

# **A Marketing Analysis of the E-shop Businessbags.cz**

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**Janouch, Viktor. 2014. Internetový marketing. Brno: Computer Press.**

**Rowles, Daniel. 2014. Digital Branding: A Complete Step-by-step Guide to Strategy, Tactics and Measurement. London: Kogan Page.**

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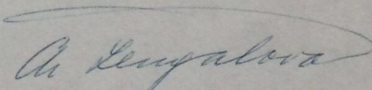
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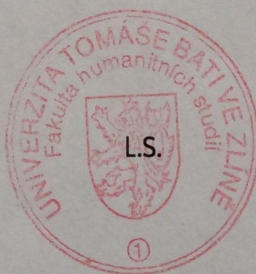
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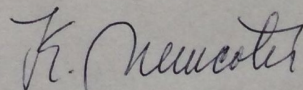
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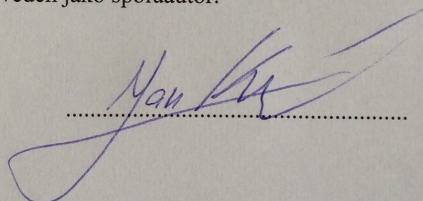
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## **ABSTRAKT**

Tato bakalářská práce s názvem „Marketingová analýza internetového obchodu businessbags.cz“ pojednává o marketingových nástrojích a jejich aplikaci na tento internetový obchod. Cílem je analyzovat a navrhnout zdokonalení nástrojů komunikace internetového obchodu Businessbags.cz. Teoretická část je věnována základním pojmům z marketingové komunikace, digitálního marketingu internetové analytiky a rozdílem mezi kamennými a internetovými obchody. V analytické části je představen tento internetový obchod představen, jeho historie a předmět činnosti. Následně jsou provedeny marketingové analýzy SWOT, IFE matice, IFE matice a benchmarking konkurence. V závěru této části jsou navržena doporučení pro efektivní využití nástrojů online marketingu.

Klíčová slova: marketingová komunikace, digitální marketing, Internet, e-commerce, SEO, B2B, B2C, affiliate marketing, e-commerce platforms

## **ABSTRACT**

This thesis titled "A Marketing Analysis of E-shop Businessbags.cz" deals with the marketing tools and their application on the electronic store. The aim is to analyze and propose improvements of communication tools of this particular online store. The theoretical part is devoted into the basic concepts of marketing communication, digital marketing, web analytics and the difference between the classic stores and electronic stores. The analytical part introduces the e-shop Businessbags.cz its history and business activities. Subsequently there are executed marketing analyses such as SWOT analysis, IFE matrix, IFE matrix and benchmarking of the competition. In conclusion of this part, the bachelor thesis contains recommendations for the effective use of all marketing tools of this particular electronic store.

Keywords: Marketing Communication, Digital Marketing, Internet, E-commerce, SEO, B2B, B2C, Affiliate marketing, E-commerce platforms

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“A good company offers excellent products and services. A great company also offers excellent products and services but also strives to make the world a better place.”

- Philip Kotler

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## INTRODUCTION

Since the early days of the Internet a lot of time has already passed. The Internet has become a phenomenon of people's free time as well as a tool of running numerous businesses. There is no doubt that thanks to decreasing prices of the Internet connection due to competitive environment of Internet providers, the percentage of households without the Internet connection is already very low. The access to the Internet connection has a positive impact on consumers as well as on people who have decided to make a living in online environment. Recently the Internet entrepreneurship is one of the most developing businesses and there are a lot of possibilities to be successful as well as unsuccessful. Electronic stores are springing up like mushrooms after a rain. This relatively new form of entrepreneurship is an excellent way to achieve a relatively solid business results with very low costs. It is very pleasant and comfortable for consumers to buy products virtually from the comfort of their homes.

The name of this thesis is "A Marketing Analysis of E-shop Businessbags.cz". The reason why I chose this topic is the fact that I actually set up this particular electronic store. In the second year of my studies at Tomas Bata University I told to myself that I want to do something more than just study and gain some useful experience to my future working life. I am passionate about online environment and it was the biggest driving force for me to establish an electronic store.

The thesis is divided into two parts. The first part is theoretical and it deals with the description of marketing communication and digital marketing. It describes the communicative approaches in e-commerce environment and the motivation strategies and tools that can be used by managers. The analytical part describes the electronic store, however the major part deals with the marketing analysis such as IFE, EFE, SWOT and at the end of the thesis there is an analysis of benchmarking of the major competition and recommendations.

## **I. THEORY**

## 1 MARKETING COMMUNICATION

The world in a sense of business is the place where a high competition reigns among the majority of companies. For this reason, marketing communications play an essential role in marketing strategies success of companies. This type of promotion has in result to increase the public awareness and in the same time the increase of sales. It is very hard to find an universal definition of marketing communication because the field of study is broad and there are many interpretations of that. Marketing communication is a management process and every form of communication through which companies communicate with public. According to Kotler, communication is manage to inform, persuade and remind consumers about products, services or brands. Nowadays it is also really vital for companies to understand the needs of their customers. Furthermore, companies try to “*establish a dialog and build strong relationship with consumers*”. (Kotler 2015, 580) For better understanding of consumers, marketing communications apply the knowledge from other disciplines such as sociology and psychology.

Building a new brand or launching a new product might be difficult without a proper market analyses as well as to build proper marketing strategies based on those analyses. Recently many authors use the term “integrated marketing communications” which is defined as management and control of all corporate communications toward the market. In practice it means that companies should clearly design their image, based on the knowledge of the market macro-environment, clearly define their customers and offer them products that are valuable for them and additionally differentiate from the competition. The competition plays another important role. It is necessary to compare all products with the company competitors. Depending on the competition it is indispensable to set proper price policy and distribution channels. (Hesková, Štarchoň 2009, 52) Moreover, it is significant to realize that companies do not communicate only with their final customers but also with their business partners, dealers, suppliers or creditors.

Marketing communication includes advertising, sales promotion, public relation activities, personal selling, direct marketing and many more.

### 1.1 Advertising

Advertising is one of the essential parts of communicative mix and it is the oldest way of promotion. Its origin goes back to ancient Egypt where Egyptians set fires to sign the beginning of trade time and at the same time they invented papyrus where the first advertising messages were written.

*“Advertising is a non-personal form of mass communication that offers a high degree of control to those responsible for the design and delivery of advertising messages.”* (Fill, Jamieson 2006, 14) The main goals of advertising are to inform the public about a new product, service or brand, draw the attention and demand and in the end to persuade people to buy.

Non-personal form of promotion is a way how to address the public through mass media. There is no personal contact or interaction between a seller and a potential buyer. (Reid, Bojanic 2010, 400) This can be perceived as a drawback but on the other hand the huge advantage of advertising is the fact that it can address a large number of people with low costs and thereby to increase profit.

The traditional places of advertising are found in broadcast media (radio, television), print media (magazines, newspapers), network media (telephone), display media (billboards, posters, signs) and electronic media (internet, audiotapes, videotape etc.) (Kotler 2015, 582)

Classical advertising is nowadays perceived as an unpleasant and unpopular way of promotion. Advertisements surround people almost everywhere and due to this fact people are becoming immune. For that reason, Philip Kotler predicts the extinction of traditional advertising as we know today. (Jurášková 2012, 191)

## **1.2 Sales Promotion**

Sales promotion is a type of non-personal mass communication like advertising aimed either on consumer or on the distribution channel. Generally, it is a short-term communication using incentives for increasing consumer's demands and stimulate them to purchase certain products or services. The main purpose of this technique is to trigger specific behavior of a consumer. In most cases it is about purchasing or trying products or services. Sales promotion also appears in online environment and there it is used a bit differently, always as a tool for obtaining repeating traffic on websites.

The importance of sales promotion in current days is great, because nearly all markets are oversaturated. The basic feature of sales promotion is in time limitation and the full implementation takes place over several days or exceptionally weeks. Usually it lasts one week.

The advantage of this method is its flexibility and stronger customer's reaction. Due to the time limitation the success or failure can be seen almost immediately. (Hesková, Štarchoň 2009, 96) Sales promotion may also use the word of mouth technique. For

example, if the sales promotion campaign is operated in a retail store, the promotions often give the regular customers a new reason to be pleased and they may share it with other people.

However, sales promotion may bring some negative consequences, too. The method is expensive and this can lead to the increase in prices. Secondly, customers may have an impression that the quality of products is inadequate or even second grade. Frequent sales promotion activity can lead to the loss of the credibility of the brand.

Sales promotion tools:

- A temporary reduction in the price, for instance 20% sale
- Coupons
- Free sample for testing
- Contests
- Fairs and Exhibitions
- Loyalty cards
- Tasting in the supermarkets (Hesková, Starchoň 2009, 98)

### **1.3 Personal Selling**

Historically, it is one of the oldest form of promotion and at the same time one of the most effective tool of communicative mix. Unlike the advertising, personal selling is form of personal form of promotion which means that personal selling is a process of face-to-face communication among the seller and buyer sometimes with buyers. The main purpose of this method is build strong relationship between a company and consumers based on persuasion.

This method includes a few advantages. The first one is definitely time. The seller has enough time to discuss and explain everything in detail about the product and on the other hand the buyer has time to ask questions, get answers he wants and examine all evidence for or against the purchase. The second advantage is personal contact. Both sides the seller and the customer can see faces and gestures. For both of them it is very important to analyze everything. The sellers can change their approaches according to the gestures or face expression and for the customer the dress code of the seller or used language may play the key role. Based on those characteristics the customer may decide whether he wants to listen to the offer or rather not.

Personal selling is considered to be an expensive form of promotion. It is labor-intensive and deals only with one buyer or couple of buyers at a time. Moreover, personal selling can be very frustrating or ego destroying for a lot of salespersons because of many customers' rejections.

#### **1.4 Public Relations**

Unlike the advertising, public relations is the form of non-paid promotion which is done internally in the company. A basic definition of public relations is to build, maintain and shape the image and good relationship of a company in eyes of public. "Public relations is needed to perceive as a systematic and continuous activity" which cooperates with other activity fields. (Hesková, Starchoň 2009 107, 108)

Public relations can be divided into many subcategories. The first of them is media relations. The media relations involve the communication with the public through certain medias. For example, press conference, press release, press kit, direct mail, statements on television or radio and reportages. The next subcategory contains internal communication. This type of communication includes all employees of a certain company. The main goal of internal communication is to have loyal and satisfied employees. The internal communication tools are: company newsletters, various competitions or personal letters for employees such as Christmas cards or birthday wishes. Among the next public relations subcategories belong customer relationship and relationship with investors.

#### **1.5 Direct Marketing**

Currently the direct marketing is an inseparable part of our everyday life and unconsciously affects our consumer behavior. The direct marketing is one of the most developing section in the marketing communication. When it comes to the direct marketing a lot of people may not imagine what the term actually means. The direct marketing is a widely used marketing strategy that tries to make a direct contact with existing and potential customers. The main purpose of direct marketing is to inform potential consumers about products and services as well as to obtain relevant and measurable data from them. The data is used to develop further marketing strategies. (Dacko 2008, 160) This method is not just a process how to sell as many products as possible but it is also about building strong relationship between a seller and costumers. (Kurtz, Boone 2014, 512)

The direct marketing consists of many forms. The main forms of direct marketing are direct mail, e-mail marketing, telemarketing and internet retailing.

## 1.6 Direct Mail

Direct mail is sometimes mistakenly confused with the term direct marketing. Direct mail is extremely important and also efficient part of direct marketing even though people perceive it as “junk mail” in their mailboxes that includes letters, advertisements, product samples, brochures, video and audio recordings. To acquire new customers, marketers or companies use certain databases. These databases can be generated from companies own database or the database may be purchased from the third parties. (Pickton, Broderick 2005, 627)

### Strengths:

- Highly targetable
- Responsive
- Creative medium
- Good for detail

### Weaknesses:

- Necessary to have suitable database
- Expensive form of marketing
- Not perceive good in public
- Can be intrusive

## 1.7 E-mail Marketing

E-mail marketing is a widely known tool of marketing communication using e-mails as a communicative channel. These days almost each person has received at least one promotional e-mail. This method is highly used by e-shop sellers but also by insurance companies or retail stores and connects advantages of classical direct mailing and telemarketing. The basic advantages of e-mail marketing are speed and relatively low costs. The e-mail marketing is regulated by the law, which means that according to the legal terms only people who permit it receive these promotional e-mails. It is known that people receive a lot of promotional e-mail, spams and uninteresting advertisements every day and due to this fact they look for special software which can separate such e-mails from important ones. Therefore, it is necessary to pay a sufficient attention to the creation of this form of marketing. (Jurášková 2012, 63)



## 1.8 Telemarketing

Currently there is no doubt that phones are one of the most used devices among people, therefore telemarketing is a highly popular form of direct marketing used by many companies as their relationship marketing strategy. This form of marketing can be divided into two, outbound telemarketing and inbound telemarketing. An outbound telemarketing is based on calling to former, current and also potential customers. The outbound telemarketers call to customers and tries to persuade them to buy particular products or services. The telemarketers also answer customer's questions which they may have about the products or services. For example, an outbound telemarketer may call to former customers and try to sell them new products to achieve a bigger profit. An inbound telemarketing is based on answering incoming phone calls from former, current and potential customers. The customers always call to the call center requesting some information about new products. The inbound telemarketers can be divided into two parts. One part answers question of the customers and the second part handles complaints and help customers with problems. (Pickton, Broderick 2005, 628)

## 1.9 Event and Experience Marketing

According to Kotler event and experience marketing is a *“company-sponsored activities and programs designed to create daily or special brand-related interactions with consumers, including sports, arts, entertainment, and cause events as well as less formal activities.”* (Kotler 2015, 582) As an example can be mentioned Coca-Cola's Christmas trucks in front of supermarkets offering free sample of their sodas.

## 2 DIGITAL MARKETING

The term “digital marketing” is connected with the emergence of the internet and is always confused with the term “online marketing” The digital marketing is a heteronomy to the online marketing, because the online marketing is connected only with the internet and the digital marketing covers more digital medias including the internet. Among the other media belonging to the digital marketing there are included the radio broadcasting, the television broadcasting, telephone communication and social media. The internet as a new medium providing probably the biggest change in the marketing field since the World War II. Nowadays the digital marketing is one of the most used marketing strategies all over the world. (Flores 2014, 3)

The digital marketing is a promotion of certain products, services or brands using electronic media mentioned above. “*At present, its role is also tending to expand and go beyond simply the promotion*” of products or services, but the main goal is to develop and maintain the relationship with customers. (Florès 2014, 4) The advantage of using the digital marketing channels and methods is that the online campaigns can be easily analyzed and measured in the real time.

With the constant growth of Internet in the coming years, the digital marketing will marginalize the standard marketing strategies. (Florès 2014, 4) Currently the Internet is the place which is full of information. People can search for information whenever and however. Couple years ago they were influenced by the product descriptions written by sellers on their e-shops. Nowadays times have changed. Potential customers are more likely to be influenced by what others write or say about it. (Cherlesworth 2014, 291, 292), (Business Zone 2013)

### 2.1 The History of the Internet

There is no doubt that internet is one of the greatest inventions in human being history. This invention can be definitely compared with another great invention of Thomas Edison the light bulb. Unlike the Edison's light bulb, which was invented by himself, the internet is a complex invention of many brainy people all around the world.

The history of the internet is relatively short. It is dated back to the late fifties of the 20th century and it is connected with Russian releasing of the “Sputnik” first artificial satellite on Earth's orbit. This event was the main impulse to act for the United States, because they were behind Russia. (History, 2010) The US authorities established the

department of Defense's Advanced Research Projects Agency (ARPA) aimed at supporting research projects leading to new technologies.

The first predecessor of the internet was Arpanet network. This network was limited, primarily for governmental and military purposes, but gradually other institutions started using Arpanet, mainly universities. (Jak na internet 2012) In 1969 ARPANET delivered its first message from University of California to University of Stanford. The sending word should have been "LOGIN", but the system collapsed after two letters. But the error was immediately corrected and then the communication started actually running. Since that time the ARPANET started developing and growing rapidly and other universities from the United States and even Europe were added to this network.

ARPANET provided files full of text but usually only in one type of font and in one font size. This technology usage was good for exchanging information and indeed for obtaining information from libraries catalogs, but visually it was monotonously and boring. (News Media 2014)

In early nineties Tim Berners Lee and other CERN scientists developed World Wide Web, which replaced APRANET. They *"proposed a system of information cross-referencing, access and retrieval across the text rapidly growing Internet, based on "hypertext" links."* (Ryan 2012, 10) The World Wide Web was based on this totally new markup language (HTML) allowed to display colorful pictures, different styles of fonts and its sizes. In the same time together with World Wide Web this group of scientists invented the first browser for Internet called "Mosaic". The true milestone for the Internet came in 1993 when the director of CERN released its browser to public and moreover for free of charge and the Internet started to write its own history. By 1998 there were 750,000 commercial sites on the World Wide Web. (Net History 2004)

## 2.2 The Internet Commerce

In the last six years, the Internet commerce has experienced tremendous development worldwide. For the rapid development of Internet commerce boom stands the availability of internet as well as increasing consumer confidence to make a purchase on internet a finally generally lower prices compared to classic stores. Internet commerce is a form of business operations where two parties communicate together via Internet.

There are only three main reasons why consumers go on the Internet and make a purchase. Firstly, customers are sufficiently lazy and do not want to lift away from the computer or they do not like crowded places, which supermarkets certainly are. The

second reason is the prices of products. Thanks to the lower operation prices of electronic shops compared to the classical stores in most cases electronic shops offer lower prices of goods and products. Finally, to go online and search for something may be the unavailability of products in classical stores or what is more common some specific products are available laboriously.

### **2.3 Search**

*“Search is a fundamental part of the user journey.”* The whole Internet network is about searching queries that is why all Internet pages should be optimized in order to be well and easily found because event *“the best webpage in the world is useless if it can't be found.”* The search is divided into two key areas: natural (organic) search area and paid area for which webpage owners may pay. (Rowels 2014, 71)

### **2.4 Crawling**

Crawling can be understood and always called the Internet robot, crawler or spider. The Internet robot scans websites and follows the links therein. This does not mean that the whole webpages content is thoroughly explored. At this point, the crawler only records the information that exists on the particular website. Webpages searching robot uses links on the website or links, which refer to the same page somewhere on the Internet. So, if the webpage does not contain any link, technically the robot is not able to see the webpage. Some webpages are more often visited and some of them less often and some are completely ignored. It depends, on how relevant is the content on the webpage including relevant keywords and how often and by how many visitors the webpage is visited a day. (Janouch 2014, 30)

### **2.5 Indexing**

Another phase is an indexation. During the indexing the robot chooses the keywords to find out the content of the particular webpage. According to the content of the website the robot grades it and then stores it into its database in order to display them in the results page in the future. It means that when a user enters a query, the robot does no re re-index the website, but it provides the results quicker from the database. (Janouch, 2014, 30)

## 2.6 Ranking

The robot based on the indexation assigns particular keywords for the webpage. When something is written into the query, the robot then assesses the extent to which the webpage is relevant to the desired keyword in the query. Relevance is determined separately for each search. The results and application depend on many factors and various criteria. The number of scanned pages (links) is shown (mostly) above or below search engine results page. (Janouch 2014, 30)

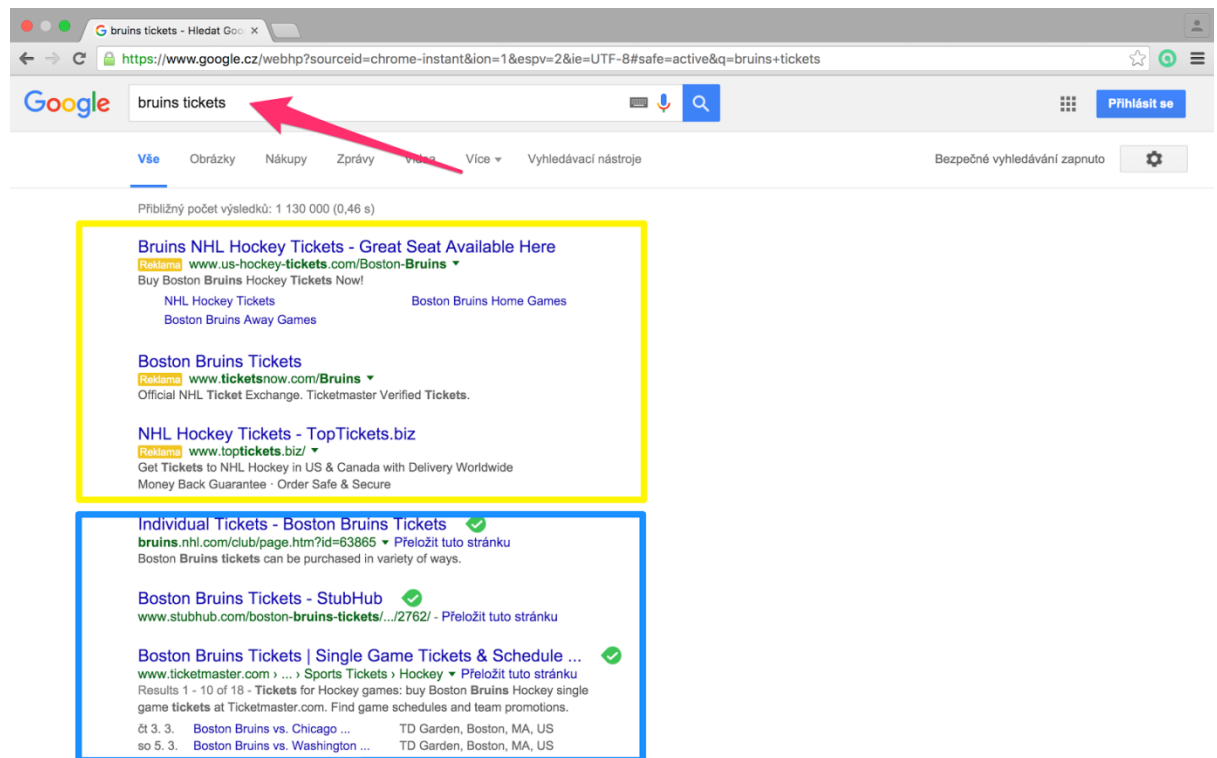
## 2.7 Search Marketing

The search marketing hereinafter SM is defined as the tactic or process used to gain awareness of certain website and also to increase traffic via paid and unpaid strategies on search engines such as Google, Bing, and Yahoo or Seznam.cz. Search engine marketing (SEM) and search engine optimization are encompassed into SM. The search engine marketing is divided into many categories for instance PPC (pay per click), PPV (pay per views), CPM (cost per mile) or CPT (cost per thousand) and many more. The SEM represents paid strategies and when it comes to unpaid one they are represented by search engine optimization. Some of these abbreviations and acronyms above, which I consider the most important, will be explained separately further in this thesis. (Word Stream 2016)

## 2.8 SEM (Search Engine Marketing)

This acronym is often translated as “search engine marketing”, which means marketing on the internet search engines such as Google, Bing, Yahoo or Czech Seznam.cz. It is one of the most successful form of advertisement on the internet. The main purpose of the SEM is to increase traffic of certain websites via the form of paid links in search engines based on users search for specific keywords. (Jurášková 2012, 207) There are several ways how to promote a website of some company in Google search engine or in other search engines.

The text, which is typed into that small search box (full text) is called “search query”. Search query directs people to a page similar to the image below. This page is referred as a SERP which stands for the Search Engine Results Page. As it can be seen in the picture, in the yellow frame there are results which are paid and in the blue frame there are shown the organic results.



The search engine result page of Google.com (Google 2016)

If an entrepreneur wants to be successful in his business activities, it is necessary that the market and potential customers are sufficiently informed and also familiar with his brand products or services that he offered. One of the main ways to attract attention is to use some form of advertising. The advertising can be divided into two main groups. An offline advertising (brochures, leaflets, ads in newspapers...) and online advertising (banners, SEO optimization, PPC systems).

## 2.9 SEO (Search Engine Optimization)

“SEO is a math-based system that lets search engines prioritize the best most relevant content related to a user’s query.” (Ginty, Vaccarello, Leake 2012, 38) SEO is an acronym which stands for search engine optimization or search engine optimizer. It is vaguely defined part of electronic marketing and it is impossible to precisely define the sphere of activity or the individual procedures. SEO is a process of techniques, strategies and tactics whose main purpose is to improve the visibility of certain webpage on organic (un-paid) search results and to increase the amount of visitors. In order to achieve this it is needed to obtain a high-ranking placement in the search results page of a search engine (SERP). On the Internet there exists a lot of search engines robots. The most well-known are Google, Bing, Yahoo or Czech seznam.cz. SEO is not primarily focused on search engine robots

but more important is to bring relevant visitors to our webpage who subsequently make the action for which the webpage was created. (Robert Němec, 2015)

To build quality and strong SEO and thus achieve optimal results, it is necessary to build a strong foundation. Many Internet marketing experts uses so-called “SEO pyramid”. This pyramid is based on individual processes that are important to produce relevant search engine optimization. The SEO pyramid may be likened to Maslow's hierarchy of needs. As well as Maslow's hierarchy, SEO pyramid defines the creation of quality SEO on four basic items (from lowest to highest). (Dover, Dafforn 2012, 316)

- Accessible and high-quality content
- Keyword research and targeting
- Linkbuilding
- Social programs

## **2.10 PPC (Pay per Click)**

Pay per click advertisement is an often discussed term in the online advertising and currently this form is the most used method in the online marketing. The definition of PPC advertising is *“the placement of small “ad” on the search result page for a specific keyword or keywords in return for a specific payment when a visitor actually clicks on that ad.”* (Mordkovich 2007, 6) The development of these systems is fast. The providers such as Google, Yahoo or Seznam, have been trying to improve those systems all the time and simultaneously they are creating new functions to make advertising better.

### 3 E-COMMERCE

When the term “e-commerce or electronic commerce” is said in public most people often think that it covers only purchasing things or service on the Internet. But the term has broader meaning. The term e-commerce is the hyponymy to the term e-business. E-business is understood as the usage of information and communication technologies (ITC) and the advantages of the Internet in entrepreneurial activities. E-business comprises a wide range of functions and services for example: buying and selling products, processing payments, managing production control, collaborating with business partners, online marketing, sharing information, and running automated employee services or using recruiting software’s. (Management Mania 2016)

With the advent of the Internet, which has opened the entirely new possibilities for shopping we can find there the wider range of product or services than in offline environment. Currently when somebody wants to buy some product the first place, where he goes is the Internet. There can be found a lot of useful information about the product as well as user experience and eventually make a purchase there 24/7. Electronic commerce is defined as *“all electronically mediated information exchanged between an organization and its external stakeholders”*. (Chaffey 2006, 14) E-commerce as a form of entrepreneurial activity has several advantages compared to conventional offline trading.

- Low operating costs
- Minimal input costs
- Unlimited duration (24/7)
- High efficiency and fast processing
- Possibility of extending the product range (Dorčák 2012, 80)

#### 3.1 Branches of E-commerce

Electronic shops push their development further and further. Consumers can see all products virtually and then they can make a purchase. Currently some advanced e-shops provide their products in 3D view and in high resolution. The advantage of using 3D pictures means that consumers can see the product almost in the same way as in classic shops. Whether it is a classic shop or e-shop both kinds of businesses need their business strategy to become competitive. There are couples of business models which all merchants need to choose wisely because what works in classic shops do not have to work in online environment.



### 3.1.1 Business-to-Business

*“The term business-to-business marketing is used to describe the marketing activities of any kind of organization which has exchange relationship with other organizations or businesses.”* (Ellis 2011, 6) Practically speaking the key distinguishing feature is that a company focuses its business activities on selling products or services to another companies. In practice the term “business-to-business” is shortened to B2B. The term B2B says that the business in most cases is focused on trading between organizations rather than individual consumer. But there are many products and services, which both organizations and individual consumers can purchase. For example, they can buy laptops, smartphones, car repair services or cleaning services. On the other hand, there are certain products or services, which are often bought just by organizations and never by individual consumer. As example can be mentioned raw material, industrial components, which are generally manufactured by different companies or management consultancy service for corporate merger. (Brennan, Canning, McDowell 2014, 6)

### 3.1.2 Business-to-Customer

This type of commerce is likely the most popular among people because everyone has purchased some products or services directly from the producer. Recently the most common and used B2C commerce is in online retailing, where manufacturers or retailers sell their products to consumers over the Internet but B2C commerce is found also in more traditional ways of shopping for example shopping for clothes at the mall or diners eating in restaurants. Generally speaking, the term business-to-customer is a type of commerce in which businesses sell products or services to consumers. (Wright 2004, 2, 3)

It is important to mention businesses which began the B2C commerce and influenced the market from the mid-1990s to the 2000s through their websites. There were companies like Amazon, Zippos or Victoria Secret. Nowadays it is rare to see a business based on customers that does not have its own e-shop and does not sell its products or services on the Internet. (Business News Daily 2013)

### 3.1.3 Customer-to-Customer

Customer-to-Customer or C2C creates an environment where people have a possibility to trade with each other without any an intervention of third party, in other words by a merchant. This type of commerce is predominantly provided through auctions and classifieds. The auctions have a long history. It goes back to ancient Greek but most likely

when somebody says the word “auction” many people can imagine the venue where rich people bid for expensive art or furniture.

Nowadays auctions have soared in popularity with the arrival of the Internet. The most famous auction websites worldwide are eBay or Craigslist. In the Czech Republic the equivalent for the eBay is aukro.cz. And how do these auctions websites work? The interface and the control of the websites are simple. Everyone has an access to these websites and can add there or find there the items they want to sell or they are looking for. The websites make their money from fees charged from sellers for listing items for sale and providing space for advertising.

#### **3.1.4 Affiliate Marketing**

The affiliate marketing is increasingly used online marketing tool. The principle of affiliate marketing is simple. A website merchant (owner) creates affiliate program most often on his electronic shop and give a commission to each partner who will bring a new visitor or customer on the website. The commission is always paid for an activity called conversion such as sales, sending demand registration or visit. The reward can be determined by either a fixed amount (per visitor, per sale, per conversion), or a percentage of the price of goods. Unlike the traditional advertising, affiliate marketing is not about paying for placement of advertisements, but about bringing a new visitor on the particular website or the conversion. This method of advertisement is for the merchant (owner) of the affiliate program more profitable and more efficient. The partner sometimes called the publisher has a great motivation to place the advertisement on its website in a visible place and choose the right target audience. It increases the chance of receiving the rewards.

The affiliate programs can be profitable for electronic shops to increase turnover or profits. The disadvantages of the affiliate marketing are problems with finding suitable partners and complicated initial settings on the website of the partner. (The Internet Marketing Academy 2013, 7-11)

## 4 TOOLS FOR PERFORMANCE MEASUREMENT

The online marketing is evolving at high speed and concepts such as website design, search engine optimization, PPC (pay per click advertisements), web analytics and social networks are currently increasingly focused of marketing experts. (Bailey 2011, 4)

The digital analytics is not just about reporting numbers or monitoring online and offline activities. It is a tool for searching and finding new opportunities across the digital marketing. It is about finding out what customers are interested in and what kind of products they are interested in. Based on these data it needs to be created relevant online campaign to reach more customers and achieve greater profits.

Digital analyst has two main objectives:

- Identity where can be saved money
- Find out how can be earned more money (Robert Němec, 2015)

### 4.1 Google Analytics

Google Analytics is a free analytical application which is used for data collection from certain websites and it mainly analyses the website traffic. *“Google Analytics helps to analyze visitor traffic and paint a complete picture of audience who visited a particular website and their needs. Track the routes people take to reach a website and the devices they use to get there. Learn what people are looking for and what they like.”* (Google 2016)

Google Analytics can be used free of charge, which means it is not necessary to pay for the installation, operation or updating, as it is common for other programs such as Coremetrics.

### 4.2 Google AdWords

Google AdWords is an advertising system from the company Google. The advertising system Google AdWords provides a versatile platform for creating, managing and evaluating online advertising in search results on the search engine Google and Content Google AdSense network. The system allows to create and advertisements on certain keywords or products. It can be used for creating the contextual ads in the form of text advertising, which are the most widespread way of online advertising, but also graphic (banners) and video ads targeted to a specific location on the selected websites like (YOUTUBE) or other companies that cooperate with Google.

In the previous chapter, there is a picture showing the Internet search result page of Google. There can be nicely seen how the page is divided into a paid section and an organic one. The basic pillar of advertising on the AdWords system are keywords. A searched word or phrase need to be written into search query and on the basis of consensus between search words and selecting keywords the query displays the results. On the first four positions there can be found sponsored links and below them there is the organic results.

The AdWords system is the main source of Google's income and the popularity of this system among the owners of online stores grows every year.

### **4.3 Sklik**

Sklik is an advertising system that allows to display targeted ads on search results pages similar to Google. Sklik search is fundamentally different from other types of advertisements. The owner of a particular electronic store pays just per visitor who visits his website. The system offers almost the same functions like Google AdWords. The main difference is that Google AdWords occurs in more than 60 states worldwide. In contrast with Google AdWords, Sklik covers markets in the Czech Republic (seznam.cz) and even in Slovakia (zoznam.sk). (Seznam 2016)

The search engine seznam.cz is one of the most popular search engines in the Czech Republic which is not so usual. The Google search engine has a monopoly worldwide and there are not so many search engines which are able to be competitive, but the advertising system Sklik is the exception.

## **5 STORES COMPARISM**

### **5.1 The Definition of an Electronic Store**

Electronic store is an independent e-commerce, which is used as a special web application. This application facilitates business transactions on the Internet that mainly relates to the B2C segment. Sometimes it can be called as an e-shop (electronic store) or an online store.

The regular e-shop consists of a current catalog of products, which are usually divided into specific categories. After clicking on the particular product detailed information about the product with its parameters, specification and price can be found. A significant part of the searched criteria is to find the desired product easily.

### **5.2 The Difference between a Classic and Electronic Store**

Although the electronic stores and classic stores sell the same products or services, there are couple of differences between them.

#### **The Advantage of Classic Stores**

- The products are in stock and available immediately
- Customers are able to see the real product and try it
- Customers are able to ask the shop assistant
- In case of failure, customers can simple return the product
- The immediate takeover of the goods after payment

#### **The Disadvantages of Classic Stores**

- The limited opening hours – most classic stores close at 18:00 or in the big shopping malls the opening hours can be until 20:00
- Time-consuming purchase – buying stuffs may take a lot of time because it requires some time for transport to the store and back, selection of certain products
- Higher operating costs – every classic stores need to pay monthly fees for electricity, security or selling space rents
- Inability to return goods in fourteen days

#### **The Advantages of Electronic Stores**

- The continuous sale 24/7
- Low operating costs
- The ordered goods are shipped via shipping companies to customers home

- In most case lower prices
- The possibility to return goods without giving any reason within fourteen days
- Customers can compare the current range of retailers from their homes
- Via electronic store there is a possibility to sell product to more counties

### The Disadvantages of Electronic Stores

- An interpersonal relationship to the customers
- Inability to try or look at the products
- The access to the Internet is required
- Complaints must be sent by postal services
- The replacement of non-conforming goods requires time

Table 1: Table of Stores Comparism

Classic Stores	Electronic commerce
Face to Face contact	Non personal contact
Printed or written receipts	In most cases electronic invoices or receipt
Impulse buying	People have time for decision making
Fixed opening hours	Unlimited opening hours
Higher price because of higher operating costs	Lower prices because of lower operating costs
Payments: (cash, checks, cards, coupons)	Payments: (cards, fund transfer, cash on delivery)
Advertisement: printed leaflets, radio, television	Advertisement: using Internet – banners, PPC, remarketing, radio
Delivery time. Customer takes merchandise home immediately	Delivery time: Customer has to wait for 2-5 days
Communication: Telephone or postal mail	Communication: social networks, e-mail communication

### **5.3 The Possibilities of Running an Online Store**

The Internet commerce (e-commerce) is now an integral part of the service portfolio of many business firms either firms with classic stores or just shops on the Internet. The ratio of transactions executed over the Internet has a continuous growth especially thanks to the globalization of the world market. For successful online business activities every e-shop needs to have solved an online site architecture. There are just three design solutions for establishing an electronic shop. Each of these solutions have their pros and cons.

#### **5.3.1 Freeware E-shop Platform**

The easiest and quickest way to establish an electronic shop is to use one of many freeware platforms which are available. This type of solution is for the entrepreneurs who want to try to sell some products or services over the Internet. It is also good for people who sell a few products or for short-term promotion. It often happens, that this type of solution is replaced by a better one.

Pros

- Freeware platform
- Launch of the shop in short time

Cons

- The limitation of a maximum number of products and categories
- Technical support is not commonplace
- Might be missing a graphic interface that would suit to entrepreneur even user
- The limitation of all required functions

As an example, platforms such as prestashop.com, which is one of the most used freeware platforms worldwide, and Czech Eshop-zdarma.cz can be mentioned here.

#### **5.3.2 Purchase or Lease of the Finished E-shop**

The second way to establish an electronic shop is a possibility of purchase or lease of a finished e-shop. This option is relatively popular with small and medium-sized electronic shops. It is recommended for most e-shops that do not require special functions. The companies which provide this type of services often offer pre-built packages. Potential customers can choose from these pre-built packages, just that one which suits them the most. This kind of service is provided by company shoptet.cz or webnode.cz.

**Pros**

- Cheaper than creating a tailor shop
- The possibility of a single purchase, or monthly rent
- The store is ready to use in a couple of hours
- Sufficient solution for most standard stores
- Hundreds of satisfied operators responsible for the quality of e-shops
- Technical support

**Cons**

- Limited number of graphic skins, but unique graphics can be usually purchased
- It is not usually possible to edit purchased template
- The limitation of some functions (extended SEO)

**5.3.3 Creating a Tailor E-shop**

A common method to establish an electronic shop is to hire a marketing agency or specialized company that deals with the development of e-shops and has large experience with creating them. This provides high quality online store tailored to customer needs. Although this is the best way how to run an electronic shop on the other hand this is the most expensive solution. The price varies according to the size of the e-shop, number of products or complexity of the creation of a particular e-shop. The prices can start from 20 000 Czech crowns, but they can easily climb up to the amount of around a million crowns. It is recommended for anyone who requires a quality e-shop and who assumes future development of their business on the Internet. In addition, it is for those who offer a specific range of products or require a non-standard functionality of the shop.

**Pros**

- Experience of professionals is a guarantee of quality
- Technical issues are completely solved by 24 hours technical support
- The platform which fits to all needs of entrepreneur
- Easy to make future changes on the platform

**Cons**

- Considerably more expensive than the previous two versions
- More time-consuming than a ready-made or freeware solution



## 5.4 Payment Methods

The consequence of human evolution on this planet is undoubtedly a natural progress in trading. The payment methods exist almost from the very beginning of human existence and these methods passed the great progress. As the first payment method can be regarded the barter trade which consisted in the direct exchange of goods or services between people. For example, one person has two cows but wants to get some apples and meanwhile second person has six apples but wants some cows so they can exchange these good between each other and satisfied their need. Nowadays money is considered as goods and people exchange their earned money for some products or services.

Everyday there are almost countless business transactions proceeded all of the word. The payment method can be divided into two main groups while one group is offline payments and the second group is online payments. The offline payments comprise hire purchases, cash, cash on delivery, cheque and transfers between accounts. On the other hand, the online payments include m-payment, payment by credit or debit cards, online payment gateway, apple pay, google wallets and PayPal.

### 5.4.1 Offline Payments

#### *Cash on Delivery*

Cash on delivery is a method of shipping goods to buyers without a prior payment to the merchants. The transaction is usually facilitated by the delivery company, which collects the payments from the buyer and then the delivery company will sent the money to the seller. The delivery company usually charges an extra fee for facilitating this kind of service. This method protects both buyers and sellers. The protections on the side of sellers are that either they will get pay for the sent product most often from the delivery company or the delivery company will send the package back to the seller. On the one way the seller has to pay for the shipping of the package but ultimately it is better to pay just a small amount for the shipping than not getting paid for the package and thereby lose all money. From the perspective of buyers, the advantage is that they will pay for the product it is physically delivered to their homes.

At this time in Western countries, this method is becoming less popular and it is replaced by online payments.

But in the Czech Republic this method is still the most widely used method for payment from the electronic shops.

### *Cash*

Payments in cash are preceded in the classic stores or at distribution points of the e-shops or external delivery companies. In the Czech Republic the main delivery companies are Czech postal services, PPL, DPD and GLS. Consumers can also use distribution points. The biggest e-shops have at least one of these distribution points in every bigger city. For the small e-shops there are companies as ulozenka.cz where the consumer may have the package sent and retrieved after mallow. These companies are becoming increasingly popular among customers. For traders, on the one hand it represents payment for the goods immediately upon sale so exact money but on the other hand the additional costs of operating dispensaries and cash management. This method is essentially preceded by banknotes and coins but recently almost all classic stores have the terminal which accepts credit or debit cards.

### *Transfer Account*

Although this method can be considered as online payment the opposite is true. The true is that for this payment people need to have access to the Internet, but the main disadvantage of this method is that money can be credited to the merchant account until to two days or three days. That is why transfer account belongs to the offline payments. On the other hand, the advantage is a transaction without secondary charges outside the normal tariffs.

## **5.4.2 Online Payments**

### *Payments by Cards*

Credit cards have become an integral part of the wallets of every adult. The payment by a card is suitable for the sale of goods or services which require immediate response. As an example can be mentioned purchasing train or plane tickets. But this method is nowadays highly used also for the tangible products. The advantage is its speed and immediate execution of a transaction in a matter of seconds. On the contrary the implementation of the system to the classic stores is a bit complicated and costly, but it is necessary to have it. On the other hand, the online implementation is not so complicated and it does not cost a lot of money. The owner of the e-shop just has to choose the provider of the online system and then he is obliged to pay monthly fees according to a contract.

### *Electronic Wallet*

The electronic wallet is designed for secure payments of smaller amounts on the Internet. The main advantage of this payment system is that the user does not have to fill out the information that must to be filled out when somebody pays credit or debit card. The information such as a card number, expiration date and three digits secure number.

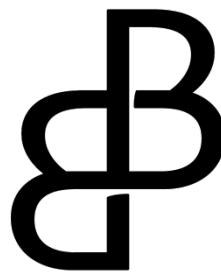
Basically the user has to transfer money into an electronic wallet from the personal bank account. In contrast to the Internet banking if the user her more than one credit or debit card, all cards can be connected in one virtual electronic wallet. The payment through an electronic wallet is very quick and simple. In addition, each user is gaining an access to the administration interface, which is intuitive and every transaction is clearly seen there which gives the user absolute control over the electronic wallet. (Shop Centrik 2016) The most worldwide electronic wallet is PayPal, but in the Czech Republic there can be also found an equivalent to PayPal named PaySec.

## **II. ANALYSIS**

## 6 THE CHARACTERISTICS OF ELECTRONIC STORE BUSINESSBAGS.CZ

### 6.1 The Basic Information

Company:	Jan Kubín
Headquarters:	Čechova 1374/10A 747 05 OPAVA
Phone:	+420 775 549 668
E-mail:	businessbags2015@gmail.cz info@businessbags.cz
Website:	www.businessbags.cz
Logo:	



BUSINESS BAGS

Figure 1: The logo of the electronic shop (Business Bags 2015)

Currently, the electronic store offers men's and women's leather bags. It tries to cover the hole in the market. On the market, there can be found electronic shops that sell high-quality leather bags, but prices are too high, which results in the fact that just wealthy customers are able to purchase it. Therefore, the owner Jan Kubín decided to offer products with a little bit worse quality of workmanship, but on the other hand with a timeless design and more importantly reasonable prices that can be offered to students of secondary schools and university students or graduates who apply for their first job.

At present, this electronic shop tries to penetrate the Czech online market. The main suppliers are mainly from abroad. Especially suppliers from China, who make up about 95 percent of all suppliers.

The quality of the offered products is very good. A large part of bags and handbags are made from genuine leather. The genuine leather consists of distinct layers. The bottom layer consists of cotton interlock and conversely the top layer is made of polyurethane and trimmings of real leather. This material provides a faithful appearance of real leather. In addition, it looks good, it is also very durable, stable and, unlike real leather is breathable. The biggest advantages of this material are: a wide range of colors and simple formability. The life of such a bag made of genuine leather is in the range from 3 to 5 years, which gives a slight competitive advantage to this electronic store compared to competitors with higher quality of real leather products. For such bags the product life is around 8 to 10 years. It could be perceived differently but according to my opinion the fashion world is constantly shifting and developing. Every year new trends appear and e-commerce business with fashion have to be ready for quick changes and adapt to these trends.

## 6.2 History

The electronic shop [businessbags.cz](http://businessbags.cz) does not have a long history so far. It was established in May 28, 2015, when the owner Jan Kubín applied for a trade license as a tradesman. According to Czech legislation for run an electronic shop it is necessary to apply for free trade license of wholesale and retail activities.

The registration of the license for business activities does not correspond to the design of the website and then its launch. From May 2015 to July 2015 the owner started to addressing suppliers, purchasing products and subsequently stocking them. The electronic shop as such began operating as late as November 2015 due to technical problems, which will be described in the section of the used platforms.

## 6.3 The Objectives of the E-shop

The objectives of the electronic store [businessbags.cz](http://businessbags.cz) can be generally divided into two categories: primary and secondary.

**Primary objectives:** to get especially new and regular customers due to better search engine optimization, better communication on social networks, creation of an online promotion on the Internet by using (blogs, PPC advertisement)

**Secondary objectives:** to achieve a bigger turnover than in the first year of business activities

As the electronic store [businessbags.cz](http://businessbags.cz) is a new player on the market, it is difficult to define the target audience who would regularly purchase something at the store. For that reason, at first, the owner of the e-shop tried to define its target group.

### **Geographical segmentation**

Geographically, the electronic store [businessbags.cz](http://businessbags.cz) is situated online on the Internet therefore it is difficult to determine a geographical segmentation because every day the e-shop can be visited by a lot of potential customers from different regions, cities and even countries. For that reason, it does not make any sense to focus just only on Zlín region.

### **Demographical segmentation**

From a demographic perspective, the potential customers can be divided into several segments. For example, from perspective of age, gender, education and salary. However, the electronic store [businessbags.cz](http://businessbags.cz) does not collect data of the age of customers. The reason is that the age range can differ a lot. The age range can vary from 18 to 50 but according to the Google analytics the ordinary customer of this electronic store is aged from 18 to 35, which is actually the target group that has been chosen at the beginning. Regardless of gender, the customer can be both male and female. Education also plays its role here.

The ideal customer is a student of a university or a graduate, who starts his professional career and do not have enough money to purchase luxurious leather bags and wants to have a practical and design attractive bag for reasonable prices.

### **Defining the target group**

- The citizen of the Czech Republic or Slovakia
- Mostly young men or women from 20 to 35 years old (students or graduates)
- Mostly white collar workers
- Middle class people

## **7 BENCHMARKING OF THE COMPETITION**

### **7.1 Competition**

In today's fast world, a competition is relentless, especially in an online environment that evolves very quickly. Electronic stores always try to distinguish something or come up with something new than their competition. Electronic store [businessbags.cz](http://businessbags.cz) with its products has a lot of competitors, but for the benchmarking analysis it is important to mention two direct competitors.

The electronic store [businessbags.cz](http://businessbags.cz) tries to primarily differentiate in the appearance of the website. During the website creation it was necessary to ask people about their opinion on a modern electronic store and how it is supposed to look like. According to this research a user-friendly design of the electronic store was created. The customer is well versed and everything is intuitive here. Furthermore, the e-shop is different from the competitors where the prices of all products do not include free shipping and there is used a custom photo of most goods. In addition, for our key products we shoot a short video to make them more attractive for our customers.

To fully exploit the potential of the e-shop it is important to be active on social networks such as Facebook and Instagram, which were created. Social network Instagram sets the e-shop apart from the competitors, which currently do not use this social network.

### **7.2 Benchmarking Analysis**

The purpose of the benchmarking analysis is to determine the position of a particular company on the market and improve its business activities. The benchmarking analysis is based on comparisons with the closest competitors, which emphasizes the use of company's own advantages suppressions and shortcomings. The part of the improvement should be learning from competing companies.

As was mentioned above, the e-shop [businessbags.cz](http://businessbags.cz) has two main competitors that were used for the comparison in the benchmarking analysis. Those two electronic stores sell some same and some a little bit different kinds of products. The chosen competitors for the analysis are [amirashop.cz](http://amirashop.cz) and [z-ciziny.cz](http://z-ciziny.cz). For the relevant results, the following benchmarking analysis uses several variables.



The examined variables are:

- Design of the website
- Product descriptions
- Navigation and orientation on the website
- Products
- Photos
- Availability
- Diversification
- Transportation and shipping
- The overall grade

### **The Design**

*Amirashop.cz* – according to the respondents, this competitor has the worst used template form all analyzed e-shops. Their design seems to be outdated plus the webpage generally gives the impression of an amateur processing. The amirashop.cz uses the lease platform [www.byznysweb.cz](http://www.byznysweb.cz) and unfortunately this platform offers outdated templates.

*Z-ciziny.cz* – this e-shop uses tailored platform, which makes the greatest benefit from the competition. But on the other hand, respondents agreed that the structure of the landing page should be better. They do not like the big banner with a picture. According to them the picture is unimportant there and they would rather want there the offer of the most often sold products which are below the banner.

*Businessbags.cz* – as well as amirashop.cz, businessbags.cz uses the lease platform, but in contrast with its competitor the platform [shoptet.cz](http://shoptet.cz) offers updated and modern templates. The respondents agreed that the landing page is well structured without any unimportant information. On the landing page there is shown the most favorite and sold product which makes the page straightforward.

### **Products**

*Amirashop.cz* – amirashop.cz in terms of products offers a wide variety of goods. For some respondents it is an advantage because they are able to make a purchase of more product in one place, but the other group rather prefers to find a specialized electronic store.

*Z-ciziny.cz* – this electronic store similarly like amirashop.cz offers a wide range of goods. As the biggest competition advantage can be mentioned that there is offered a fashion

advisor who according to the received photo from the customer tries to choose the best product for the customer.

*Businessbags.cz* – the electronic store *businessbags.cz* is narrowly focused on a specific type of products. Unlike its competitors, this electronic store sells just accessories to the business casual clothes. According to the questionnaire 60 percent of all respondents answered that they like specialized electronic stores, because it seems more professional.

### **Product Descriptions**

*Amirashop.cz* – all their products have just short description mostly in bullets. Although all needed information is included, the description could be in sentences because it seems more professional and currently good readable or funny texts catch the attention of potential customers.

*Z-ciziny.cz* – this e-shop as well as *amirashop.cz* offers just short description in bullets. The biggest advantage of this e-shop is that it offers reviews of customers who have already purchased the product. Customer's reviews could help other potential customers to decide easily.

*Businessbags.cz* – unlike its competitors e-shop *businessbags.cz* chose a different path of their product description. It was chosen copyrighted descriptions which give a little bit more information, but more importantly it provides readable texts that can convince potential customers to make a purchase. An immense advantage can be seen by using the video demonstrations of some products.

### **Pictures**

*Amirashop.cz* – *amirashop.cz* provides a lot of picture to each product in their range. In some cases, there are too many pictures in a bad quality. It seems that there are used pictures from supplier which look like photoshoped and unrealistic.

*Z-ciziny.cz* – unlike *amirashop.cz*, there are provided just a few pictures in a very poor quality. In some cases, for poor sharpness it is not possible to recognize details in the pictures.

*Businessbags.cz* - this e-shop chose again a different strategy than its competitors. Almost all products offer customers pictures which seem realistic and more reliable

### **Availability / Shipping**

*Amirashop.cz* – as the biggest advantage could be considered that almost all products are available in the stock, which is good for fast delivery. As a drawback the respondents mentioned that the shipping is not for free as the other two competitors have. Some respondents also mentioned that there is offered just one delivery company (Czech postal services). They responded that if they want to buy something and if it is not necessary they would rather choose different delivery company. On the other hand, what they considered as a huge advantage was classic store (showroom), where the goods can be picked up.

*Z-ciziny.cz* – in terms of availability the electronic store *z-ciziny.cz* is the worst from the analyzed e-shops. Some products are available and some products have delivery time up to three weeks, which is quite long. On the other hand, in terms of shipping, two choices are offered there. Customers can choose from Czech Postal Service Company and PPL delivery company, which is very popular in the Czech Republic because of the short delivery time and also of communication with customers.

*Businessbags.cz* – the electronic store *businessbags.cz* tries to provide the best possible care to their customers that is why the emphasis is placed to have the majority of products immediately available in the stock.

As a huge advantage the respondents mentioned that the shipping is for free on all products even on the cheapest ones. Furthermore, some respondents also appreciated the fact that just one delivery company is offered here (Czech postal services).

### **The Orientation**

*Amirashop.cz* – the most likely due to the template, the webpage seems to be chaotic. There are so many products available there, so for that reason the orientation could be better. On the other hand, *amirashop.cz* as the only analyzed e-shop divides its products into categories according to manufacturers, which a little bit compensates the initial chaotic appearance.

*Z-ciziny.cz* - as regards the orientation the e-shop has a wide range of products. From men's and woman's clothing, shoes and accessories to garden and home accessories. The respondents identified this website as the worst in terms of orientation, because when they searched for something it took more time than on the competitor's webpages.

*Businessbags.cz* – all respondents consider the orientation as satisfactory. Everything is clear and well understandable. Some of the respondents mentioned that it is clear because of small range of products. If there were more products, it could happen that the webpage orientation would be much worse as the *z-ciziny.cz* e-shop is and it would need similar division as *amirashop.cz* has.

The following table describes the most relevant items from the benchmarking analysis of two direct competitors of the analyzed electronic store *businessbags.cz*. The respondents evaluated each item on a scale from 1 (the worst grade) to 5 (the best grade).

Table 2: Table of benchmarking analysis

	Z-ciziny	Amirashop	Businessbags
The Design	4	3	4
Pictures	2	2	4
Product description	2	2	4
Search engine	5	5	2
Market	Czech R./Slovakia	Czech R./Slovakia	Czech R.
Affiliate marketing	YES	NO	NO
Newsletters	YES	YES	NO
Cross selling	YES	YES	NO
Responsive architecture	YES	NO	YES

### **The Overall Grade**

According to the variables above, the respondents were asked to grade all three e-shops based on all mentioned criteria in the questionnaire. The scale for evaluation was from 1 (the worst grade) to 5 (the best grade).

The questionnaire was attended by 5 people, who was impartial and therefore their responses were objective.

*Amirashop.cz*

**3**

*Z-ciziny.cz*

**4,5**

*Businessbags.cz*

**4,5**

## 8 MARKETING ANALISES

### 8.1 IFE Matrix of E-shop Businessbags.cz

The following table shows the results of IFE (Internal Factor Evaluation) matrix, which is used as a strategic management tool for evaluating major strengths and weaknesses in functional areas of the e-shop businessbags.cz.

Table 3: Table of IFE of e-shop businessbags.cz

Description	Weight	Rating	Score
<b>Strengths</b>			
Affordability of the products	0,11	4	0,44
Fast processing of orders	0,09	4	0,36
Uncluttered and easy to navigate website store	0,08	3	0,24
The main warehouse is situated in university city (Zlín)	0,07	3	0,21
Easy memorable name of the e-shop and e-shop logo	0,06	3	0,18
Focusing on unmet market segment	0,06	4	0,24
<b>Weaknesses</b>			
Longer delivery times from overseas manufacturers	0,16	1	0,16
Lower quality of products	0,09	2	0,18
Dependence on the exchange rate of products prices	0,12	1	0,12
Low awareness of the e-shop	0,11	1	0,11
Dependence on the functionality of hosting server	0,05	2	0,1
<b>Total</b>			<b>2,34</b>

### 8.2 EFE Matrix of E-shop Businessbags.cz

The EFE matrix is very similar to the IFE matrix. The major difference between those two matrixes is the type of used factors that are included in the table. In the following table, the EFE matrix is used as a strategic-management tool often for assessing current business conditions, especially to visualize and prioritize the opportunities and threats that a business is facing.

Table 4: Table of EFE matrix of e-shop businessbags.cz

Description	Weight	Rating	Score
<b>Opportunities</b>			
Buying products from new suppliers	0,14	4	0,56
Possibility of manufacturing custom products	0,09	3	0,27
Providing promotional products for university events (TBU ball)	0,03	3	0,09
Better rates for students	0,04	3	0,12
Better marketing strategies	0,09	4	0,36
Extend the company's sales of other products aimed at business	0,06	4	0,24
Buying products from new suppliers	0,07	4	0,28
Use of a tailor platform	0,11	4	0,44
Better synchronization with Internet product graders	0,04	3	0,12
<b>Threats</b>			
Competition	0,09	1	0,09
Legislation	0,05	2	0,1
Changing in exchange rate	0,08	1	0,08
Increasing prices of products by suppliers	0,05	1	0,05
Increase in customs fees on products	0,04	1	0,04
The termination of business activities of shoptet.cz provider	0,02	2	0,04
<b>Total</b>			<b>2,88</b>

### 8.3 Inner and Outer Matrix

The final score of EFE and IFE matrixes was plotted into the diagram inner-outer matrix. The resulting score is in the fifth quadrant of the matrix, which is characterized by maintaining and strengthening strategy. Based on the evaluation of this analysis, it can be recommended to increase efforts to market penetration and efforts to retain existing market

position by enhancing service quality and offer better conditions than competition.

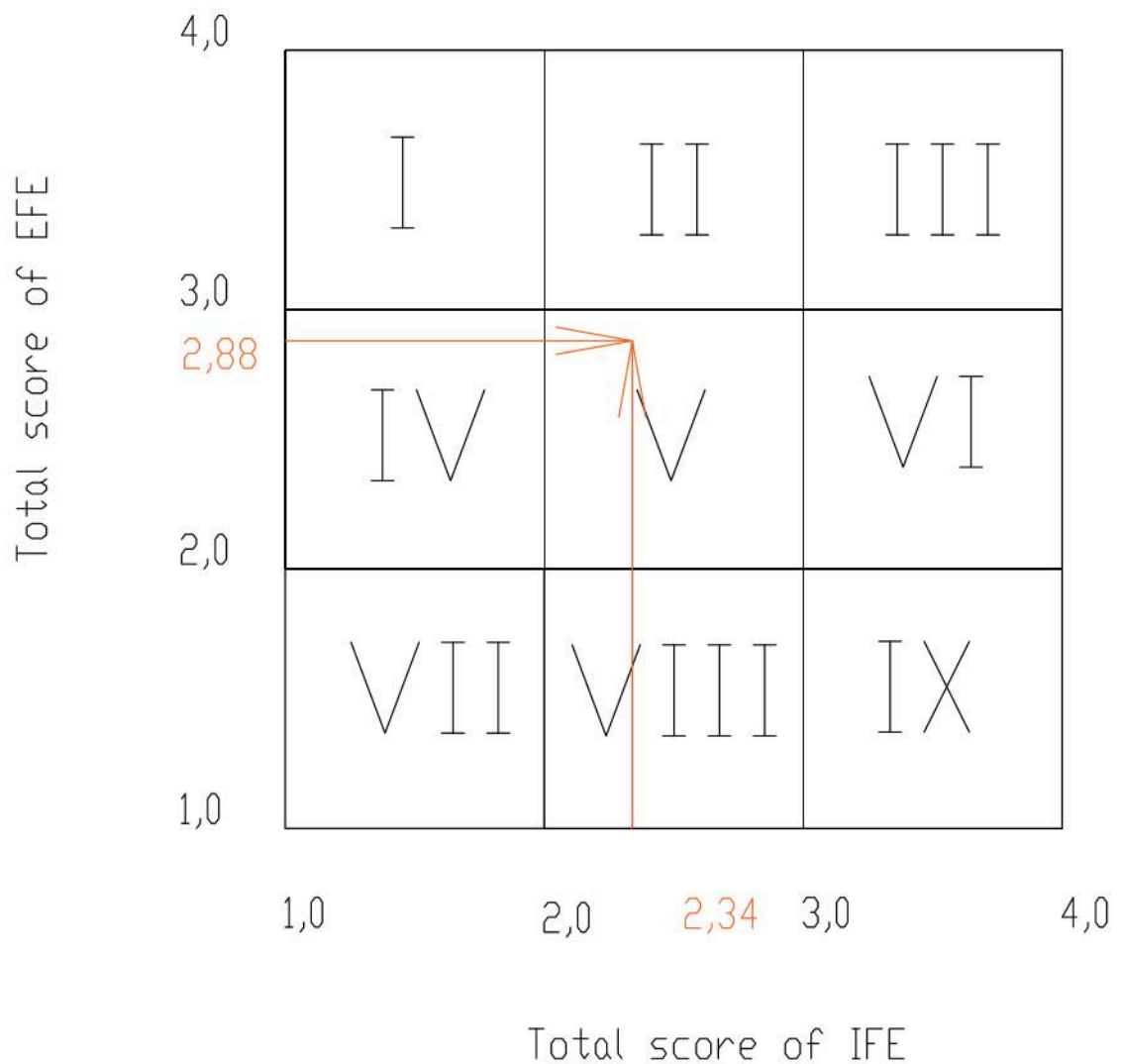


Figure 2 The inner and outer matrix

#### 8.4 SWOT Analysis

##### Strengths:

Focusing on unmet market segment

Affordability of the products

Easy memorable name of the e-shop and e-shop logo

Fast processing of orders

Uncluttered and easy to navigate website store

The main warehouse is situated in University City (Zlín)

##### Weaknesses:

Potential customers may buy same or similar product somewhere else



Dependence on the functionality of hosting server

Longer delivery times from overseas manufacturers

Dependence on the exchange rate of products prices

Lower quality of products

Low awareness of the e-shop

**Opportunities:**

Extending the company's sales of other products aimed at business

Possibility of manufacturing custom products

Buying products from new suppliers

Providing promotional products for university events (TBU ball)

Better rates for students

Better marketing strategies

Use of a tailor platform

Better synchronization with Internet product graders

**Threats:**

Competition

Legislation

Changing in exchange rates

Increasing prices of products by suppliers

Increase in customs duties on products

The termination of business activities of shoptet.cz provider

## 9 COMPARISM BETWEEN PRESTASHOP & SHOPTET PLATFORMS

This part of the thesis will be describing and comparing the platforms which the e-shop businessbags.cz used. Since the beginning, the owner of the e-shop has used a platform called Prestashop that offers a wide range of advantages, but also disadvantages, unfortunately. Among the key features of this system belongs its simplicity, clarity and user-friendliness. The administration page (back office) of Prestashop platform is also very clear and intuitive and it is not a problem to manage categories, products, articles, customer orders, etc. The other benefits comprise a wide range of graphic designs templates that the user can choose. There can be found both free designs, as well as paid, but the price of these templates may vary. The initial price is from 750 crowns up to 4,000 Czech crowns.

The Prestashop platform can run on the cloud storage on the web hosting provided by the company Prestashop for free or it can be uploaded to private web hosting that the user of the e-shop rents. First the owner took advantage of the cloud storage option, which seemed to user-friendly and simple for creation. The problem occurred when the shop had already been running and the owner wanted to adjust search engine optimization. It was found that the cloud version does not allow users to interfere into the source code of the webpage where this optimization can be solved and set. The company Prestashop offers an alternative. The module which can be purchased directly in the administration in the Prestashop e-shop and it results in partially solving the problem with search engine optimization. This module costs about 5000 Czech crowns, which is not such a big amount but unfortunately in the Czech Republic this solution is not appropriate to use, because it does not include the search engine of company Seznam.cz, which is the most popular search engine in the country. For this reason, it was decided to try a website hosting version. The company WEDOS was chosen as the main provider of web hosting services and the platform Prestashop was uploaded there. However the major problem occurred there. Because of misunderstood situation the Prestashop platform and webhosting from WEDOS Company along refused to cooperate with each other. Simply said the pictures of all products were not able to be recorded, which was the major problem. When the owner wanted to handle this situation, the customer service of WEDOS announced that the problem was not on their side but on the side of Prestashop and vice versa Prestashop customer service claimed that the problem was on their side, but on the side of web

hosting. Another critical problem was that the Prestashop platform is not translated completely into the Czech language. It was an unpleasant detection, because the e-shop targets on the Czech market. Under those circumstances, the owner of business bags e-shop was forced to change the entire platform and switch to another supplier.

Finally, the Czech platform called Shoptet was chosen, it is not a free platform but paid one. Later it was discovered that this is the best choice for the Czech market, because every module from external companies can be implemented there. The main advantage of this solution is the wide links with social networks and comparative goods servers. The Administration (back office) of Shoptet offers simple and fast connection to the comparative good servers such as Heureka, zboží.cz and hledej ceny.cz. The main advantage of these Internet graders is that they are able to reach more potential customers and due to this fact it is effective on sales without any further costs of online advertising like PPC advertising, banner ads or text ads. Another advantage of the platform is the freely edited source code HTML of the webpage.

## **10 RECOMMENDATION**

### **Search Engine Optimization**

The electronic store Businessbags.cz should modify SEO. It is necessary to include some keywords into the product description and some keywords should be replaced by more relevant keywords. This will result in the fact that the webpages will appear higher in Search Engines.

Unfortunately, the leased platform shoptet.cz does not allow to change the source code of the template so that is why there are limited possibilities to improve SEO in this situation. As a recommendation, I would suggest to build a brand new tailored electronic store, which has a lot of advantages. For example, this platform allows to change source code and set as many keywords as possible and gain bigger traffic on the website.

Other website improvements, in terms of e-marketing, is to create backlinks. The owner should create a support website that would refer to the e-shop, or set up a blog and inform there about new trends and new products.

### **Pictures**

Another area, where the electronic store Businessbags.cz requires some improvements are pictures. Unlike two main competitors, the e-shop uses its own pictures for the promotion. The problem is that not all pictures were made in the same way. For some products, the electronic store uses its own pictures, but for some uses unfortunately poor quality photos from the manufacturer. The owner should unified all pictures into same style and moreover he should create more detailed pictures of the inside of bags.

### **PPC Advertising and Monitoring Traffic Statistics**

Even though, the e-shop uses services of Google Analytics there is no doubt that the owner should concentrate on those statistics. This program may also monitor the effectiveness of the advertising campaigns on the google AdWords or Sklik PPC programs. In terms of PPC advertising, which helps e-shops to bring and address more customers, because of low traffic on the Business Bags website, the owner should consider to invest more money in this form of advertising.

## **Delivery Services**

According to the SWOT analysis, the biggest weakness is long delivery times from overseas manufacturers. The only pros on this delivery is the free shipping to the Czech Republic, which has a positive effect on the final price of products.

Although there is a possibility to ensure faster delivery. The owner of the electronic store Businessbags.cz can use services of the external delivery company such as DHL, FedEx, TNT or UPS. These mentioned delivery companies are able to deliver packages in one week, which is a little bit longer delivery time than in the Czech Republic. However, I see a huge disadvantage to use these companies because they charge high fees for their services. For example, the average delivery cost costs \$60, which in most cases the price for the delivery services is higher than for the product itself. I would suggest to make an order every second week to ensure continuous supply of goods rather than pay expensive delivery services.

In terms of risks of the electronic store, the owner should be wary of competition, which offer wide range of products. Personally, I would suggest to offer more products from the most luxurious such as products from wide scale of real leather to genuine leather. Furthermore, the electronic store Businessbags.cz should only focus on men's clientele because the majority of sales consists of products for men. There should be created categories for the affluent clientele as well as preserve present products for ordinary people or students.

## **Brand Name Change**

Since this electronic store uses the English name of its brand (Business Bags) and its business activities are carried out in the Czech Republic for this reason it should be considered the name change. According to Google Analytics, the main group of visitors consists of people from the Czech Republic and Slovakia, but thanks to the English brand name the webpage is visited by people from Russia or the United States, which distorts the statistics and these visitors are not the target group of electronic store. I suggested to keep the logo or partly modify it and invent new Czech brand name for the e-shop that will be easy to remember and would be largely retained.

## CONCLUSION

Marketing communication has gradually become an essential tool for all companies doing business on the Internet even beyond the online environment. Undoubtedly, it should be difficult for companies not to use marketing communication. All companies without any marketing communication are not able to be competitive these days and they can easily get into the existential problems, for that reason it is necessary to constantly monitor new trends in the online environment and exploit their potential.

The aim of the thesis was to evaluate all the marketing tools used by electronic store Buisnessbags.cz. Based on the previous recommendations analysis, there were designed steps, which lead to the traffic increasing of this e-shop.

The theoretical part was focused on the basics of online environment such as marketing communication and digital marketing, e-commerce, tools for performance measurement and compares between classic stores and online stores

The analytical part described online store Businessbags.cz. E-shop environment, which may affect the business, was subsequently analyzed. There is conducted an analysis focused on target groups of customers. Furthermore, there are performed IFE and EFE matrixes and based on these matrixes it was created SWOT analysis, which summarize the basic strengths, weaknesses opportunities and threats of the e-shop. A crucial part of the work is considered benchmarking analysis, which compare two main competitors with the e-shop Businessbags.cz. At the end of the analytical part there is made a comparison of electronic store platform, which was used by the owner of the e-shop.

The analytical part shows that the electronic store Businessbags.cz has several shortcomings such as insufficient search engine optimization, ununified pictures on insufficient online marketing (PPC advertisement). The company should exploit the potential of promotional tools effectively and try to focus on each of the tools. If the firm regularly monitors current trends in online marketing and adapts to them, it will have the ability to attract more customers.

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## APPENDIXES

Dobrý den, jmenuji se Jan Kubín, a jsem studentem fakulty humanitní studií ve Zlíně, oboru Anglický jazyk pro manažerskou praxi. Chtěla bych Vás požádat o vyplnění mého dotazníku k bakalářské práci, jejíž téma je: **Marketingová analýza e-shopu businessbags.cz**. Dotazník slouží k porovnání 3 Internetových obchodů, které prodávají podobný nebo zcela stejný sortiment výrobků. Výsledky dotazníku budou sloužit pro účely mé bakalářské práce a také některé odpovědi mohou být použity pro návrh zdokonalení výše zmíněného Internetové obchodu. Odpovědi budou zcela anonymní. Děkuji Vám předem za poskytnuté informace a ochotu spolupracovat.

Na stupnici od 1 do 5 ohodnoťte design jednotlivých internetových obchodů.

E-shop	1	2	3	4	5
Amirashop.cz					
Z-ciziny.cz					
Businessbags.cz					

V případě jakýkoli postřehů napište Váš názor:

Na stupnici od 1 do 5 ohodnoťte kvalitu obrázků jednotlivých Internetových obchodů.

E-shop	1	2	3	4	5
Amirashop.cz					
Z-ciziny.cz					
Businessbags.cz					

V případě jakýkoli postřehů napište Váš názor:

Na stupnici od 1 do 5 ohodnoťte popisky k jednotlivým produktům jednotlivých Internetových obchodů.

E-shop	1	2	3	4	5
Amirashop.cz					
Z-ciziny.cz					
Businessbags.cz					

V případě jakýkoli postřehů napište Váš názor:

Na stupnici od 1 do 5 ohodnoťte jak jste spokojen(a) s dostupností sortimentu u jednotlivých Internetových obchodů.

E-shop	1	2	3	4	5
Amirashop.cz					
Z-ciziny.cz					
Businessbags.cz					

Zanechte prosím komentář:

Na stupnici od 1 do 5 ohodnoťte jak jste spokojen(a) s nabídkou sortimentu jednotlivých Internetových obchodů.

E-shop	1	2	3	4	5
Amirashop.cz					
Z-ciziny.cz					
Businessbags.cz					

Prosím napište komentář, jak jste spokojen(a) s navržením Internetového obchodu a jaká je celková orientace na stránkách:

Zhodnoťte jak na Vás celkově působí každý z uvedených e-shopů a dejte mu známku.

E-shop	1	2	3	4	5
Amirashop.cz					
Z-ciziny.cz					
Businessbags.cz					

Poznámka: v tabulkách prosím zakřížkujte číslo, které jste se rozhodli dát.