



Further training program “Realisation of customer-centred Innovations”

Results of the coaching process in Hungary

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1 Introduction

Nowadays, the concept of customer-centric innovation is very common, the core of which is that product and service developments are carried out by companies together with customers. The demand for development often comes from customers, and they play an active role throughout the process. Then comes commercialization. The types of innovations that impact customers can include the following:¹:

1. customer segmentation,
2. customer analysis,
3. communication with customers,
4. customer interactions with the company,
5. product and service development.

The aim of the project is to investigate how customer-centric innovation prevails in Hungarian small businesses, what patterns can be identified and what is the biggest challenge for entrepreneurs.

As part of the project, I visited and personally advised the following 15 companies, whose analysis you can read in the following section:

1. Vasi Xoda Drink Kft., Gencsapáti
2. Hasznosi szóda, Pásztó
3. Szódi bá, Györköny
4. László Szóda, Bicske
5. Gondola cukrászda, Budapest
6. Ambrosia cukrászda, Fót
7. Stube Étterem, Pilisvörösvár
8. Major Balázs, Felcsút
9. Sebestyén Mihály, Tarhos
10. Lukács Zsolt, Békés
11. Sinte Trade Kft, Kondoros
12. Csuta és Csuta Kft., Békés
13. Falatka Állateledel, Békés
14. Csipetkék, Pécs
15. Fotoker Kft., Békéscsaba

¹ (K. C. Desouza, Y. Awazu, S. Iha, C. Dombrowski, S. Papagari, P. Baloh, J. Y. Kim, Customer-driven Innovation, Research Technology Management, Taylor & Francis 2008, pp. 35-44.)

2 Companies dealing with sparkling water (in Hungarian Szikvíz or Szódavíz)

2.1 Vasi Xoda Drink Kft.

2.1.1 Presentation of the company's current marketing activities

Vasi Xoda Drink Ltd was established on 15.07.2020, during the pandemic. The owners are Gábor Kovács and Ferenc Vincze. Despite the proximity to Szombathely, the main market became Kőszeg. There is only one competitor left in the area, whose strength is that it has already been on the market for 20 years.

The company is currently being made known. At the beginning, branding was introduced with an individual brand name and logo. The brand name of the soda water is XODA, while the free water is called XTILL. XTILL was originally recommended for coffee preparation and cooking, but in the future, they would like to sell it as drinking water.

The fact that the product can be found in the range of Írottkő Nature Park has a great promotional value.

When selling sparkling water, they take into account the fact that the product is organically connected with wine and syrup. Therefore, there is a close cooperation with Kőszeg wineries (e.g., name day of Márton); and Pölöskei syrup can also be purchased directly on site.

The slogan of Xoda is – Have it refilled.

xoda.hu is an innovative website that meets the needs of today. It is dominated by blue and yellow colors, which are perfect for water. When creating the website, care was taken to use high-quality, high-resolution photos. It is extremely informative and has menu items such as webshop, about us, mineral water, xtill - boiling water, gastro, ideas and contact.

In the web store you can buy different types of soda water, wine, Pölöskei syrups and corresponding dispensers, as well as T-shirts with the Xoda logo. Under the menu item About Us you can find the introduction, philosophy, main activities and pictures showing all this. Under the menu item Szikvíz you can read the characteristics and history of the product and its Hungarian aspects. In addition to its use in the kitchen, they would like to sell xtill cooking

water as drinking water, which requires a name change. Gastro offers products and services for restaurants and family celebrations. You can already read the positive opinions of partners about this menu item. Ideas menu item is extremely creative, it gives you ideas for using soda water in everyday life (instructions for splashing, making pancakes, for stomach aches, for facial rejuvenation, for hair care, for cleaning).

A large billboard is rented near the store, which is also illuminated at night.

Marketing communication focuses on the following five themes:

1. environmental protection,
2. health awareness,
3. local product,
4. quality,
5. convenience – delivery.

2.1.2 Marketing Proposals

The existing marketing is good. In my opinion, we need to work on making the product known and working the market. This process has a longer lead time.

2.1.2.1 Content marketing

Creating a content marketing calendar for two posts per week that would appear in parallel on the Facebook page, and we would also create an Instagram page. The ownership and development of the two companies are linked, so it is easy to post on two platforms at the same time.

We deliberately link the posts to the five themes: Environment, Health Consciousness, Local Products, Quality, Convenience - Delivery. The content marketing calendar would be created in an Excel template.

Month	Topic
January	environmental protection
February	local product + company birthday on 18 February
March	health – detoxification 22 nd March Day of Water

April	quality, Eastern – Sprinkler Xoda
May	Mother's Day, Children's Day - painting contest - Pölöskei
June	comfort, Pentecost
July	holiday
August	environmental protection, heat warning, sponsor of summer festivals
September	local product - vintage
October	health
November	quality 14 November is World Diabetes Day - Pölöskei
December	comfort Holidays – Santa Claus, Christmas

2.1.2.2 Postcard Guerrilla Campaign

Memories of Soda. In today's fast-paced world, we rarely send/receive postcards. We plan to target the population (mainly in Szombathely) through guerrilla marketing. In this case, the advertising medium would be a postcard with a splash guide. The other side of the postcard will be digitally labeled, on which there will also be a coupon that can be redeemed for 2 weeks. The timing of the campaign is in the spring before the higher demand in the summer. The goal of the campaign is to reach a relatively large number of people at a low cost. It is important that you need a "postcard" that will reach the stimulus threshold of the target audience and be read.

Dear neighbor!

Have we met before? Have you already tasted our spicy xoda spring water? Then you already know what the real xoda like. You take care of your future and do not collect empty PET but use our refillable xoda bottles. You enjoy the convenience because we bring it to your home every week. What do you say? Do not you know xoda yet? Then come to us in Gencsapáti or order at www.xoda.hu.

I remain with respect. the Xodás from Gencs

P.S.: We vote for the fresh rosé long step!

2.1.2.3 Drawing contest for children

Children are the consumers of the future. Therefore, the introduction of the product and the enthusiasm for it must start with them. Conscious education is important so that they understand that by buying this product they are supporting local producers, protecting the environment, and getting a healthy product.

The children could participate in a coloring contest that would be judged by a professional panel of judges on the one hand, and on the other hand we would also involve the public with their voice. The essence of the coloring contest is that the drawings would be seen on the company's website and social media and, to increase the number of votes, would have to be shared. In this way, the company's messages reach people who did not know about them before.

Pölöskei has responded positively and supports the drawing contest.

2.1.2.4 Name and advertising for Still Water

The name of boiling water does not indicate that it is safe to drink. Many people do not associate the name with the product characteristics. The strength of the product is that it is filtered pure water enriched with magnesium. On the one hand, it is worth using it in cooking and household appliances (for example, coffee maker) to prepare healthier food and drinks and give the appliances a longer life. On the other hand, the product is drinkable and very tasty, so it can also be sold as wellness water.

The renewal of the name still needs to be worked on, as it should express non-carbonated, filtered water. There is no mature solution yet, but there are the following ideas: Xtill is free water, Xodi is free water, Silk Water or Silky Water, Velvet Water or Velvety Water, Fine Water, Pure Water.

The owners have designed a new label for the still water, which already includes the logo of Írottkő Nature Park, as a cooperation between them began in 2023.



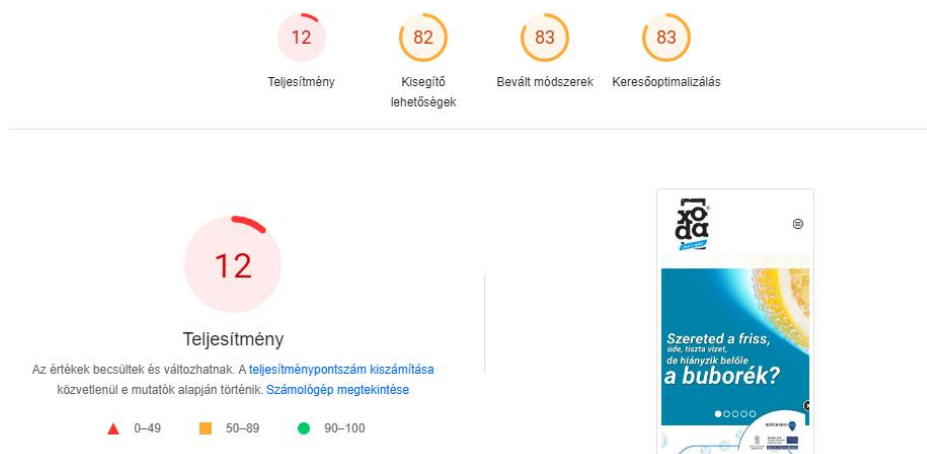
2.1.2.5 Tasting at the GLS station

The company also operates a GLS packing station, the promotional value of which has not yet been exploited. In this case, we thought of a product tasting, because here people can try the product. In the heat of summer, many people are likely to accept the product if it is offered with a glass of cold soda water. However, when it comes to packaging, Christmas is a special time when you could start the campaign with a glass of Pölöskei syrup.

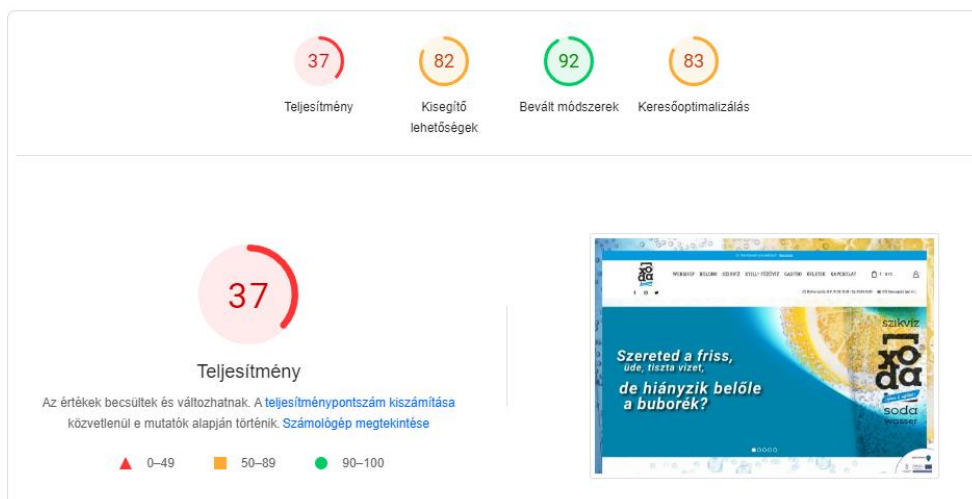
2.1.2.6 Additional analysis for the website creator

During user testing, the website was slow several times and loaded with difficulty. Therefore, we performed a Google Page Speed search for loading speed and gaps. The performance evaluation showed that the loading speed of the website is very poor, its optimization is a priority task!

On the Phone:

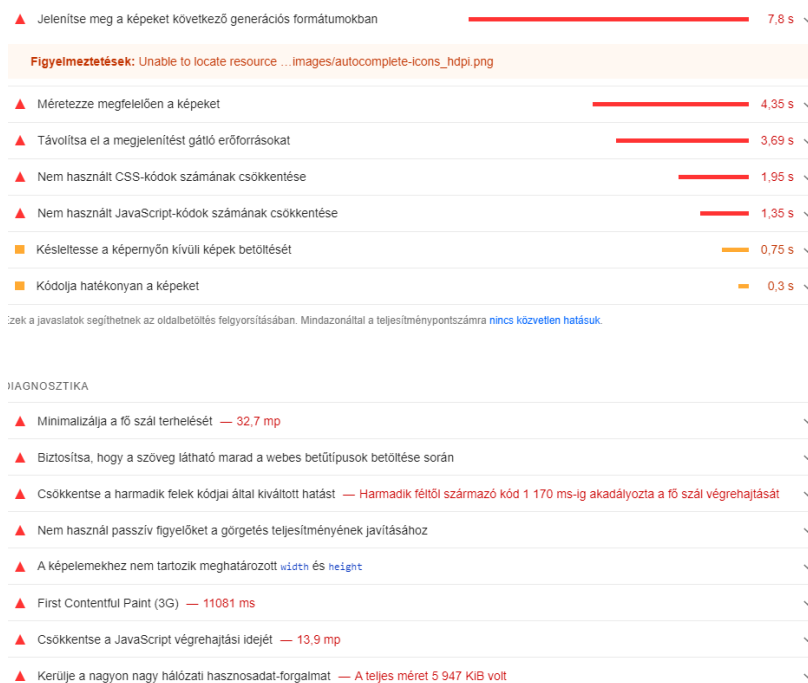


On computer:



Fix option:

1. Change the format of the images: WEBP type,
2. Decrease the size of the images: <https://compressjpeg.com/>
3. Correct scaling (no longer hangs on the screen)
4. The font is not suitable in all cases.













Other search engine optimization factors:

- 1) Set H1 elements, change H2 elements.
- 2) Change images with the alt tag.

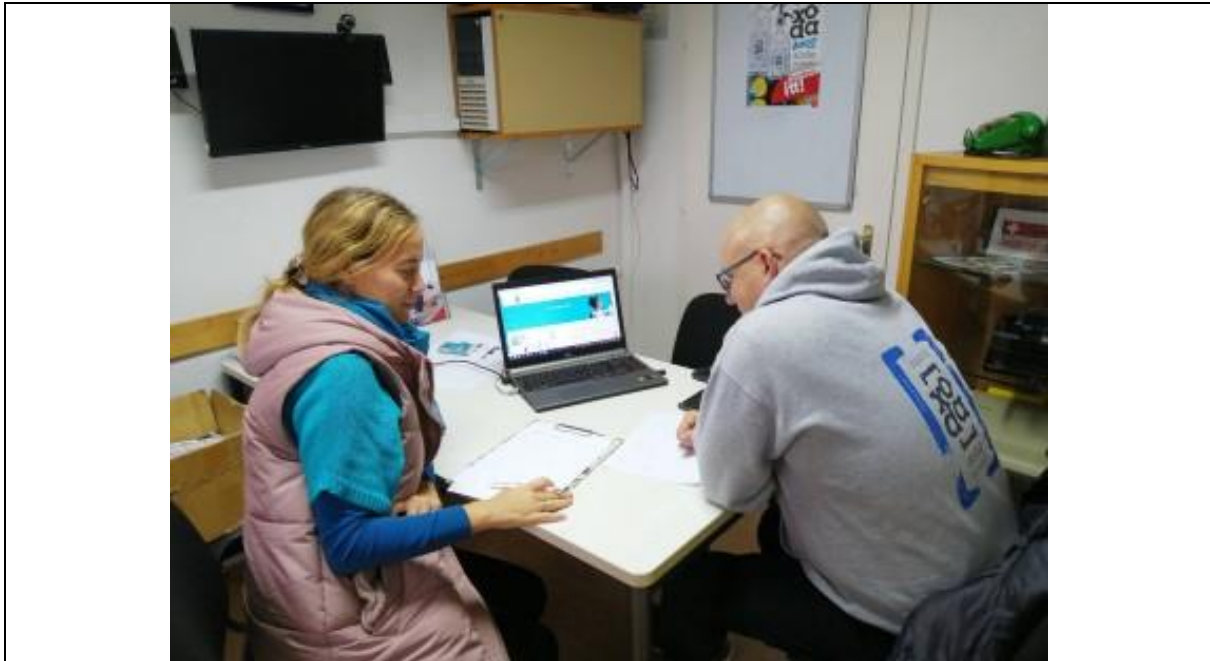
Issues to fix:

Last Found on **Thu Jan 12 2023**

High	 No H1 headings Found, it highly effects your page SEO.
Low	 Congratulations! We have not found underscores in your in-page URLs!
Low	 Warning! 3 internal urls found that are not seo friendly. An SEO friendly url must caontain only lower alphabets, numbers, slashes(/), dash(-). Underscores, upercase Alphabets and specialchars (e-g: & ? %) are not seo friendly.
Low	 Your webpage has 107 'img' tags and 54 of them missing the required "alt" attribute.
Low	 Your webpage is using 58 inline CSS styles
Low	 This Webpage Is Not Using HTTP/2 Protocol.
Low	 Warning, your server signature is ON.
Low	 Your webpage include email addresses in plaintext.
Low	 Your web page is not using HTML Microdata specifications in order to markup structured data.!
Low	 Warning! Your HTML size is 45.15 Kb and this is above the average web page size of 33 Kb . This leads to a slower page loading time than average.

2.1.3 Photos

2.1.3.1 4 November 2022 in-person visit

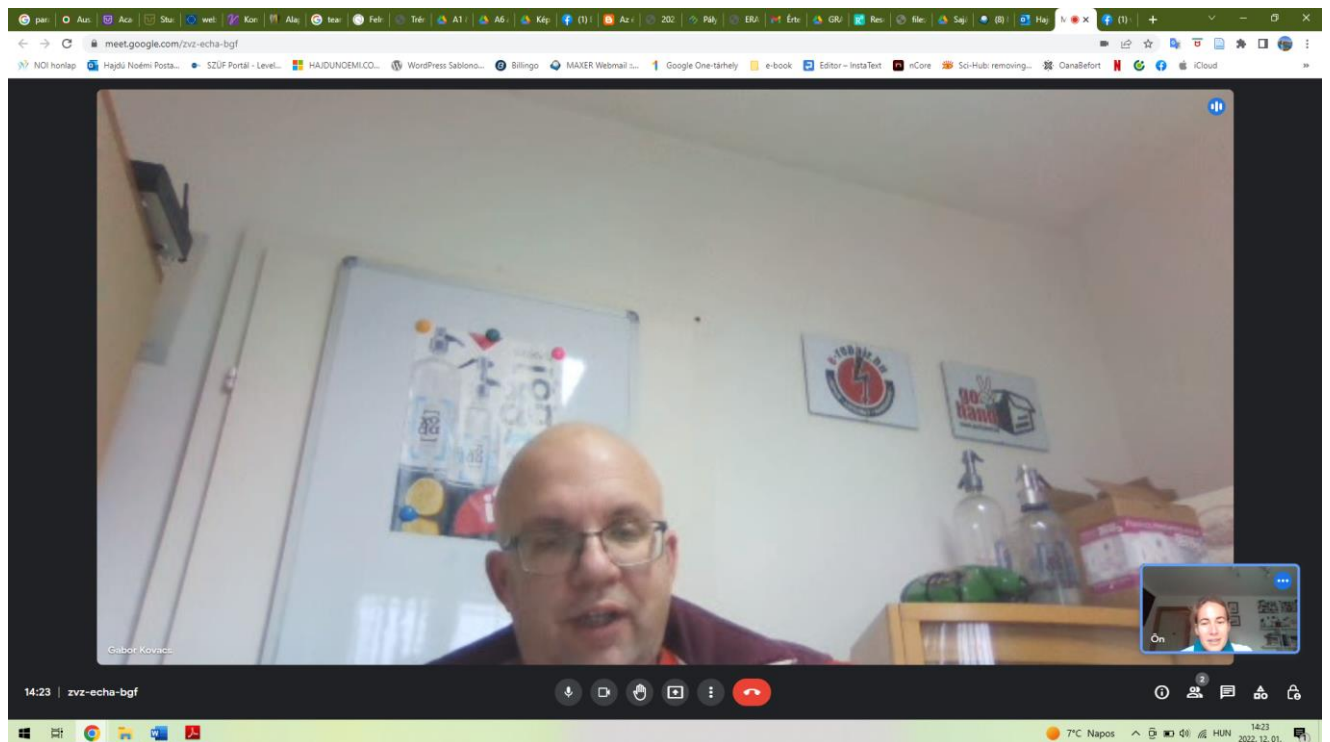




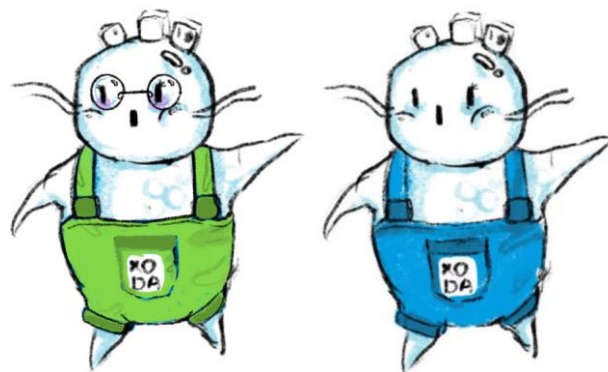


2.1.3.2 Online conversations

1 December 2022



1. protection of the environment
2. health awareness
3. local product
4. quality
5. convenience - delivery



4 January 2023



During the online meeting, we discussed that the owner should describe the characteristics of each post in detail (in the form of a list) to get to know the target audience and find out why it is possible to achieve greater reach in each case.

2.2 Hasznosi Szóda

2.2.1 Presentation of the company's current marketing activities

Hasznosi Szóda is in Pásztó, in the heart of Mátra. It is a second-generation family business, because son Bence learned the craft from his father, Sándor Nagy. Thanks to this, the traditional product with various developments meets the current trends and market demand.

The unique added value of the product lies in the high quality Mátra water and the rock crystal of Mátra, through which the water is "filtered". This is where the name crystal water comes from.

In addition to soda water, the product line also includes bottled water and 19-liter bottled water. The owners are committed to producing sustainable, environmentally friendly products. Their stated goal is to have hikers drink the local water in Mátra. In line with the Blue Tour, their new product is blue water that can be distributed and redeemed in PLB bottles. Not only they are working for a sustainable future, but they also support the local sports club and other events.

Current marketing activities are focused on the development of the new website.

Several logos are currently in use. The new logo reflects the cold, northern mountain character with the silvery blue color of Mátra Crystal Water. The water is slightly alkaline, with a pH of 7.51. The product is also recommended for a low-sodium diet.

The slogan "the effervescence of life" appears in some places.

A billboard in Pásztó is located near the store. I recommend changing the location because it is in a corner and therefore difficult to see.

The company targets both the B2B and B2C sectors. The connection with the hotels and restaurants (HORECA) in Mátra is currently in progress. Upon request, the soda water will be delivered in bottles with the logo of the hotel.

2.2.2 Marketing Proposals

2.2.2.1 Legend

It would be worthwhile to find a legend connected with Hasznosi Castle and Márton Vidróczki, the famous outlaw of Mátra, as he surely drank this water as well.

2.2.2.2 Separation of the logos

A multitude of logos can cause confusion in the minds of consumers if they perceive the brand and cannot clearly identify the company. In the case of B2B products, it would be advisable to use the Hasznosi Szikvíz Factory logo. On the B2C market, a double logo applies. On the one hand, the monogram of Sándor Nagy is already known, it can be transformed with a single line so that it also contains the monogram of Bence Nagy. On the other hand, it would be worthwhile to make the logo of Mátra Crystal Water known, because it fully meets the new trends and needs. If Mátra Crystal Water has a prominent position in the minds of consumers, it will also have an impact on increasing sales.

2.2.2.3 Joint advertising with local landmarks - increasing awareness

It would also be useful to do joint promotion and cross-selling with the Pásztó Várázsvölgy and the Muzsikál az erdő event series, as they are local products and services that can be linked.

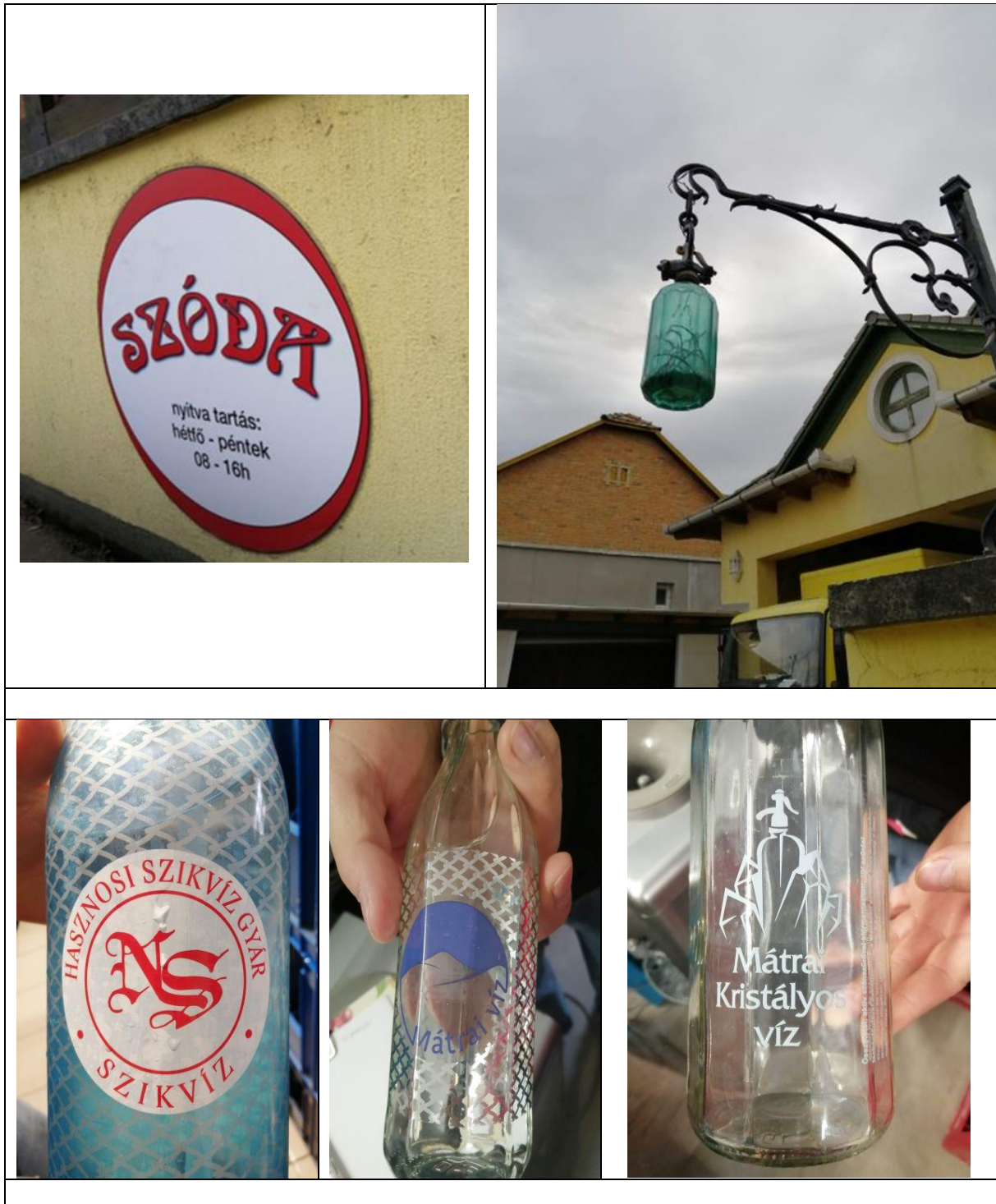
2.2.2.4 Positioning of Balloon and Bottled Water

It would be advisable to reposition the 19-litre bottled water, as part of the target group does not drink carbonated water. In their case, bottled water can be a solution, and for conscious consumers it is also suitable for cooking.

Moreover, while it is true that bottled water is not in line with the current corporate, green, and sustainable orientation, at the same time, due to convenience aspects, there is a significant demand for these products in the market, which is expected to continue in the coming years. Therefore, it is necessary to focus on these products as well.

2.2.3 Photos

2.2.3.1 30 November 2022 in-person visit









2.2.3.2 Phone conversations

12.01.2023 and 02.02.2023

2.3 Szódi bá

2.3.1 Presentation of the company's current marketing activities

The Szódi bá Szikvíz started in January 2022, when Zsuzsanna Bock and György Schweigert took over their craft from the old master in Györköny. Györköny is a settlement with 1,000 inhabitants and about 540 residential buildings. The brand name "Sódi bá" is their own idea, with which they want to pay tribute to their predecessor, but also to the "old men" of the whole sparkling water industry in general, and their logo is as follows.



The brand name has a positive association with everyone's Uncle Szódi, who provides us with soda water. Their main products are 1- and 1.5-liter bottles that come in 12-count compartments. The bottles are new, clean, and reusable.

They have also launched a new product, an 11-liter balloon water called Cikáda water. The "Cikáda brooch" refers to a cikáda-shaped clothespin found in 1820 in a Roman sarcophagus on the outskirts of the village. It turned out that the jewelry dates to the time of the Huns. The brand name refers to this historical relic.



The main target group of this product is consumers who do not like sparkling water. The product is popular with expectant mothers and their children and is also suitable for cooking. The 11-liter package was a good decision because not everyone can lift the larger, 19-liter version. A dispensing head for balloon water is sold. The market shows little interest in automatic dispensers.

The products are delivered within a 10 km radius, so they also try to reach nearby settlements. Their main target is Nagydorog, where they currently have only 60 customers out of a population of 2,800.

Their current turnover is about 95% delivery to the population (known as "street delivery"). In addition to the consumer market, there are also a small number of corporate partners. Expanding the customer base in the B2C and B2B markets is also one of the goals.

Current marketing activities include both traditional and online tools. Traditional tools in the consumer market include appearances at events, especially village fairs, flyers, and refrigerator magnets.

The online presence takes place on Facebook, where Zsuzsanna has started to post actively. The content of the posts aims to raise awareness and provide information. The posts are nice, interesting and of good quality.

In the B2B market, visits and special offers are made online and in person.

Györköny is a cellar village with more than 300 wineries, so the joint opportunities with them are also used.

2.3.2 Marketing Proposals

This year, the owners have made an effort to respond flexibly to market demand with a high-quality product and to modernize the outdated equipment fleet. In any case, communication should emphasize the high quality of locally available drinking water.

2.3.2.1 Coupon booklet

At the face-to-face meeting we decided to prepare a communication campaign in Györköny, Nagydorog and Pusztahencs, where the owners will replace the old soda bottles with new ones, the "Szódi bá" bottles. We support this sale with a coupon book. With every purchase Zsuzsanna

will put a stamp in the coupon book, and after every fifth stamp the customer will get half of the deposit back for a new bottle. The promotion lasts 6 weeks, and the lemonade is available every week. So, you have to buy and get a stamp 4 out of 6 times to participate in the promotion.

2.3.2.2 Leaflet

The goal of the flyer is to promote a high quality, local product. In addition to the information, the flyer would also include a short-term 10% coupon whose discount can be redeemed at the time of purchase. A short time period is important because it increases the likelihood of a purchase.

2.3.2.3 Creation of advertising space

Szódi bá is a nice brand, which should also be used on different advertising spaces. The opening for families and children could be made with a logo of Szódi bá:

- with a small ball,
- with a 1-liter water bottle,
- with a syrup stirring spoon,
- with an ice cube maker,
- with a small magnetic notepad,
- card calendar with delivery days,
- engraved glass with splash (exclusive)

2.3.2.4 Free Cikáda product sample

The purpose of the free Cikáda product sample is to give people who are not yet customers the opportunity to learn about and try the product. The promotion of bottled water is important because until today many people identify soft drinks only with their main product, soda water, and do not even think that there is also a non-sparkling version.

2.3.2.5 Making Facebook posts the topic - content marketing

In the case of the current Facebook posts, I recommend creating themes where each audience receives regular and consistent content that matches their interests. Topics could be:

- sustainability, environment,
- Cikáda water - history,
- families with young children,
- vacations,
- the meeting of wine and spritzer.

2.3.2.6 Strategic collaborations

When it comes to supplies, the question of whether they sell syrup always comes up. It might be worthwhile to contact both Pölöskei and premium producers.

Organize a joint open house with locally operating and producing farms. The goal is to highlight the importance of local, rural values.

2.3.3 Photos

2.3.3.1 14 December 2022 in-person visit







2.3.3.2 Phone / online conversations

11 January 2023 and 29 January 2023



2.4 László Szóda

2.4.1 Presentation of the company's current marketing activities

In Bicské, the László family started trading soda water in 1980. The soft drink is produced from filtered drinking water and filled into soda bottles or balloons through a closed system. In addition to soda water, the company also produces filtered non-sparkling water, which is sold in 19-liter balloons. The target audience of balloon water is families who consume tap water and do not want to create waste. Soda water can be purchased in 1, 1.5 and 2 liters and in 25-liter packs. The 1.5-liter version is the most popular.

The branding is split in two, one from the family name and the other from the name of the district, Kistószeg. The logo is nice, clean and in line with the latest trends.



70% of the customers go to the plant and buy their own water. In addition, deliveries are made on Tuesdays and Fridays. The product is also available in restaurants.

Bagamér syrup is offered as a basket value enhancing product for those interested.

The family is active in marketing. The company has its own website (www.szodas.hu) and Facebook page. The website is interactive and informative. It also contains a detailed presentation of the products and accessories, as well as the information needed to place an order. The website fully meets the needs of today. The images on the website have a good quality, high resolution and appealing.

The Facebook page also follows the colors and style of the company, where the owners regularly share interactive content.

The traditional flyer is also used from time to time.

2.4.2 Marketing Proposals

During our face-to-face meeting, the owner mentioned that he would like to increase the number of his customers. This requires both traditional and online marketing tools due to the different age groups of the target group.

2.4.2.1 Product suggestions

The owners plan to try a new sales method with soda subscriptions. This would mean a fixed monthly fee where you do not have to pay for the roll and the ability to exchange is unlimited. Of course, the average consumption needs to be considered here and how much would be worthwhile for both consumers and businesses.

2.4.2.2 Create new advertising space

Owners would like to use new advertising media for promotional purposes, such as

- refrigerator magnet,
- shopping bag,
- water bottle,
- splash glass,
- and design a t-shirt.

The delivery would also take place in the own-brand T-shirt for a uniform appearance.

2.4.2.3 Game - Fridge Magnet Puzzle

It would also be worthwhile to make a toy out of the refrigerator magnet. Customers would receive a refrigerator magnet for a certain number of purchases. In a puzzle-like way, 4-6 refrigerator magnets should be collected to represent the whole picture.

2.4.2.4 Game - Coloring

In order to appeal to children and reach the family through them, we invite them to play a coloring game to increase the awareness of the products.

2.4.2.5 Thematic leaflet

On the occasion of the weekly deliveries, a leaflet with the basic information could be used to attract new customers along the tour route. It is also worth trying a short-term coupon sale.

2.4.2.6 Content marketing in Facebook posts

The current Facebook marketing is good, but it would be worthwhile to theme the posts according to the target groups as follows:

- interesting facts about soda water consumption (green thinking - impact on the environment and health, home delivery as a convenient service, lemonade and syrup, etc.),
- quality (modern machines, filtered water),
- communication of information (opening hours, delivery)
- emotional themes (personal relationships).
- holidays, events (Christmas, Easter, Day of Water, Day of Earth, etc.).

It is worth aiming for two posts per week. Each post should include the logo and possibly the website www.szodas.hu.

2.4.2.7 Customer care - creation of an address list

Owners will also want to set up online customer service. The easiest way to create an address list is to combine it with a contest. For example, new T-shirts with the logo are raffled off by the owners among the customers who participate in the contest.

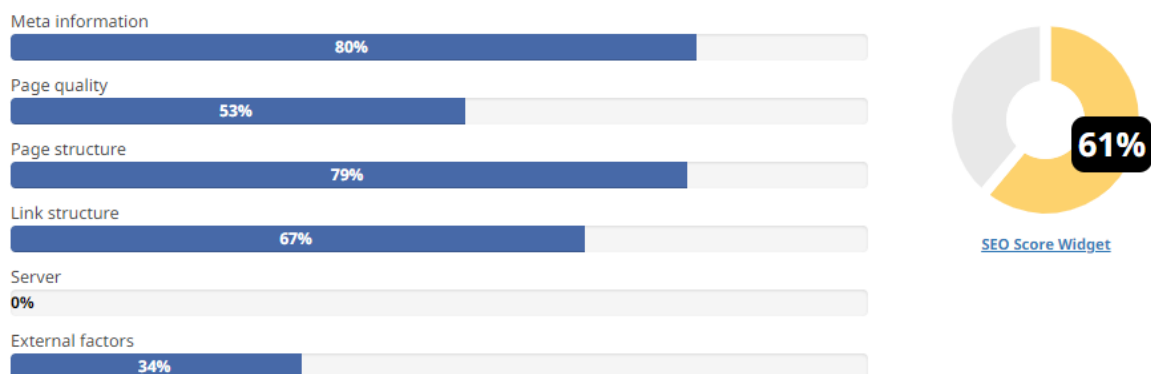
2.4.2.8 Monthly subscription

The new idea of the entrepreneur is why the soda water cannot be sold for a monthly subscription fee. This system is under development. The theme of the flyer will be this new sales incentive.

2.4.2.9 Additional analysis for the creator of the website

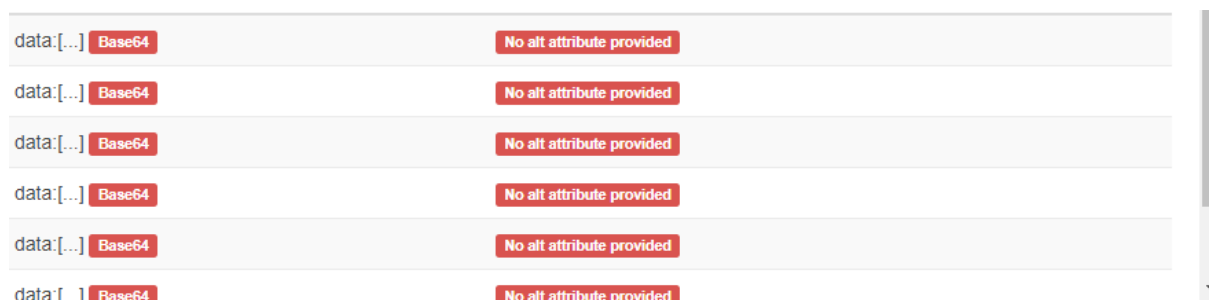
The website of László Szóda is good in terms of usability, but the search engine optimization has some shortcomings.

Current performance based on the Seobility.net evaluator:



The following improvements should be made within the website to increase the optimization level:

1. 1. Add headings to the website (H1, H2, H3, etc.)
2. 2. Define alt attributes for images (captions)



3. 3. Change the meta title and meta description:

Meta Description:

We are dealing with soda water. For more than 40 years. We work to provide locally produced, environmentally friendly soda water and filtered non-sparkling water to people in and around Bicske for personal use, events or work. Our products are available in our factory in Bicske and from our distributors.

Meta tag: main page - László Szóda

It would be necessary to place keywords in it.

Task list of SEO Improvements		9 Tasks
<input type="checkbox"/>	Add a H1 heading to this page.	Very important!
<input type="checkbox"/>	Enable the compressed HTML content transfer on your server using gzip.	Very important!
<input type="checkbox"/>	Improve the page response time.	Very important!
<input type="checkbox"/>	Try to reduce the number of used CSS files.	Very important!
<input type="checkbox"/>	Try to reduce the number of used JavaScript files.	Very important!
<input type="checkbox"/>	Improve the text of the meta description.	Important!
<input type="checkbox"/>	Use good alternative descriptions (alt attributes) for your images.	Important!
<input type="checkbox"/>	Review and improve the heading structure.	Tip!
<input type="checkbox"/>	Promote your page in social networks.	Tip!

Other developments also require programming skills and are more difficult to place.

Most important keywords

Following keywords were found. You can check the keyword optimization of this page for each keyword.

Keyword	Result	Recheck
László Szóda	61%	Check
Szóda	56%	Check
mentes	51%	Check
helyben	50%	Check
szodas	48%	Check
bicskei	46%	Check

Keywords are fine.

2.4.3 Photos

2.4.3.1 13 December 2022 in-person visit

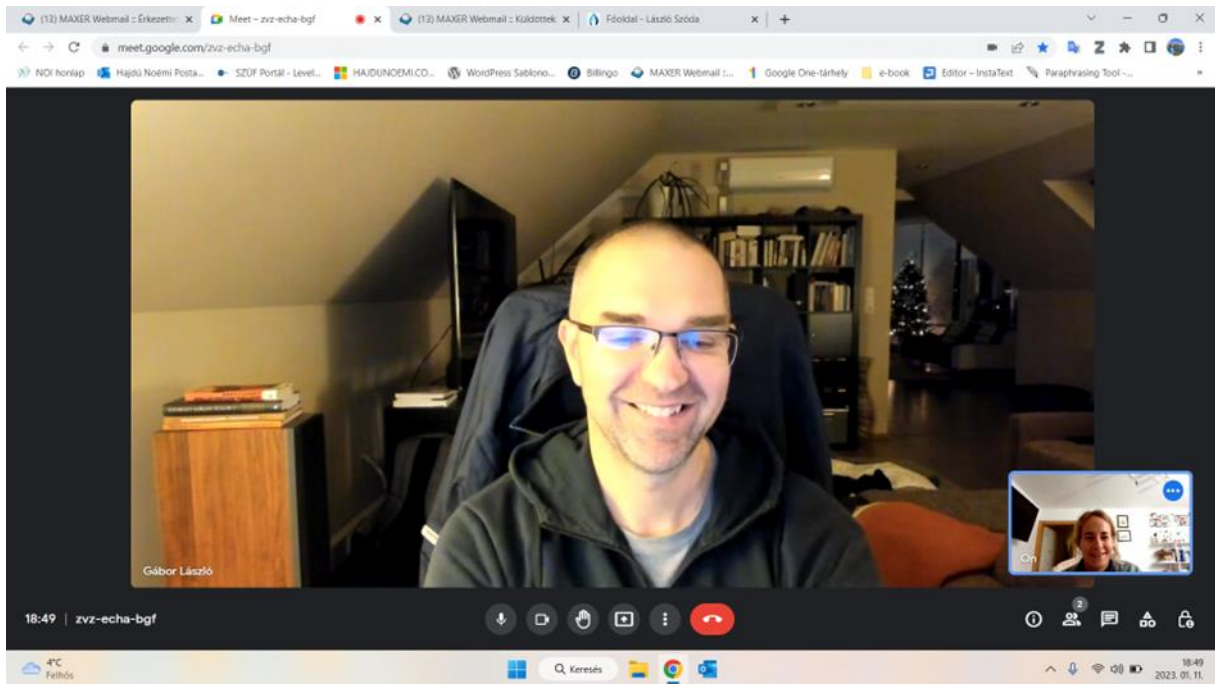




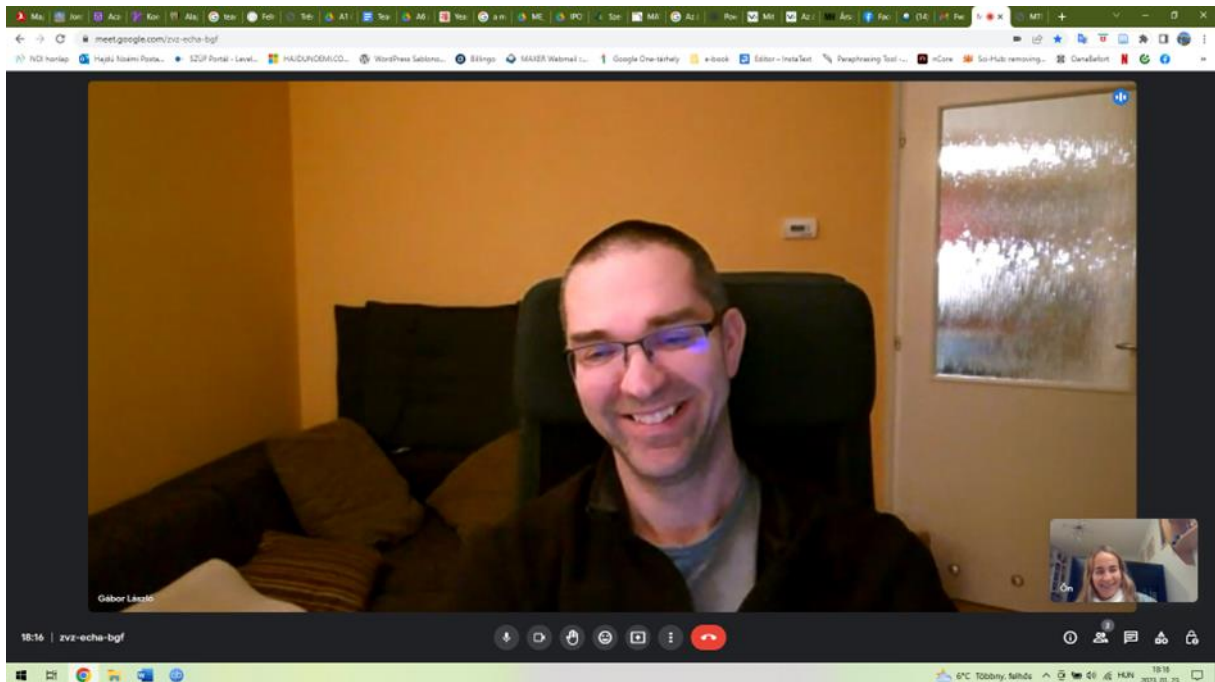


2.4.3.2 Online conversations

11 January 2023



23 January 2023



3 Restaurants and confectioneries

3.1 Gondola Cukrászda

3.1.1 Presentation of the company's current marketing activities

Gondola Cukrászda is a family business with a 30-year tradition, where various confectionery products are made according to original recipes. Besides the traditional cakes, there are also novelties. Every year the cake of the country is prepared because the demand of the consumers is great. healthy and dietary cakes can also be found in the assortment because there are people who are specifically looking for products with reduced sugar content, sugar-free, lactose-free and gluten-free. The prices of the products are realistic and affordable.

Gondola Cukrászda is in Buda and its main target group is the people who live and work there. From spring to autumn, one of the most popular products is ice cream, because the ice cream store "opens" to the street, so many people ask for it while walking. After the ice cream season, this store window is closed, so that the passerby then has less insight into the world of cakes. The potential of the store window is not used after the ice cream season. Two stop signs written in chalk announce the daily offer.

During the pandemic, the municipality has also created the possibility of free use of the square in front of the store, where tables and chairs are waiting for guests.

The restaurant is dog friendly.

Talking to customers, regular customers and personal relationships are the key to service.

A great strength of the confectionery is that you can always get a cake. The cakes are very decorative and delicious, as they are also made in a traditional way. Demand fluctuates and even this year there was a drop at the beginning of November. Usually after the weekend, even on Mondays, less people come to the store.

The current marketing activity is characterized by a presence in social media, especially on Facebook. The owner photographs, edits and posts the cakes in an extremely tasteful way.

The logo appears on the paper bags, but not on the napkin.

3.1.2 Marketing Proposals

The store serves as a basic selling point, so you should make the most of this opportunity.

3.1.2.1 Store window and stop sign

The store window is used during the ice cream season because customers can feel like they are in the store when they buy their ice cream. First, the cakes are delicious and extremely decorative, and second, the owner has an extremely good sense of photographing these products. So, it would be worthwhile to use and alternate these images in the store window and on the stop signs.

3.1.2.2 Dog friendly place

It would be worthwhile to emphasize the dog friendly place more with a photo of the owner's dog as well, in the following way: "Bajusz is waiting for his dog friends too!". This could make the atmosphere even more personal.

3.1.2.3 Application of the own logo

It is worthwhile to reinforce the use of your own logo on the napkins in addition to the paper bag.

3.1.2.4 Enticing product

The store is in a high traffic area, so it is conceivable to increase morning traffic with fresh coffee and tea to go (in paper cups with logo).

As an enticing product, one product could be highlighted each month as "Product of the Month," with a story (the origin of the cake) and pictures posted.

3.1.2.5 Balance the fluctuation of the demand

Balancing demand could be achieved by targeting individual customer segments. These segments could be the following: regular customers, seniors, families, expectant mothers, birthdays, name days, etc.

To increase attendance on Mondays, something special could be offered to a different person each week (first Monday of the month is for seniors, etc.). "Try our cakes and be our guest for tea."

3.1.2.6 Content marketing

Posts on Facebook should be structured around a thematic thought process that might look something like this:

- name days,
- celebrations,
- seasonal news,
- product of the month,
- excluded products,
- company celebrations.

It's worth making two posts a week that could appear on Instagram in addition to Facebook. This activity is supported by the content marketing calendar.

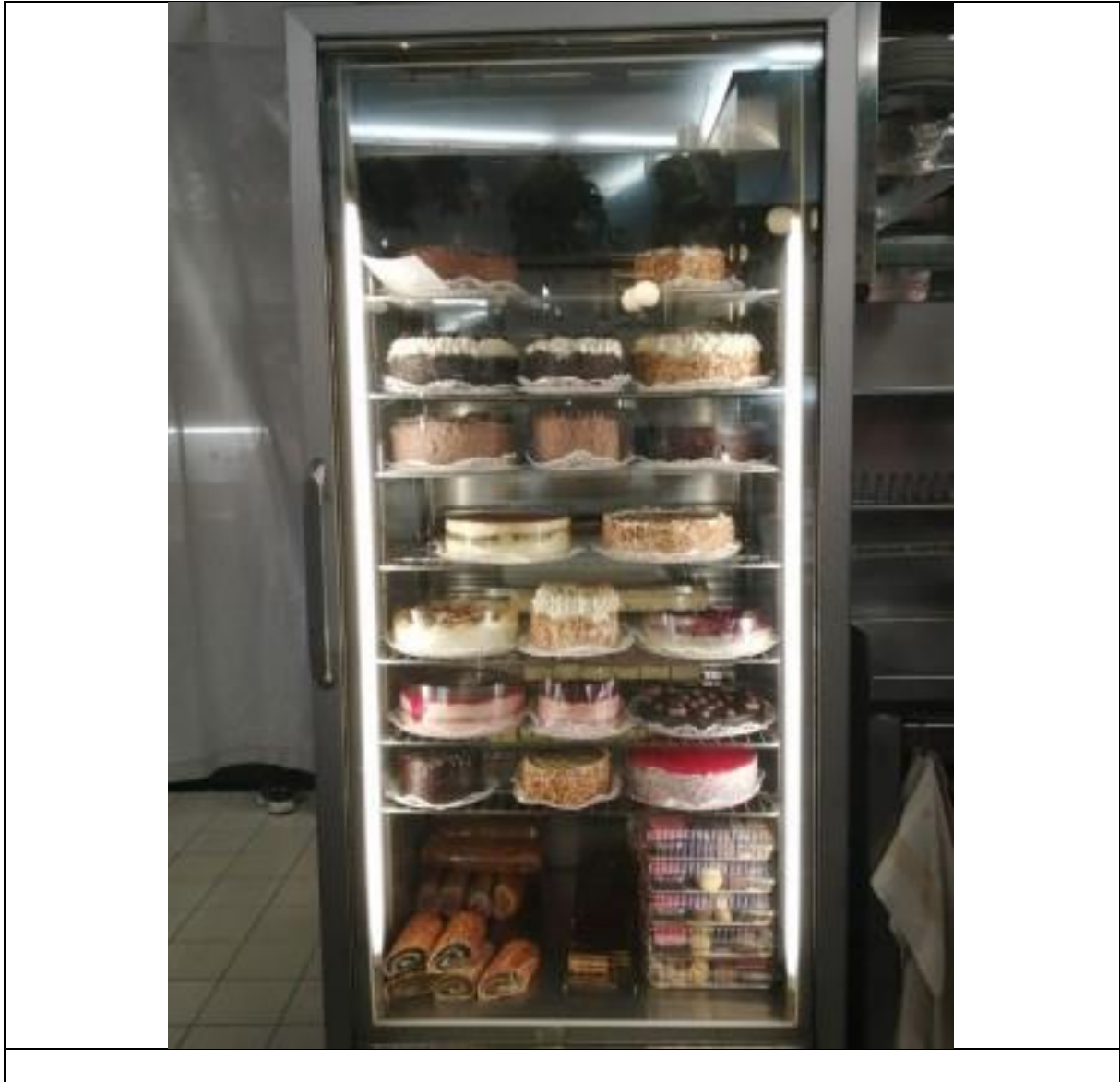
Month	Topic
January	gluten-free and sugar-free cakes, healthy slippers, flódni, name days
February	Valentine's Day - heart cakes, name days
March	ice cream season begins at the end of spring, name days.
April	Easter - rabbit, carrot cake, bagels and flódni, festive baked goods, ice cream, name days
May	Mother's Day, graduation, Children's Day, ice cream, name days
June	Pentecost, ice cream, name days
July	ice cream, name days
August	cake of the country (traditional and sugar-free), ice cream, name days
September	cake of the country, ice cream name days
October	harvest, beigli, name days
November	preparation for holidays, bagels, salty cakes, name days
December	holidays, name days

3.1.3 Photos

3.1.3.1 3 November 2022 in-person visit



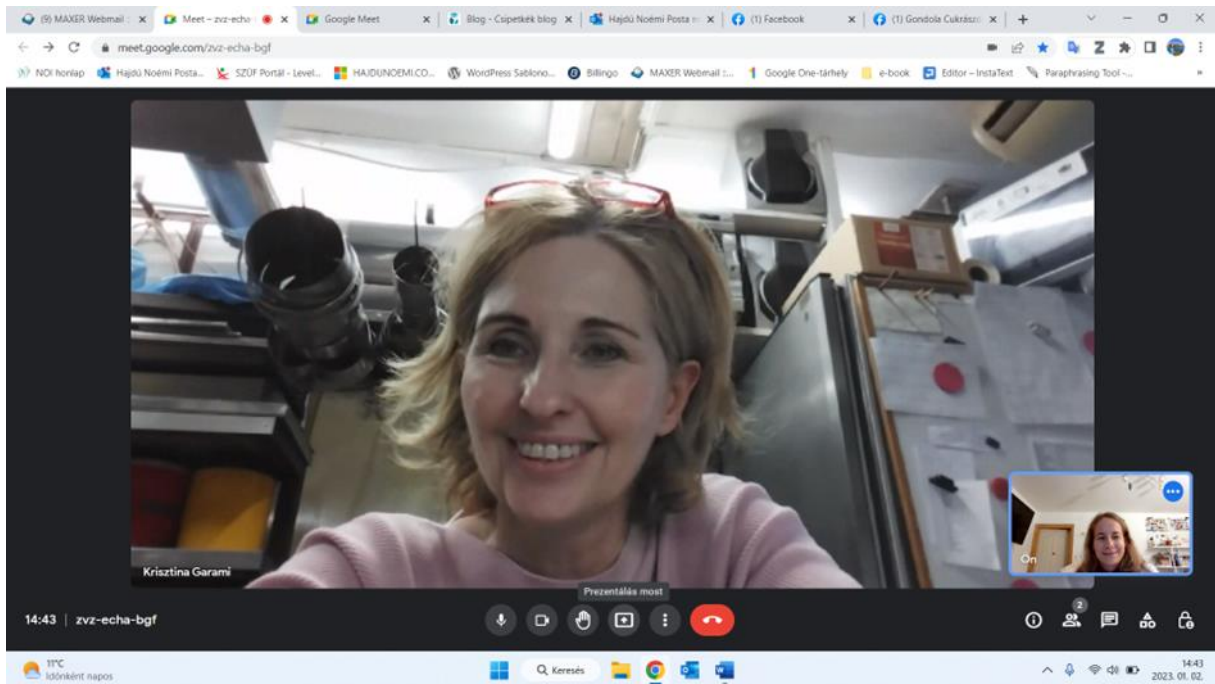






3.1.3.2 Phone / online conversations

2 January 2022 and 27 January 2023



3.2 Édes Varázs Kft.

3.2.1 Presentation of the company's current marketing activities

Édes Varázs Ltd. was established in 1998. Ambrosia Cukrászda is in Fót. The confectionery also functions as an official vocational training center, which is both a workshop and an examination center. The owner considers it important to train future confectioners.

The company operates in both the B2B and B2C sectors.

Products include traditional artisan ice cream, homemade cakes, elegant wedding cakes, special cakes in 3D format, edible photo cakes and giant cakes for companies. The company constantly follows the current trends and flexibly adapts to them. Thus, there are products made specifically for special dietary needs (e.g. low-carbohydrate or completely sugar-free preparations, gluten-free sweets and Paleo products).

Last year, price increases were a major problem, as the price of oil and sugar quadrupled, while the price of flour and eggs tripled. 1,500 eggs are sold every day.

B2B partners include the following:

- Costa Coffee supplied the dessert to 28 stores (24 in Budapest and 4 in rural areas) for 10 years, but unfortunately the chain withdrew from Hungary in July 2021.
- OMV has been selling frozen desserts in petrol stations for 3 years, for which it develops a new product every quarter. However, due to the application of the price cap, they are more expensive and are sourced from Austria, so other types of cakes are no longer available in OMV stores.
- The Príma Pék chain has 19-20 stores to which the company supplies the muffins.
- Bosch,
- Samsung,
- Teva,
- Media Markt,
- Hungarian Radio,
- Hungarian Post.

Potential new partners:

- Making a glass-based dessert for Fornetti,
- By Csaba Bara FitBalance, which will offer a sugar-free dessert to the fitness community (nearly 400 gyms) in spring 2023.

The store is designed for B2C direct sales and has a modern and cozy design.

3.2.2 Marketing Proposals

3.2.2.1 Content marketing in social media

Posts on Facebook should be structured around a thematic train of thought, which might look something like this:

- special products (shaped cakes, wedding and birthday cakes),
- naming days,
- holidays,
- seasonal novelties,
- product of the month,
- excluded products,
- company celebrations.

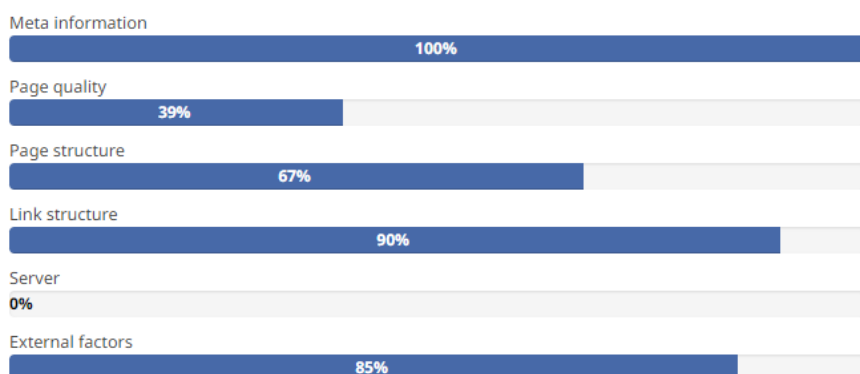
It is worth making two posts per week, which could appear on Instagram in addition to Facebook. This activity is supported by the content marketing calendar.

3.2.2.2 Additional analysis for the website creator

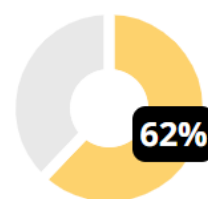
Looking at the website, one finds that it is easy to use, and the information is easily accessible. Adding to the cart can be done in 4 clicks from the main page of the website, which is a very precise and fast conversion path.

However, there are shortcomings in search engine optimization.

Overview of the SEO Check








SEO Score



[SEO Score Widget](#)

Recommendations:

1. No headings. H1 headings are required. The name of the cake could be H1, which also contains the keyword: vehicle-shaped cakes. Instead, it would make sense to change it to a car pie with an H1 member:

A megadott kulcsszavak					
<input type="checkbox"/>	autó alakú torta	30		+50%	+50% Közepes
Kulcsszóötletek					
<input type="checkbox"/>	autó formájú torta	50		0%	+100% Magas
<input type="checkbox"/>	autó formájú torta készítése	20		0%	0% Magas
<input type="checkbox"/>	auto formaju tortak	20		0%	0% Magas
<input type="checkbox"/>	kocsi alakú torta	10		-100%	-100% -
A megadott kulcsszavak					
<input type="checkbox"/>	jármű alakú torta	-	-	-	-

Heading structure	
Heading level	Content
H2	3D formatorták
H2	Esküvői torták
H2	Céges torták
H3	Tortarendelés
H3	Jármű formájú torták

2. The title bar consists of 953 characters, instead of the recommended maximum of 580.

3. The content of the page is very small (text-heavy). It is recommended that it contains at least 250 words, currently it is 125 words.
4. 14 images have no ALT member.

/site/images/logo_ambrosia_cukraszda5.png	Esküvői, céges és formatorták
/uploads/flags/zaszlo_hun.png	No alt attribute provided
...u_formaju_tortak_689148728_thumbnail.jpg	No alt attribute provided
...er_alaku_tortak_1817802172_thumbnail.jpg	No alt attribute provided
...at_figara_tortak_737985480_thumbnail.jpg	No alt attribute provided
...ak_elo_viraqdal_1392919773_thumbnail.png	No alt attribute provided

Task list of SEO Improvements

9 Tasks

<input type="checkbox"/>	Add a H1 heading to this page.	Very important!
<input type="checkbox"/>	Use 301 redirects to drive traffic to URLs with the same domain and sub domain (www and non-www subdomain).	Very important!
<input type="checkbox"/>	Enable the compressed HTML content transfer on your server using gzip.	Very important!
<input type="checkbox"/>	Try to reduce the number of used JavaScript files.	Very important!
<input type="checkbox"/>	Review and improve the page title.	Important!
<input type="checkbox"/>	The page title should be better suited to the content of the page.	Important!
<input type="checkbox"/>	Use good alternative descriptions (alt attributes) for your images.	Important!
<input type="checkbox"/>	Remove duplicate heading texts.	Important!
<input type="checkbox"/>	Review and improve the heading structure.	Tip!

3.2.3 Photos

3.2.3.1 16 November 2022 in-person visit







3.2.3.2 Phone conversations

3 January 2023 and 5 January 2023

3.3 Stube Étterem

3.3.1 Presentation of the company's current marketing activities

The marketing activities and other services of the Stube Restaurant in Pilisvörösvár can best be described as "with heart and soul". In every respect, the customer is at the center of the activities. It is important to create an emotional thread so that the customer is satisfied, feels comfortable in the restaurant, and comes back.

Together with Frigyes Vomberg, they design the gastronomic experience in the restaurant and the related marketing. The company also does well in gastronomic "rankings":

- according to Tripadvisor's rating, Restaurant Stube is also among the top 10% of the global ranking in 2021,
- Audi Dining Guide 2022 rating: ranked 1st in the Family Restaurant category, Top 15 in the Beautiful Restaurant category and in the Top 100 in the Best Restaurant category,
- 2021 Street Kitchen has also recommended the Stube.

They attach great importance to the quality of the dishes and the procurement of the necessary high-quality ingredients. Basically, the dishes are characterized by the Swabian line, and Pilisvörösvár is characterized by the Swabian combination. The entrepreneurs buy each other's products and use each other's services.

Oven dishes and pizza are the focus, but the menu also includes delicious soups, other main dishes, handmade hamburgers, street food dishes, grilled and barbecue dishes, homemade pasta, salads and desserts. During the pandemic, they began making their own gourmet branded products.

Their target audience is the local population, tourists and families who come to Pilis, as well as patients who use dental services and come to the town. During the pandemic, the delivery area was extended to the surrounding settlements (in addition to Pilisvörösvár, Budapest II/a district, Pilisszentiván, Pilisszántó, Solymár, Piliscsaba, Pilisszentkereszt, Pilisjászfalu, Csobánka). Family friendly and dog friendly place. Children are welcomed with self-developed games, and a cultural children's route is planned in Pilisvörösvár, where children can get to know the sights of the town and enrich themselves with experiences. The restaurant hosts a group of children every month, so that children who do not have the opportunity to have lunch in a restaurant can get to know the restaurant.

When you enter the restaurant, you are greeted by a very special sight, and the interior design has also tried to create a harmonious, welcoming family atmosphere.

The restaurant's website <https://stube.hu/> is simply perfect, user-friendly, and mobile responsive. The basic color scheme is white, combined with various shades of brown and black. The images on the website are beautiful and high resolution, and the food speaks for itself. The photos are updated regularly.

Online ordering is also easy.

In addition to the delicacies on the menu, there are the following homemade products.

Stube favorites:

- raspberry vinegar,
- spice oil,
- chili oil,
- pumpkin chutney,
- plum chutney,
- red onion jam.

Grandma's pantry:

- cranberry jam,
- ginger-apple-pear chutney,
- blackberry jam,
- quince puree.

Treasures of the forest:

- elderberry vinegar,
- pine syrup,
- shallot harvest,
- pine cone syrup.

The raw materials for the food specialties are obtained from a social cooperative, thus contributing significantly to the support of them.

3.3.2 Marketing Proposals

As I mentioned earlier, Stube Restaurant does perfect marketing. There is only one thing that could be improved - they have not had time for that yet, but it's on the to-do list for January - creating product descriptions for the private label products. These products greet us directly in the restaurant, where we can try them at will, and the waiters mention the specialties as well, and they are also on the website.

3.3.2.1 Product descriptions

In my opinion, product descriptions on the tables in a unified design and according to the picture elements would draw the guests' attention to the parlor favorites, grandmother's pantry and the treasures of the forest. Of course, the possibility of buying these raw materials is limited, the goal is not to produce and sell them in large quantities. Above all, they want to continue to "spoil" the existing clientele with specialties.

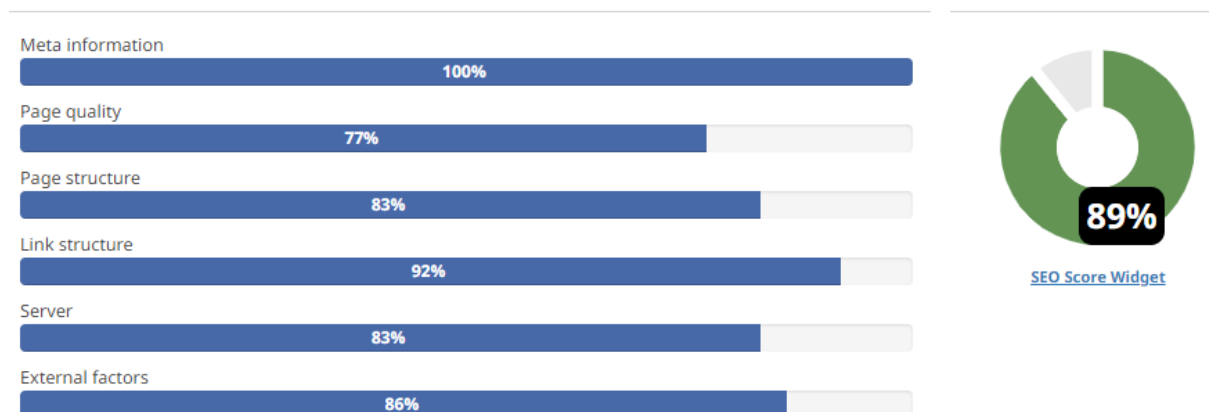
The following should be included in the product description without giving away trade secrets:

- what is special about the product,
- what foods are recommended for the product,
- point out its health effects (to the extent permitted by law),
- what it contains,
- how it is made
- where it comes from (local) and who supplies the raw material (support a social cooperative),
- product photos as a silent seller.

Customers could also put the "package" together themselves, but it would also be worthwhile to offer a themed package (favorite items from home, grandma's pantry, forest treasures). It also occurred to me that it would be worthwhile to prepare or display the product description in the three categories as a "booklet," since guests would not necessarily "imagine" the 14 pieces of information.

3.3.2.2 Additional analysis for the creator of the website

In addition to usability, the website also offers excellent performance in terms of search engine optimization.



Development opportunity:

- 1) The meta title line is too long and consists of 664 characters instead of the recommended 580 characters. For this reason, there may be problems with both keyword overload and display.
- 2) The fact that H1 and H2 members are included is great. This way Google can index them properly in the search engine. However, the analytics program has identified 29 headings, which is not consistent with the amount of content.
 - a. Solution 1: Expand your content (textually)
 - b. Solution 2: Reduce the headings.

Keywords:

Keyword	Result	Recheck
stube	100%	Check
Stube étterem	89%	Check
Stube Étterem Pílisvörösvár	85%	Check
étterem	80%	Check
Pílisvörösvár	79%	Check
étel	66%	Check

Alt elements of images are fine, so Google can index them in Google Images as well.

3.3.3 Photos

3.3.3.1 16 November 2022 in-person visit











3.3.3.2 Phone conversations

4 January 2023 and 10 February 2023

4 Construction and interior design companies

4.1 Majordekormix Ltd.

4.1.1 Presentation of the company's current marketing activities

Majordekormix Ltd. was established in 2010. The main profile of the company is laying tiles, mainly for B2B companies such as Aldi and Lidl.

In B2B markets, trust and the quality of the work done are of great importance for the business. In the case of a company, the opinions and recommendations of satisfied customers represent marketing. Demand and supply find each other through verbal transmission.

Communication with customers works well. The owner observes the latest trends and develops his services accordingly. After 10 years of experience, it can be said that he knows the market.

The company is in Óbarok, where a hall for the storage of raw materials will be built in the future.

The owner has noticed that there is a gap in the market to produce grouting cross. This means a small branch, but a secure foothold. Product development has been completed and the machine used to manufacture this product is currently rented; in the future, the company plans to purchase its own machine. The plan is to sell the grouting cross nationwide through a webshop.

4.1.2 Marketing Proposals

4.1.2.1 Creation of a webshop and website for the sale of the grouting cross

The website would essentially contain the following menu items:

1. company profile,
2. products and services,
3. references,
4. news
5. webshop,
6. frequently asked questions (FAQ).

Perhaps one of the most important criteria for the website is that it is compatible with all devices, i.e., mobile responsive.

In the company profile, they should highlight the company's 10 years of experience in the market and its unique value proposition, i.e., the products and services where it is the best or the only one in the market.

It is recommended to explain the unique value proposition in detail under the menu item Products and Services. The products can be illustrated with high-quality images, and the services can even be illustrated with an instructional video. Providing professionals on the site with regular instructional videos on the latest developments in the tiling trade, even in the form of a "vlog", could increase the popularity of the site and the number of visitors.

References should be presented with pictures and customer reviews. Positive customer reviews increase trust in the company and reduce the feeling of risk.

News could also mean the blog on the website, where instructional videos are also used.

When building the webshop, it is important that the products are well grouped (e.g., by application) and that potential customers can easily find what they are looking for. A high-quality, high-resolution image and a brief product description must be created for each product. Finally, for frequently asked questions (FAQs), it pays to provide short answers to questions that come up every day. This can also reduce the risk.

4.1.3 Photos

4.1.3.1 13 December 2022 in-person visit



4.1.3.2 Phone conversations

12 January 2023 and 17 January 2023

4.2 Sebestyén Mihály

4.2.1 Presentation of the company's current marketing activities

Mihály Sebestyén started installing air conditioning and heat pump systems 5 years ago. Their company is in Tarhos. He currently works with 5 employees. They see the secret of success in the quality and following the latest technology.

The target group are the inhabitants of Békés county.

The current marketing activities include both traditional and online marketing tools. The focus is to find and exploit cost-effective marketing opportunities.

Traditional tools include a billboard, newspaper, and radio advertising.

The newspaper advertisements can be found in the Békés Megyei Hírlap, Szuperinfó, Békési Újság and the Csabai aktuális. The main purpose of the advertisement is to make the company's website (www.sebi-klima.hu) and their phone number easy to find.

In Radio 1, the company advertises with the following slogan: "If it's a climate, it's Sebi's climate."

These activities help significantly to increase the level of awareness that is perceived every day.

As for online means, the company uses its own website and Facebook platform. These surfaces mainly advertise quality, service capability and reliability. Sebi Klima may be more expensive than its competitors, but they not only take care of air conditioners on a regular basis, but they are also available all year round and offer professional quality. Quality also means that they have state of the art tools and machinery and that they are brand independent, which means that the customer can choose from several brands.

A favorable market trend is that high gas prices are currently opening the market and increasing consumer demand and demand for inverter air conditioners that can be used for heating and cooling.

4.2.2 Marketing Proposals

In my opinion, marketing communication in all channels should emphasize the strength of products and services, and that it is a reliable company that offers quality products and quality work. I would also emphasize personalized service in the advertising message.

4.2.2.1 Marketing proposals for the website

I would focus on the services on the website. Where there is overlap between activities, I would simplify it and state only the following:

- sale of air conditioning,
- sale of heat pump systems,
- maintenance,
- good loan.

In the case of good loan, it would be useful to place the OTP logo on the website with which they cooperate.

The website offers high-quality, high-resolution images. This would be further enhanced if consumers could write an opinion that can be used as a reference.

I would create a "Frequently Asked Questions" (FAQ) menu item on the website to find answers to their questions.

Since the company is independent from any brand and works with several air conditioning brands, it would be worthwhile to give the prospect referring the strength of the different brands. The specialist would give his opinion and help the consumer decide. As each brand is presented, it would be useful to direct the consumer to the brand page.


Air conditioning installation is also recommended. The big advantage is that the job can be done in 3 hours.

The website could also show a short instructional video explaining how to program the air conditioner.

It would also be worthwhile to display the news on the website on the Facebook interface.

Further analysis for the creator of the website

<p>LINKS</p> <ul style="list-style-type: none"> ✓ You have 0 broken link(s) 	<p>PAGE TITLES</p> <ul style="list-style-type: none"> ✗ 15% of your page titles are too short ✓ All your page titles are not exceeding the maximum recommended length ✓ There are no missing page titles ✗ 15% of your page titles are duplicates
<p>HEADLINES</p> <ul style="list-style-type: none"> ✗ 85% of your headlines are too short ✗ 15% of your headlines are too long ✓ There are no missing headlines ✗ 15% of your pages have multiple H1 headlines 	<p>PAGE DESCRIPTIONS</p> <ul style="list-style-type: none"> ✓ All of your page descriptions are long enough ✓ All your page descriptions are not exceeding the maximum recommended length ✓ There are no missing page descriptions ✗ 15% of your page descriptions are duplicates

 The application helps you identify and resolve problems in the content and setup of your website

- 1) 15% of the headings are too short,
- 2) 85% of the titles are too short,
- 3) 15% of the titles are too long.
- 4) 15% of pages have more H1 members. Only one can be a page. 1 pc H1, 2-3 H2, 5-6 H3 Recommended!
- 5) 15% of descriptions are duplicates. You need to create unique descriptions.

4.2.2.2 Logo

The logo will show the cooling (squeeze sign) and heating (fire flame) as well as the Sebi climate.

4.2.3 Photos

4.2.3.1 19 December 2022 in-person visit







SEBI KLÍMA
+36 20 422 5040
www.sebi-klima.hu

4.2.3.2 Phone / online conversations

16 January 2023 and 17 January 2023



4.3 Lukács Zsolt

4.3.1 Presentation of the company's current marketing activities

Zsolt Lukács has been running his own business as a carpenter since 2001. The main profile is the production of doors, windows, and furniture, which he manufactures with two colleagues. The materials are procured elsewhere, and he processes and assembles the prepared materials.

The company's strength is product design and construction based on individual needs. Personalized products and services, good quality and communication sell themselves. When I talked to the entrepreneur about the Hungarian proverb "Good wine needs no bush", according to oral tradition, he recommended satisfied customers and that's how he got his orders.

He communicates with his clients via phone, messenger, and Viber. The customers are mainly looking for Békéscsaba, Békés, Gyula, Szeged, Mezőberény, Gyula and occasionally from Budapest.

4.3.2 Marketing Proposals

4.3.2.1 Development of a proper template

I optionally included the following elements in the proposal template:

- survey,
- planning,
- cost of materials,
- demolition,
- removal,
- delivery, installation,
- fee for the work.

With the help of the template, each offer will be uniform and can be varied at will.

ÁRAJÁNLAT

Cég neve

SZÁMLA SZÁMA
DÁTUM:

5630 Békés, Szélmalom utca 20/1.
+36 30 329 3429
lukaczsolt70@freemail.hu

LEJÁRAT DÁTUMA

Címzett **Kapcsolattartó neve**
Cég neve
Irányítószám, település
Utca és házszám
Telefonszám
Vevőazonosító

MUNKA	FIZETÉSI FELTÉTELEK	HATÁRIDŐ

MENNYISÉG	MEGNEVEZÉS	EGYSÉGÁR	SOR ÖSSZEGE
	felmérés		
	tervezés		
	anyagköltség		
	bontás		
	sitt elszállítás		
	szállítás beépítés		
	munkadíj		
	Részösszeg		
	Áfa		
	Összesen		

Az árajánlatot készítette: Lukács Zsolt

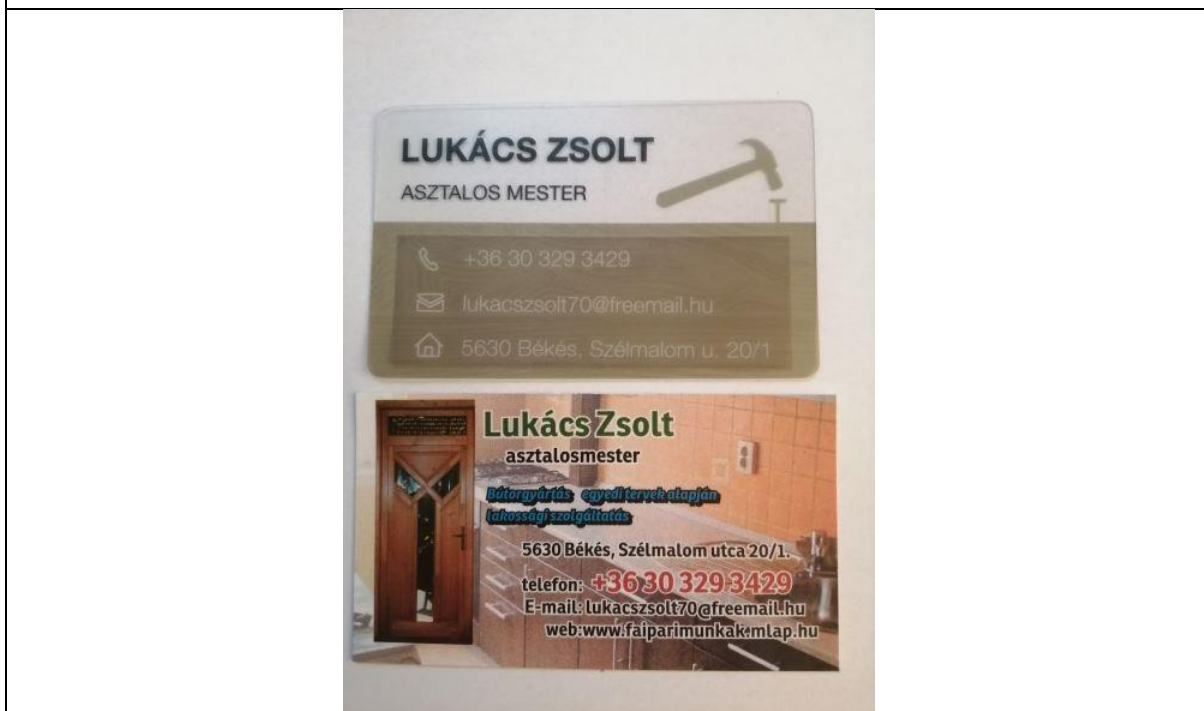
A jelen árajánlat a megnevezett árukra szól, a következő feltételeknek megfelelően: **Itt adja meg az árakra esetleg vonatkozó feltételeket, illetve a szerződés további rendelkezéseit. Célszerű lehet megadni, hogy milyen előre nem látható események befolyásolhatják az árajánlatot.**

Kérjük, hogy aláírásával fogadja el az árajánlatot, és küldje vissza: _____

KÖSZÖNJÜK A MEGRENDELÉST!

4.3.3 Photos

4.3.3.1 19 December 2022 in-person visit



4.3.3.2 Phone conversations

16 January 2023 and 18 January 2023

5 Companies engaged in wholesale trade

5.1 Sinte Trade Ltd.

5.1.1 Presentation of the company's current marketing activities

The group is engaged in the wholesale of agricultural machinery and equipment and the organization of construction projects. Its activities include:

- 3D survey design,
- construction of silos,
- construction of drying plants,
- seed production,
- industrial dust extraction systems,
- industrial plant construction,
- mill construction,
- industrial automation,
- development of feed mixing plants,
- and construction work for buildings relating to metal structures.

Tibor Kovács works as a foreign trader and focuses on the Romanian market. During his work he gets to feel the cultural differences, which are:

- approval procedures,
- communication,
- business proposal,
- business gifts.

5.1.2 Marketing Proposals

5.1.2.1 Bridging differences in intercultural communication

Intercultural communication is a cornerstone of doing business in the foreign market. Parties have different views and expectations. Cultural differences and their acceptance can have an impact on business.

With the appearance of global businesses, acceptance of different cultures has become a part of daily life. Intercultural communication takes place not only in face-to-face meetings, but also in emails and phone calls.

Tibor Kovács said that when he negotiates with Romanians, he must speak much more openly than is usual in our country. When he makes offers and negotiates, he must be clear. The questions that come up are immediately clarified and usually discussed in more detail. The process is also much faster, taking place within a week. In Romania, it is common for parties to give each other gifts at business meetings.

All in all, it can be said that an essential pillar of success, besides the knowledge of the market and the products, is the consideration of the culture and cultural peculiarities. Tibor Kovács has decades of experience on the Romanian market.

5.1.3 Photos

5.1.3.1 19 December 2022 in-person visit





5.1.3.2 Phone conversations

10 January 2023 and 17 January 2023

5.2 Csuta & Csuta Ltd.

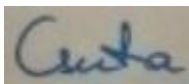
5.2.1 Presentation of the company's current marketing activities

Csuta & Csuta Ltd. is a food wholesaler. They have been on the market for 30 years with 75 products. Their main products:

- special flours,
- seeds,
- flakes,
- and other products.

The timing of the market entry was well chosen. At the beginning, Hamlet puffed rice and pasha were sold mainly in the public networks and in Budapest. After privatization, the products were listed in the Hungarian chains COOP and CBA, where they have been sold ever since. The products are of good quality and the customers are satisfied.

The products are packed in foil and have the logo in blue letters:



Previously, they had tried to switch to a red and yellow logo, but it turned out that customers are already used to it, they like the blue logo. They did not recognize the new logo, so they changed it back to the original.

Last year, with the help of a tender, they were able to set up a new production line that allows them to produce 400 packages per hour.

The company deals in basic food products, which are not expensive goods, so it is not worth shipping them far. Their sales area includes the following parts:

- Budapest and its surroundings,
- Gyöngyös - Eger - Mezőkövesd line,
- Hajdúság.

5.2.2 Marketing Proposals

5.2.2.1 The potential of almond flour

Looking at the product portfolio, I believe that almond flour is the product that is most in demand in the market and can be sold at a higher price due to known food intolerances (e.g. gluten sensitivity) and conscious diets.

It would be worthwhile to directly visit the herbariums on the delivery route with the almond flour, as well as the confectioneries in Budapest and its surroundings.

5.2.2.2 Creating a database of potential customers

It would be worthwhile to create a new database based on information from the Internet about potential new customers who are on the delivery route and might be interested in the company's product range.

5.2.3 Photos

5.2.3.1 20 December in-person visit





5.2.3.2 Phone conversations

23 January 2023 and 27. January 2023

5.3 Falatka Állateledel

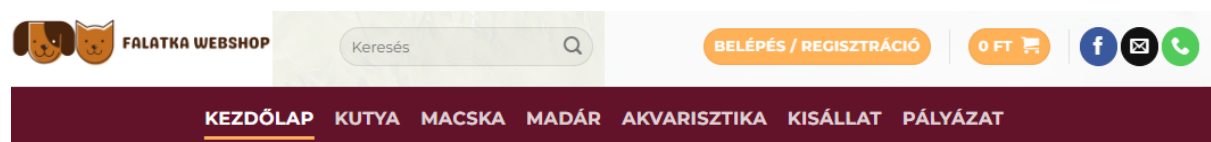
5.3.1 Presentation of the company's current marketing activities

The company operates in Békés County in the retail and wholesale of pet food and pet accessories. The owner mentions punctuality as a strength, he delivers daily within a radius of 100 km. His customers include resellers and breeders.

Another strength is telephone contact. He keeps an accurate database of customers, where the different needs are kept separately, and the offer is adjusted accordingly.

The current monthly offer is sent every month in a newsletter.

The webshop was created at <https://falkawebshop.hu/>.



The products are grouped as follows:

- dog (size, age, manufacturer, flavor, product category),
- cat,
- pet,
- bird,
- aquarist.

Short-term goals include redirecting phone inquiries and orders to the web store. So, the primary goal is to make the webshop user-friendly.

Besides pet food, I would like to draw customers' attention to equipment.

The logo of Falatka web store consists of a dog and a cat head.



5.3.2 Marketing Proposals

5.3.2.1 Marketing proposal for the website

In my opinion, it would be useful to create additional groups for dog food:

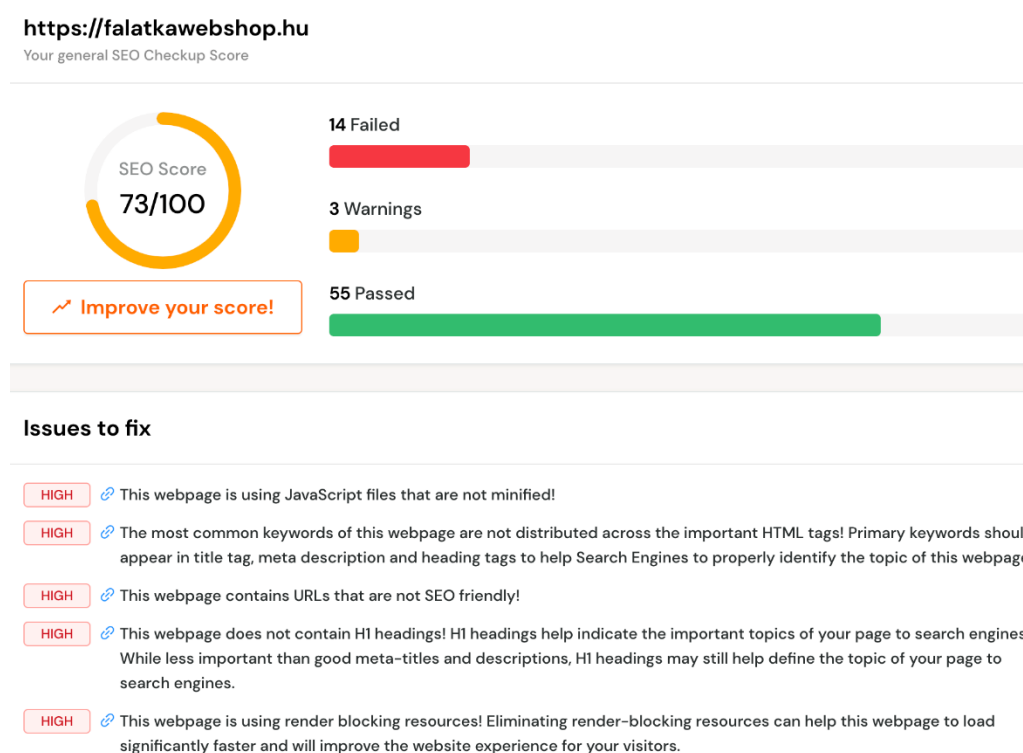
- hunting dogs,
- working dogs,
- small pets (minis),
- allergic dogs.

Additional analysis for the website creator

There are many results for the keyword falatka, and as far as I can see, the word is barely mentioned on the main page of the website.

Széchenyi Plan's unlockable logo degrades the user experience when viewed on a phone.

SEO test result



An important part of search engine optimization is the headline, which is not specified.

Keywords Usage Test
81% of top 100 sites passed

The most common keywords of this webpage are not distributed across the important HTML tags! Primary keywords should appear in title tag, meta description and heading tags to help Search Engines to properly identify the topic of this webpage.

Keyword	Title tag	Meta description	Headings
keresés	×	×	×
következőre	×	×	×
belépés	×	×	×
regisztráció	×	×	×
kutya	×	✓	×

My suggestion:

- 1) Enter the headline and subheadings (H1, H2, H3) that contain the keywords. It can be falatka, dog food, cat food that are defined.
- 2) Create text content and place it on the page, the main page, which also contains keywords. At least 1500 characters per page. In the name of relevance!
- 3) Upload the images in jpg or webp format and give each image a title and description (add an alt tag).

These are changes you can make quickly on the page.

5.3.3 Photos

5.3.3.1 19 December 2022 in-person visit



5.3.3.2 Phone / online conversations

16 January 16 and 23 January 2023

6 Companies that perform other activities

6.1 Csipetkék

6.1.1 Presentation of the company's current marketing activities

The dreamer and owner of Csipetkék is Eszter Németh Drávainé, who considers it her basic mission to teach and convey the joy of sewing and to make the lives of families with young children easier. As a mother and grandmother of three children, she knows the trends, supply, and demand on the market, where she has managed to find a niche in the market for handicrafts made of recyclable, especially chic material. Of course, you must pay the price for high-quality, individual, handmade products, but it is still far below the prices of multinational companies. Due to the decline in the birth rate and the postponement of having children, children today are a treasure for which the family wants to offer the best products and services.

Main products and services:

1. sewing courses (beginners, advanced, themed (e.g., baby), children's courses, sewing club.
2. baby products,
3. eco-friendly products for your home.

In the sewing courses Eszter patiently teaches you the sewing step by step. Everyone will receive positive feedback. Participants come to the courses from a radius of 50 km from Pécs.

Baby waiting's products include a uniquely designed baby dream 5:1, a washable diaper, a play mat 2:1, a magic pillow and a pee cone that can be ordered with a unique pattern. In addition, the product selection also includes accessories for the nursery, products that facilitate travel, as well as sets for nursery schools, bags and gym bags. It's interesting, that the standard for these products differs from nursery to nursery, so the company wants to offer a solution for that as well to help parents.

The owner has also thought about the home, using eco-friendly, smart materials to help families with their daily needs. These include snack napkins and eco bags that can be used in place of nylon bags, bread, and pastry bags to keep them fresh, and washable liners.

Marketing activities include both traditional tools and new interfaces. The company also has a website (<https://www.csipetkek.hu/>) and a Facebook page whose name is very appropriate: CSIPETKÉK. The blue color scheme accompanies these interfaces, which is associated with serenity and reliability. At first glance, the logo shows an owl, but the faces of a parent and a child can also be seen. In addition to the logo, the environmentally conscious logo is also strongly emphasized.

The logo can also be found on product labels and in advertising.



The color scheme and structure of the website are nice and clear and correspond to the current trends and requirements.

The traditional flyers and advertising spaces also faithfully follow the blue and white color scheme and harmonize with the online content.

The owner also actively participates in thematic trade shows (e.g., Baby-Mama-Expo), which she plans to expand in the future for environmentally conscious products.

6.1.2 Marketing Proposals

In my opinion, the advertising platforms used are suitable to reach the target group. Since the products and services are special, the unique value proposition should be communicated to each target audience. What is the value of each service and product, what is new about them, what do they do best?

6.1.2.1 Classification and segmentation of the target group

In terms of products and services, the following target groups can be defined:

- those who are interested in sewing,
- expectant mothers and families with young children as well as grandmothers are also a potential target group,
- and those interested in sustainable, green, ecological, and environmentally conscious household products.

In the future, it would make sense to communicate with these segments separately and target them specifically with offers, considering the media usage habits of the respective segment. Today, offline and online marketing tools are needed simultaneously, because the company's target group also includes those who may not even use the online interface for information and, conversely, those who no longer consume traditional media content.

6.1.2.2 Proposals for the website

On the website, I would group the products and services according to the three segments:

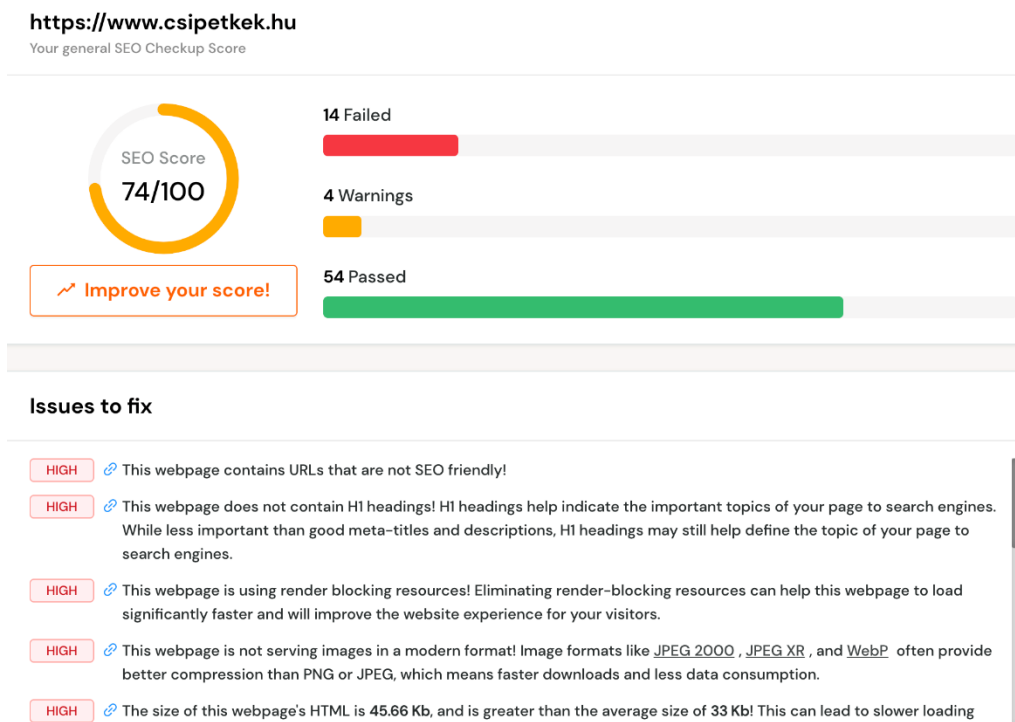
- for sewing courses, the grouping used is good and can be followed (beginner, new mom, advanced machine sewer, child, eco-conscious beginner course).
- For products for babies and toddlers, I would recommend a clearer categorization. I would categorize baby products, sets for nursery, bags, nursery accessories, and products that make travel easier into one large group.
- I would better separate sustainable, green, eco and environmentally conscious household products.

The website should use better lit, higher resolution and higher quality images as they are among the silent sellers. I would make the pictures "full of life", I would also use pictures with babies and children.

From the SEO side

- The URLs are not always search engine friendly,
- H1 members are missing,
- The images are not in the latest format (webp would be better)

- The meta description consists of 129 characters. This number can be increased to 150 to include more keywords, or the description itself can be more descriptive.
- There are mainly coding problems that are relatively difficult to solve.



6.1.2.3 Proposals for the Facebook posts

I would also plan the series of posts thematically according to the three target groups. For the posts, it would be worth minimizing the amount of text and possibly linking to more details.

Customer reviews should be better appreciated in social media, for example, also for sewing courses.

It would be best if moms share short videos about how they use the products and what their experiences have been. This would also be a new way to introduce the products. Alternatively, there could be instructional videos where the owner uses the products with her grandson.

6.1.2.4 Proposals for brochures

I would apply the principle of "less, sometimes more" to brochures as well. I worry that the target audience will not necessarily read as much information as they contain now. So instead, I would prefer to use high-quality images and a QR code that takes you to the website.

6.1.2.5 Sewing contest

A sewing contest could be used to draw more attention to the courses and to bring together and coordinate the sewing community in Pécs and the surroundings.

The success of the competition rests on four pillars:

- on the clear formulation of the contest call,
- on the reaching of potential interested parties offline and online,
- on the composition of the jury, which consists of different, impartial, competent, well-known, and professionally recognized members,
- a continuous communication of the event with high quality photos and videos (+ post communication).

6.1.3 Photos

6.1.3.1 14 December 2022 in-person visit





A Csipetkék ajánlatai babaváróknak, kismamáknak nagymamáknak

Egyedi, cuki, igényre és méretre szabott. Szuperpraktikus, bababarát, környezettudatos és elnyúlhatetlen. Babaholmik, kiegészítők már a babavárástól kezdve!

VÁSÁROLJ BE NÁLUNK!
Spórolj pénzt, időt, energiát, bosszankodást!

Egyedi elképzelésed van?
A Te igényeidre szabva elkészítem Neked!
Vedd meg ajándékba
Babaváro szeretednek!

Nézz be márkaüzletembe!
Csipetkék élményműhely és üzlet:
7624 Pécs, Szabadság u. 38.

Rendelj online!
www.csipetek.hu | csipetek@csipetek.hu | Egyeztessünk szóban! | 06-30/847-2768
Kövess be Facebook oldalamat, és írd rám a Messengeren!

Környezettudatos gondoskodás szeretettel az egész családnak



A "CSIPETKÉK" AJÁNLATAI BÖLCSIBE ÉS OVIBA KÉSZÜLŐNEK
Strapabőr, egyedi gyerekméretű textilből, tetszőleges méretben, választott mintával, rövid határidővel!

OVIS ESÁK: munkaigényes, sokoldalú, egyedi, praktikus, téli akasztós, udvarra is rakható!	TORNÁZÁSÁK: elnyúlhatatlan, alkalmi-több használatra és ajándékkal, könnyen tisztítható!	SIMA/GUMIS LEPEDŐ: fektetőre méretezve, 4 sarkán gumis, normál/lelek, lábilát és változóan változtatható!
ÁGYNEMŰHUZAT: lábilát takaró és párnát! Rugsós, kedves motívumokkal!	CSIPETKÉK DUPLAPÁRNA: különböző párnahuzat a pihentető ovis alakúval!	

ZERO WASTE MEGOLDÁSOK ÖKO-ANYUKÁKNAK!

KERESD A CSIPETKÉK KÖRNYEZETBARÁT, PRAKTIKUS TEXTILTÁRTERMÉKEIT A GYERMEKBARÁTBÓL VÁLTOTT SZÁRMAKHOZ.

3 alkalmas táska: még az iskolában is jó lesz!
Wet bag: az új csomagoló vagy a pisit, szíves halánték biztonságosan hűtőszigetelt!
3D-s táskák: vadi a táskákhoz és persze a nadrágot!
Szájmaszk: gyerek méretben is!

Nézz be élményműhelyembe!

CSIPETKÉK ÉLMÉNYMŰHELY ÉS ÜZLET:
7624 Pécs, Szabadság u. 38.

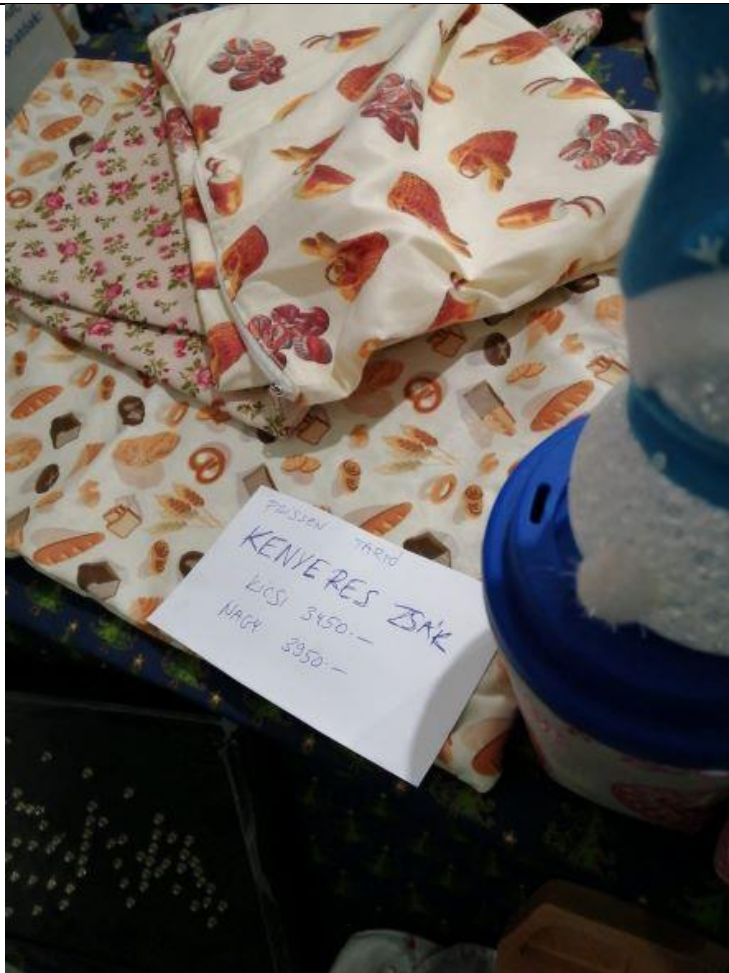
RENDELHETSI ONLINE IS!
www.csipetek.hu
csipetek@csipetek.hu
Egyeztessünk szóban!
Tel.: 06-30/847-2768

Kövess be Facebook oldalamat, és írd rám a Messengeren!

Szeretettel várom jelentkezésedet!
Ester







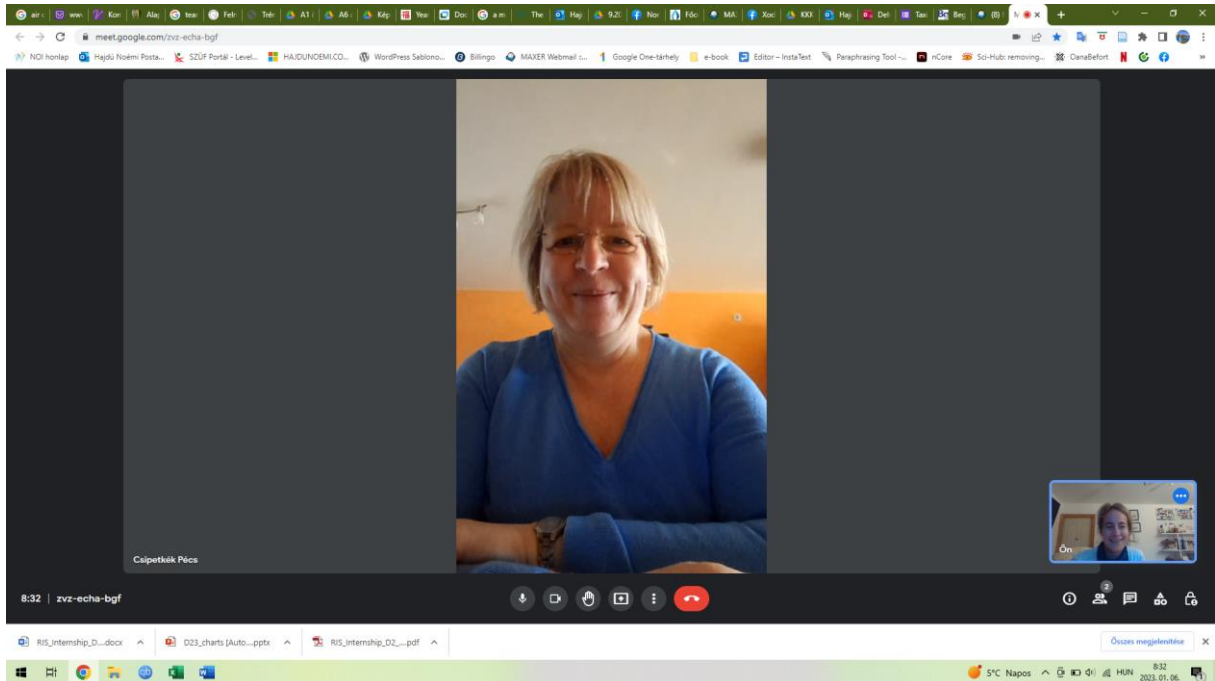






6.1.3.2 Online conversations

2 January 2022 and 6 January 2022



6.2 Fotoker Ltd.

6.2.1 Presentation of the company's current marketing activities

FOTOKER Ltd. was founded in 1997 in Békés by János Juhos, whose main activity is photography. It is a family business, as János and his wife founded it 45 years ago, and later their daughter and son joined them. Their services include:

- photo editing,
- custom photography,
- family photography,
- school photography,
- wedding photography,
- photo gifts (photo book, calendar, poster, etc.)
- legal expertise.

Besides Békés, they also have stores in Békéscsaba and Orosháza in the city center. The stores are in well-frequented locations and have good parking facilities.

Diligent work has made Juhos Fotó a real brand name, which the inhabitants now identify with quality.

The owners consider it their life's work to teach the future generation the art of photography. That is why they are actively involved in education in Békéscsaba. The many students gain practical experience in the three stores.

The company has a website (<https://juhosfoto.hu/>) and an active Facebook presence.

6.2.2 Marketing Proposals

The owner wanted to do a team building activity where we prepare and help students solve communication opportunities and issues that arise during interactions with customers.

During the training, it was important for me to emphasize that the Juhos brand is very well known in the region and that the employees represent this brand. After all, the quality of service, communication, that customers receive contributes significantly to their satisfaction.

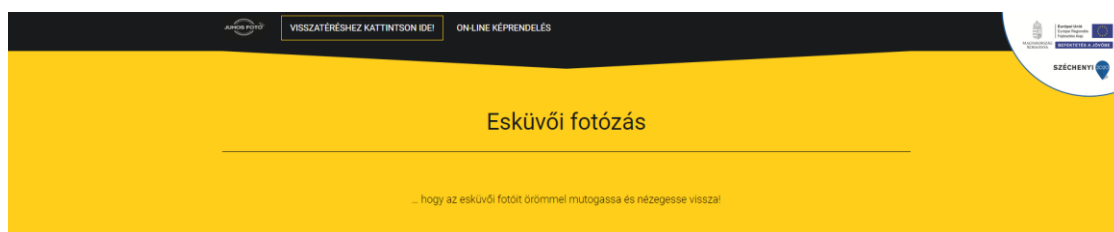
When the customer enters the store, it is important that we ask them and understand what we can help them with. Few people like to be photographed ID, so it is necessary to reduce the sense of risk that is created in the customer, and the best way to do this is communication. When you make a recommendation, the entire service must be offered as a "solution package".

Part of professional service is the quality of communication between staff. Accurately delegating and passing on tasks to others is critical to success. For this, I recommend a best practice in multinational companies, according to which each work process is divided into sub-processes. Each sub-process must be approved using a detailed checklist in which employees go from point to point. In my opinion, this is the only way to ensure the same level of service for different employees.

Overall, it can be said that the morale in the company is very good, and the young students and interns are surrounded by a friendly atmosphere.

6.2.2.1 Proposals for the website

User experience

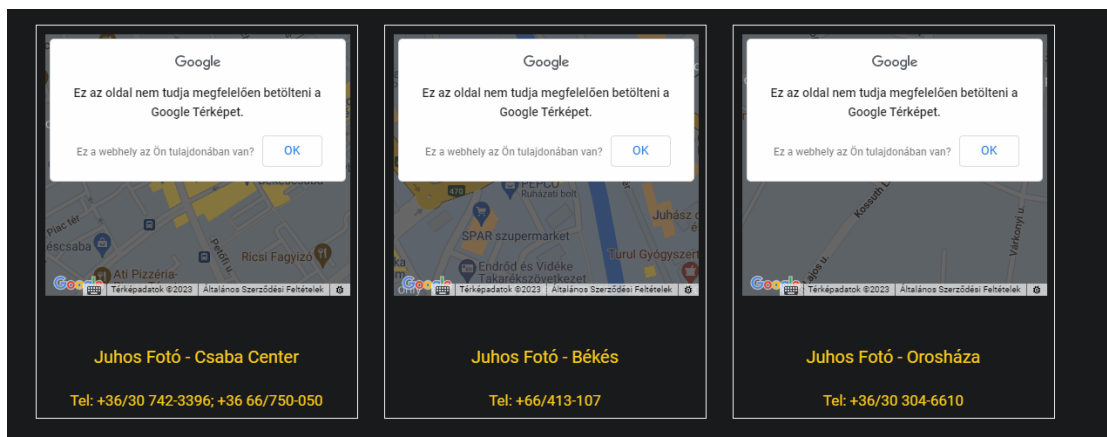


Click here to return to the headline, does not work, does not matter.

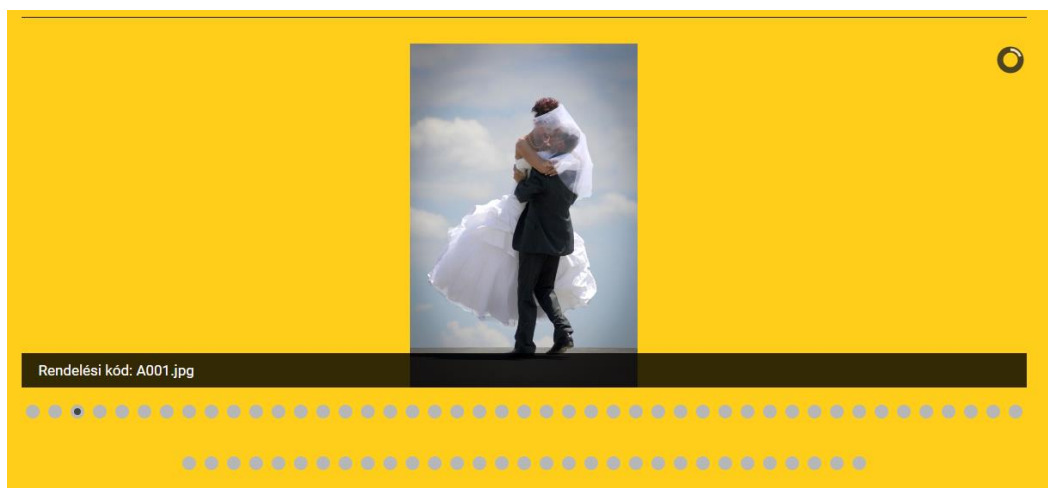
On the same page, the index image of the inserted photo montage (YouTube video) has shifted in proportions, it would make sense to choose another one as it does not look very confidence inspiring.



Buying and getting a quote is not exactly easy, but visiting the store in person is even harder. Google Maps is not set up well, so the addresses cannot be found.



For all products (photo, ID map, souvenir), an order code appears below the product image. In many cases this is very misleading, e.g., what could I order with it for a wedding photo?



SEO analysis:

- the title line is too long, it should not be longer than 67 characters.
- Collect more links to the website (link building).
- No meta description is provided (we see this when someone searches on Google). This is often auto completed and generated by Google, but indexing for keywords is more difficult if no description is provided.

Juhos Fotó | Fényképkidolgozás - Esküvői fotózás ...
 A képek 550 Ft.- / db. áron megrendelhetők a center@juhosfoto.hu email címen vagy személyesen a **Juhos Fotó** üzleteiben. galeria2. Halloween 2018. Halloween a ...

It looks like they are using Google Analytics:

```
<script type="text/javascript" async src="https://www.google-analytics.com/analytics.js"></script>
<script async src="https://www.google-analytics.com/analytics.js"></script>
<script type="text/javascript" charset="UTF-8" src="https://maps.googleapis.com/maps-api-v3/api/js/50/12a/intl/hu_ALL/common.js"></script>
<script type="text/javascript" charset="UTF-8" src="https://maps.googleapis.com/maps-api-v3/api/js/50/12a/intl/hu_ALL/util.js"></script>
<script type="text/javascript" charset="UTF-8" src="https://maps.googleapis.com/maps-api-v3/api/js/50/12a/intl/hu_ALL/log.js"></script>
<script type="text/javascript" src="https://cdnjs.cloudflare.com/ajax/libs/jquery-form-validator/2.3.26/html5.js"></script>
<script type="text/javascript" src="https://cdnjs.cloudflare.com/ajax/libs/jquery-form-validator/2.3.26/security.js"></script>
```

However, there is no corresponding statement in the privacy policy and ASZF. It's worth catching up, otherwise the company can be severely penalized.

Depending on what cookies the company uses, it is worth adding such a description (minimum)

Google Adwords cookie

When someone visits our website, the visitor's cookie ID is added to the remarketing list. Google uses cookies, such as NID and SID, in Google products, for example, to personalize the ads displayed in Google search. Such cookies are used, for example, to remember your recent search queries, your previous interactions with ads or search results of certain advertisers, and your visits to the advertisers' websites. AdWords Conversion Tracking uses cookies. To track sales and other conversions resulting from the ad, cookies are stored on the user's computer when they click on an ad. Some of the common uses of cookies are selecting ads that are relevant to the user, improving campaign performance reporting, and avoiding ads that the user has already seen.

Google Analytics cookie:

Google Analytics is Google's analytics tool that helps website and app operators get a more accurate picture of what their visitors are doing. The service may use cookies to collect information and report statistical data about website usage without identifying visitors individually from Google. The main cookie used by Google Analytics is the "__ga" cookie. In addition to reports generated from website usage statistics, Google Analytics - along with some of the advertising cookies described above - may also be used to serve more relevant ads in Google products (such as Google Search) and on the web.

Remarketing cookie-k:

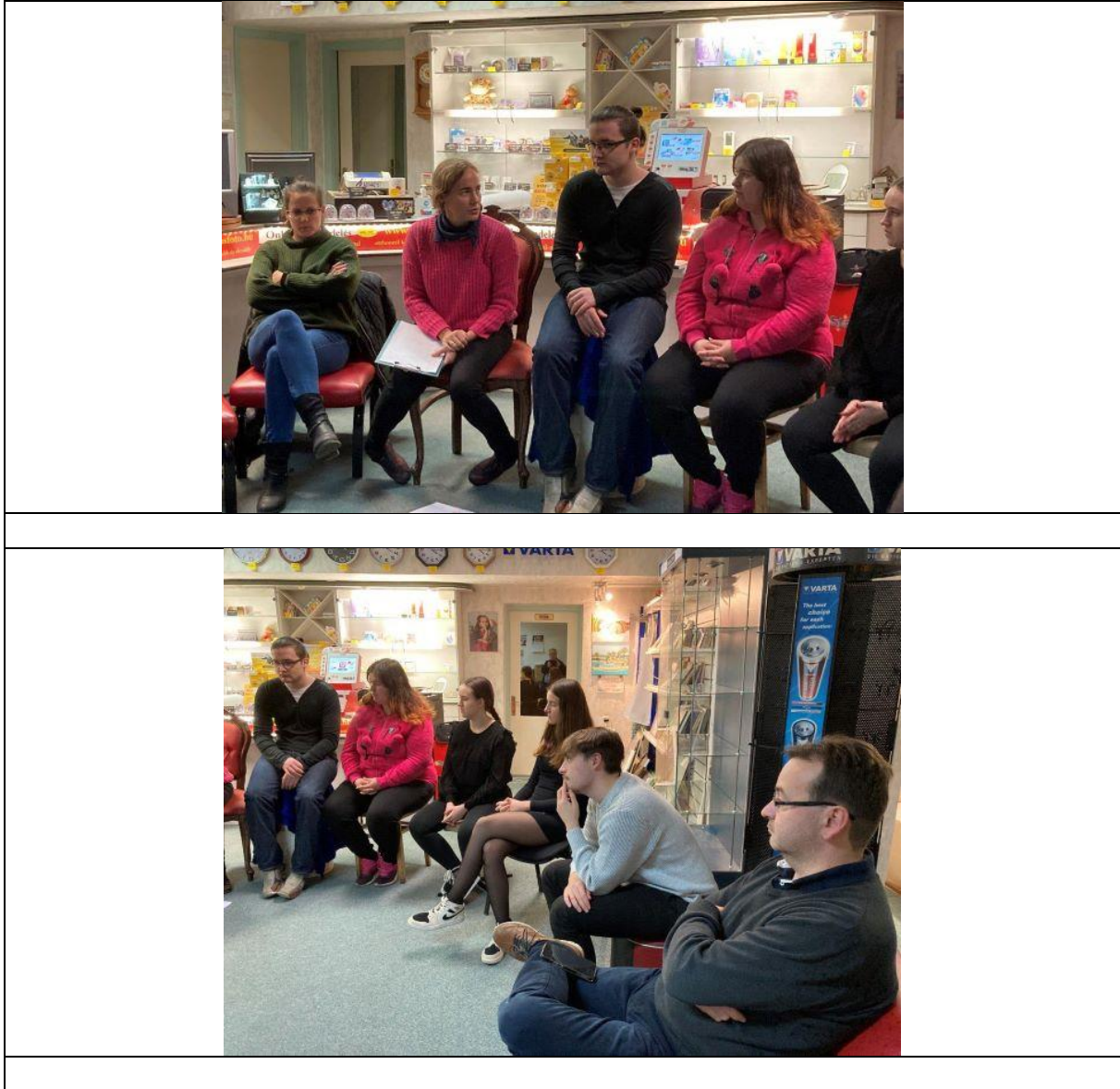
They may be displayed to previous visitors or users when they visit other sites on the Google Display Network and search for terms related to your products or services.

Facebook pixel (Facebook cookie)

The Facebook Pixel is a code that helps the website report on conversions, compile audiences, and provide the website owner with detailed analytics data about how visitors use the website. The Facebook pixel allows you to show personalized offers and ads to website visitors on the Facebook interface. You can read Facebook's privacy policy here: <https://www.facebook.com/privacy/explanation>

6.2.3 Photos

6.2.3.1 13 January 2023 in-person visit





6.2.3.2 Phone conversations

14 January 2023 and 1 February 2023

7 Summary

Overall, it can be stated that for most companies, customer-centric innovation means communicating with customers and adapting products and services to their needs.

I was pleased to see that entrepreneurs recognize the importance of marketing. Some of them regularly attend trainings to learn the tricks of marketing. In these cases, it was often necessary to group the existing marketing tools according to a logical train of thought. When someone is very fixated on one thing, the opinion of an external expert comes in handy, because you cannot see the forest for the trees.

During the in-person visits, I found that there was a great need for online marketing at the companies I was looking at. So, during the consultation, I analyzed the companies' existing websites and we created a content marketing calendar to schedule posts.

Companies know their customers, but they often do not take advantage of customer groups (segments). In the context of marketing communications, for example, it pays to create separate content for each segment and treat them separately.

I also drew the entrepreneurs' attention to the advantages of professional cooperation with other companies, as it is easier, for example, to sell local products together than individually.

I have also met entrepreneurs who have reached the upper limit of their capacity. Even if we could attract more customers with marketing, they simply could not serve them.

I witnessed the practical benefits of the project when entrepreneurs began to implement the plans we had discussed, step by step. For me, that's the real sense of achievement, that I succeeded in introducing a small marketing perspective into their thinking.