currently we only use Facebook groups where we have almost 1600 members. We use the same principles as with Instagram.

3 PROPOSAL OF MARKETING ACTIVITIES PROPOSAL

The practical part of my bachelor thesis is basically a simplified marketing plan. This chapter complements the introduction and analytic part with the establishments of goals, strategy, budget as well as the control method.

3.1 Short-term and long-term goals

I created short-term and long-term goals, which I want to accomplish by using the newly established marketing activities. The short-term goals are these which I want to accomplish by the end of 2022, the long-term goals are planned until 2030.

Short-term goals

I sum up six main short-term goals which I want to accomplish by the end of 2022. All the goals are SMART and in terms of a few of them, the process of accomplishment has already begun.

Table 22: Louka's short-term goals

(Source: Author's work, 2022)

Short-term goals of Louka's project	Time schedule
Web page establishment	August 2022
Fb page establishment	August 2022
Increase the number of followers on Instagram to up to 2000	September 2022
Increase the number of members of Fb group to up to 2000	September 2022
Create quality content on social media – 3 editorial shoots, targeting wedding floristics	December 2022
Established long-term cooperation with an interesting company	December 2022

As a first short-term goal, I want to establish a web page. I want to be visible not only to those who follow social networks, but also to target a group of potential customers who tend to use the Internet search engines. The second goal is a must. As all our competitors do have a Facebook page, it is something that Louka needs as well. Again, not all our potential customers know about our closed FB group, and there are a few technical problems when it comes to the post sharing, when you have a closed Facebook group. Next two goals are targeting the increase of followers on both social media, Facebook, and Instagram. Another one is covering the creation of quality and professional content for the socials as well as the portfolio. As I want to make Louka also a source of inspiration and ideas, I want to do at least three editorial photoshoots targeting mainly wedding floristics. The outcome will be

used not only for our social media but also for the web page. I will also focus on posts' description and usage of hashtags in the description as well. Lastly, I would like to establish a strong relationship with a coffee shop near the city centre. I want to create sort of a pick-up place, where people can pick up their orders as well as they can choose from ready-made flower arrangements. Using this tactics, I want to expand the customer base as well as satisfy several customers, who currently have to travel far in order to buy our flowers. I based this goal on my personal experience as well on communication with my customers.

Long-term goals

The following table summarizes the five main long-term goals which I want to accomplish in the following years.

Table 23: Louka's long-term goals

(Source: Author's work, 2022)

Long-term goals of Louka's project	Time schedule
Strengthen the Louka brand	December 2024
Open Louka's studio	December 2025
Supply locally grown flowers	June 2026
Belong to the top 5 most famous florists in the CZ	December 2028
Gain foreign clientele	July 2030

As the first goal, I want to strengthen the Louka's business as a brand. As I am planning to widen the services offered by Louka, I want to create a base of regular customers and increase the awareness of my brand. As the second goal, I want to open my own studio. Although I am already very happy about the opportunity to work from my own space at home, I believe that my own studio is a next big step that can help in the future development of the Louka project, and it will move it to the next level. We can create a

space for our customers that will not only serve as a pickup place but also a space for our wedding meetings and a place where we can do workshops and come up with new ideas. The third goal is to supply mainly from local farmers and suppliers. We want to support Czech producers and prefer local goods to imported ones. The fourth big goal is to belong to the most famous florists in the Czech Republic. Since the beginning of this project, Louka is a brand that I have been building step by step and I want to develop this brand even further by becoming good at what I do. I want to educate myself in the Czech Republic as well as abroad and learn from the best so I can build a strong position on the market, for me as well as for my project. The last and the furthest goal is to gain foreign clientele. Despite the fact that the market is increasing in Czech Republic, it is still incomparable with the foreign market, especially in terms of weddings and wedding floristics.

3.2 Marketing activities proposal

Product

With time we want to continue providing our permanent offer portfolio, and we want to constantly widen our offer by adding new products and decorations. We want to be inspired mainly by the foreign market and their offer, and thus be a source of evolutionary floral decorations for a wide scope. We want to focus our work mainly on the wedding industry and focus on bride bouquets, corsages, headbands, and others. The trend that we want to pursue in the near future is bouquets of dried and stabilized flowers. We are also already working on better quality content which will be an inspiration for others. In whatever our brand is engaged we want to maintain high quality products and services as well as we want to keep up with the trends and move our services and products further. We will also continually improve our customer service by developing new packaging, resolution of possible complaints and overall after-sales service.

Price

As a part of the analysis of the premises of our competitors, I also focused on their price policy and confirmed what I had already known from the feedback from our customers. Our pricing policy is good as we provide lower prices in comparison with our competitors.

Promotion

As a first promotion improvement, we want to match most of our competitors in term of web establishment. We understand that even in these days, there are still many people who don't have or use social media and we want to provide our services and products even for this type of potential customers. In more distant future, we might end up creating an e-shop, but for now we only want a web page. All the preparations are already slowly starting, the following Image is a visual of the first page on the website.



Image 11: Visual of Louka web page

(Source: Haraštová, 2022)

Among the main short-term goals, I have two goals to increase the number of followers on our main social networks, namely Instagram, and the new Facebook page. We want to use the paid promotion on both networks, as well as we want to create more reel videos on Instagram. We have chosen reel videos for a reason. It is the increased engagement of the

followers (West, 2022). We have already tested this method once and its result was more than surprising, however, it is necessary to achieve consistency and good content.

Another promotion improvement that we are planning is a content photoshoot. We want to provide good looking and quality content on our socials and so we are planning to do at least three, hopefully more, photoshoots with a professional photographer. The theme of the photoshoots will be different and will be targeting different potential customers, and it will serve as an inspiration for our regular customers. In the following Images, I am presenting a preview of the last photoshoot. Nevertheless, after analysing the main competitors, I have come to the conclusion that we are lagging behind in this regard and we need to change this factor to improve the quality of our social networks and use this better content to create websites.

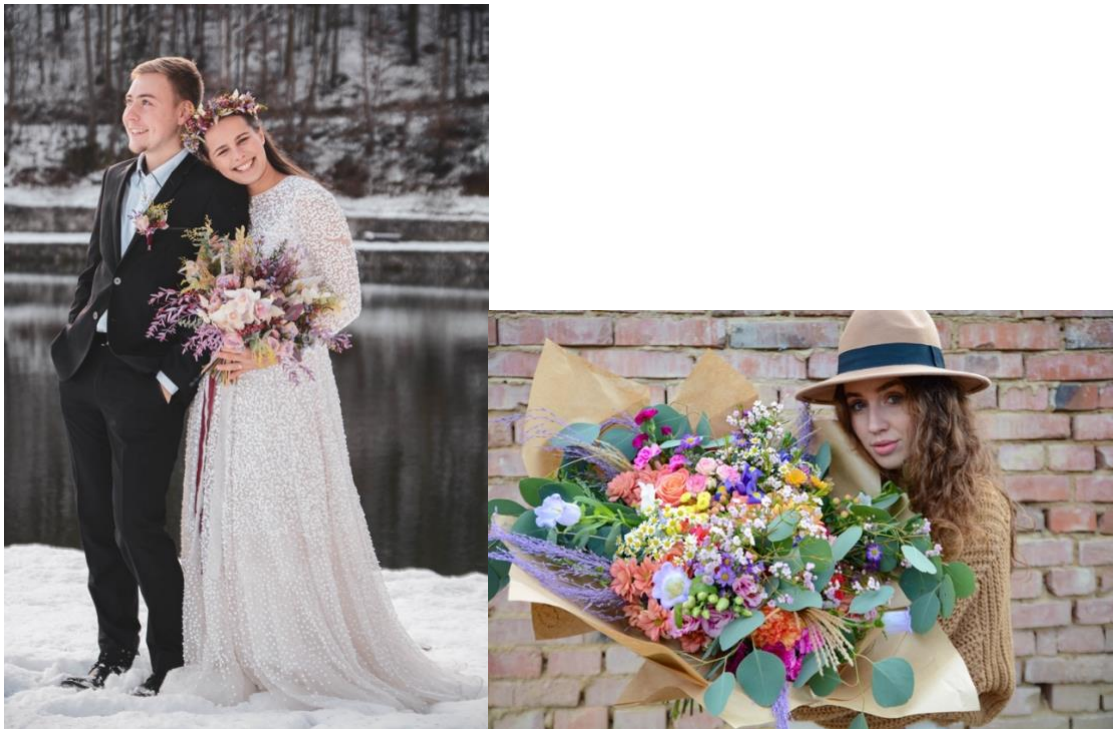


Image 12: Last content photoshoots for Louka

(Source: Haraštová, 2022)

As we found out during the interview, people interested in a loyalty program want it to be simple and really meet their expectations. The following Image shows the loyalty card that our regular customers will receive the next time they make a purchase. It contains 10 circles that represent 10 products purchased from us in Louka. With the 10th purchase, they get a 30% discount on any product from our offer. The card is not limited in time and, as I mentioned, it applies to all our products at any price.

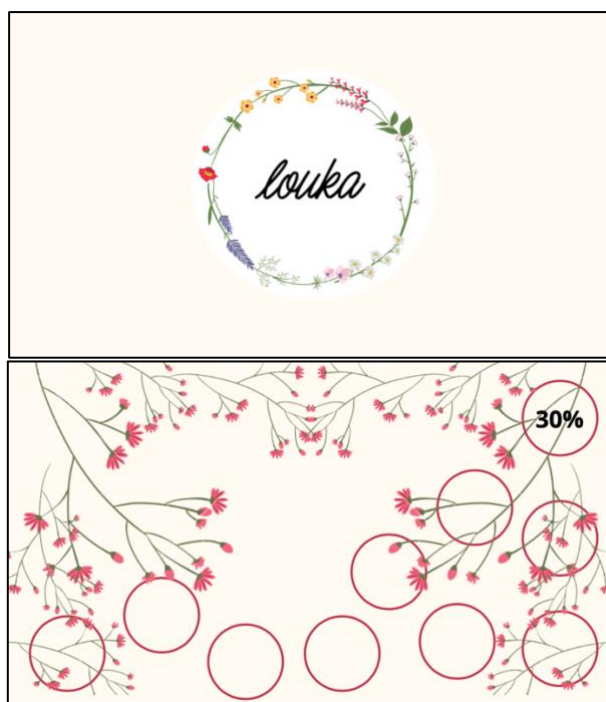


Image 13: Loyalty programme card for regular customers of Louka

(Source: Author's work, 2022)

Place

Speaking about the offline space, from a short period of time, we stick to the current regime. We continue to prepare the orders and stock the needed material at our house. We will continue with the delivery offer and we will prepare a pick-up spot, nearer in the city centre, as we want to satisfy even more distant customers. The pickup spot will be placed in a coffee shop, with which we would establish strong relationships and will do several

events such as photoshoot and cooperation. As for the online space, we will continue to communicate through online channels, namely Instagram, Facebook, telephone as well as we will establish a web page, where we want to post good quality content from professional photoshoots.

One day we would like to continue the evolution and open our own studio as well as establish an e-shop, but these steps are in more distant future.

3.3 Budget

In the following table, I sum up all expected expenses and revenues. This financial plan is created until the end of 2022 and is therefore of a short-term nature. This budget has a purpose of accomplishing the first 5 short-term goals, so we can reinvest the money and try to gradually meet our long-term goals.

Table 24: Expected financial costs and revenues for Louka for 2022

(Source: Author's work, 2022)

Item	Amount
Planned revenues	
Revenues from the sold goods (Q1)	180 250Kč
Revenues from wedding contracts	200 000Kč
Revenues from the expected sale	757 200Kč
Total revenues	1 137 450Kč
Estimated costs	
Costs of the sold goods	568 725Kč
Other costs	10 000Kč
Marketing activities	60 000Kč
Web creation	5 000Kč
Editorial photoshoots	20 000Kč
Graphics costs	0Kč
Fb page creation	0Kč
Total costs	653 725Kč
EBIT	483 725Kč

The revenues from the sold existing goods is based on the accounting records from January, February, and March 2022. The wedding contracts' revenue is based on prepaid advances for complete wedding decorations. The revenue from the sales of planned goods is based on the accounting records from the last year and it counts with increased sales by 10% and for 10% increased of costs such as gasoline or inflation. Other costs include backup electricity and water costs. The marketing activities are necessary in order to be able to achieve goals on the social networks listed above. Website costs were made according to the supplier pricing. The planned photoshoots will be three, two bigger ones and one smaller one. The expected costs are based on the previous experience. Zero costs include all graphic design that I take care of on my own and the establishment of a Facebook page, which is free.

3.4 Control

The marketing activities will be implemented and reviewed. Based on the results the activities will be adjusted to lead to even greater efficiency. The control will be performed by feedback.

CONCLUSION

The aim of this bachelor thesis was to compile a marketing plan, enriched with new marketing activities, which the company will implement after the plan is completed. I divided the whole thesis into three partial goals, which I proceeded to achieve the main global work. The structure of the thesis is divided into several chapters, which form a marketing plan.

The methodological part describes the selected methods and analysis that were performed in the analytical part. The main methods chosen were competition analysis and interviews with regular customers. The competition analysis identified the main marketing factors of selected competitors. The following interviews received both general views on marketing and slightly covered Louka's marketing. I subsequently processed the obtained data in the analytic part and followed them up by creating goals and budget.

The bachelor thesis starts with the theoretical background, which leads me through the theoretical part of this work. In the beginning I am targeting marketing characteristics in general followed by an analysis of macro-environments and micro-environments, which are important for the plan creation. There is also a SWOT analysis and marketing mix explanation. I ended the theoretical part with budgeting and marketing plan, because these two chapters are key to the bachelor thesis. The knowledge in the theoretical part is then used in the practical part.

The next part is the practical part, where I focus on the transfer of theoretical knowledge into practice. The chapter begins as the foundation of every marketing plan by introducing the company and its vision and mission. I continue with the analysis of macroenvironment, where I identify factors affecting companies using PESTLE analysis. According to the analysis, we see the greatest risk in the market cycle phase as well as in the prices of the flowers on the flower exchange.

Microenvironment analysis analyses the industry, market, competitors and also expands knowledge about the Porters' model of five forces. According to the research, the size of the industry is constantly increasing. Although competition within the floral industry is high, I have identified 10 main direct competitors with whom I have compared important factors such as social media usage, web, premises and other activities targeting marketing strategy. I summarized all factors in a table and I compared the main differences.

The evaluation of the survey subsequently extends the analysis of the competition with qualitative data. The interviews, which I aimed more at a general view of marketing, found, for example, that people don't emphasise the aesthetic packaging, but it makes them happy when they do get one, or that the visual characteristics are the most important factor when it comes to the advertised attractiveness.

At the end of the practical part, I compiled a marketing plan. I set short-term and long-term goals along with a time schedule that the company wants to achieve. I emphasised that the goals should be SMART, and that the timeline is realistic. Based on the set goals, I compiled the company's strategy and substantiated it with a financial budget, where I converted all activities into financial amounts. The strategy is based on the analysis made within the process of elaborating this bachelor thesis. As the comparison with the competitors showed, there is a big space for improvement. The financial budget is based on accounting records from last year, signed contracts and on accounting from the first quarter of this year. The financial budget is therefore not just an estimate, but a precise plan that Louka will adhere to.

Elaboration of the marketing plan within the bachelor thesis brought me not only a lot of knowledge in the field of theory, but also valuable skills that I can bring to business. As marketing is an integral part of the business, I am gaining additional experience for my future business. It will help me move further both in my knowledge and in practice within my business Louka.

I will start implementing the plan as soon as possible and I am looking forward to the subsequent fulfilment of the set goals.

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APPENDIX

Interview questions in Czech

- 1) Jaká média jsou pro Vás nejpříjemnější/ nejpoužívanější?
- 2) Jakou formou preferujete objednání služby/ produktu?
- 3) Jaký druh reklamy je pro Vás nejužitečnější při rozhodování o nákupu?
- 4) Je nějaký způsob marketingu, který Vám vyloženě vadí?
- 5) Objednal jste si někdy něco na základě reklamy v televizi, na billboardu či na internetu?
- 6) Co považujete za nejatraktivnější na reklamě?
- 7) Pokud si můžete vybrat mezi osobní koupí a koupí přes eshop, co preferujete?
- 8) Kladete důraz na vizuálně estetické balení zakoupených produktů?
- 9) Jak na Vás působí věrnostní programy pro stále zákazníky?
- 10) Jakou formou marketingu jste se o Louce dozvěděli?

Interview questions in English

- 1) What media are the most pleasant to use/used for/by you?
- 2) What is your preference regarding ordering a service / product?
- 3) What type of advertising is most useful for you when making a purchase decision?
- 4) Is there a type of marketing that really bothers you?
- 5) Have you ever ordered anything based on advertising on TV, billboards or the Internet?
- 6) What do you find most attractive on an advertisement?
- 7) If you can choose between personal and e-shop purchases, what do you prefer?
- 8) Do you emphasize the visually aesthetic packaging of purchased products?
- 9) How do loyalty programs affect you?
- 10) Where did you learn about Louka?