

Evropský polytechnický institut, s.r.o. v Kunovicích

Educational branch: Management and marketing of foreign trade

**COMMUNICATIONS AND SALES
PROMOTION IN THE TECHNOPOL
COMPANY**

(Bachelor work)

Author: Xénia Szabová

Leader of thesis: Ing. Ľuboš Kopál

Bratislava, March 2005

Zadanie od rektora

The declaration

I declare that I am the sole author of this bachelor thesis themed „Communications and sales promotion in the Technopol company“. Used literature and materials are listed in the appendix.

Bratislava, March 2005

The acknowledgement

I would like to thank my mentor Ing. Ľuboš Kopál for his valuable advice during the preparation of this paper.

Bratislava, March 2005

CONTENT

	side
Introduction	7
1 Advertising	9
1.1 The meaning of advertising.....	9
1.2 Publicity and propaganda.....	11
2 Sales promotion	12
3 Personal selling	14
4 Public relations	16
4.1 Term of public relations.....	16
4.2 Main instruments of public relations.....	17
5 Sponsoring	18
5.1 Characteristic of sponsoring.....	18
5.2 Areas of sponsoring's activity.....	19
6 Trade fairs and expositions	21
7 Technopol corporation	23
8 Technopol Trikota	25
8.1 Historical background.....	25
8.2 Organizational structure.....	27
8.3 Production schedule.....	28
8.4 Communication on Technopol Trikota company.....	30
8.4.1 Production of communication mix.....	30
8.4.2 Research for suitable foreign partner.....	32
8.4.3 Sales according.....	36
8.5 Competition.....	38
8.6 Sales promotion.....	39
8.7 Public relations.....	40
8.8 Sponzoring.....	41
8.9 Trade fairs and expositions.....	48
8.10 Business policy intentions.....	49
Conclusion	51
Resumé	52
List of references to literatur	53
Supplement	55

Introduction

The vital strength in any relationship, personal or commercial is communication. Every organization communicates. There is only one real question, how successfully. Company communication is a process which, by necessity, must not only provide positive results internally in terms of development and decision making but also externally in the market place.

Communication is one of the elements of a good marketing mix. Marketing communication means on the one hand to inform, to familiarize with products and services, to explain their attributes, to pick up their use, value, utility, service and on the other hand to know how to listen, and how to accept the feedback from consumers in a positive way and then to know how to respond appropriately.

Good communication is the key. Communication be it external or internal is practically in progress in every single company.

The intention of internal communication is to strengthen the integrity of the exchange of information in any organization and to build up the feeling of responsibility of the employee towards the organization and to try to build a feeling of the “corporate family“.

The intention of external communication is mostly to inform about its activities, products, income, profit, and status of the organization and its future development direction. Communication activities are related straight to the selling of the products, they represent the best form of external communication. There is a need to pay attention not only to communication skills, but also to certain circumstances, which accompany and individualize these communication situations (for instance discussions).

The fundamentals of the systematic communication with the market place is to affect consumer's behaviour and in doing so strengthen selling of the company's products. There are four basic methods which influence behavior, these four methods and the integral part of the communication system: advertisement, stimulation of sales, personal selling, public relations.

Besides these classic elements of communication policy some other specific elements can be applied, for example: sponsoring, fairs and shows, internet and others.

In the wider aspect, we must also consider the impact of the policy concerning the company's logo and trademark, and packaging. In fact all aspects concerning the company's image must be addressed.

The methods of marketing communication are paramount if a company is to maximise its potential in the market place. Thus it is vital to the company's well being that it acquires these skills and fully understands the importance of communication principles.

1 Advertising

1.1 The meaning of advertising

Advertising is a paid form of impersonal presentation and support of thoughts, products or services, and this advertising pays identifiable sponsor. Advertising could be understood as information of wide range of potential consumers through telecommunication resources, and the intention is to manipulate their attitudes, their shopping behaviour. It is about paid form of media activities.

The option of the advertising type depends on the target, that is concluded with business subject. Advertising does not develop such tension on purchaser, like the salesman does. Advertising only leads a monologue with spectator and does not oblige him to pay attention or make any response. It is one of the instruments, which companies use to persuade inspire their purchasers. It is spreaded through various kinds of media (television, radio, journalism, magazines), but also through poster surfaces, firm eye-catchers, advertising parties and so on. An article, which is similar to other articles at their category (beer, soft drinks), claims bigger advertising support for their diferentiation. If the article is markedly distinguished from its competitive articles, advertising can allow to accent the diferences, which user has to realize and remember.

Advertising can be sucessfull only that time, when it obtains the respect and it is communicative. Content of advertising news has to be fairly planned. It claims more fantasy, more accomplishment to tickle and to provide bigger experience to the consumer. Advertising announcement should be clear and should accent behalf of the product, it should be distinguished and should be veracious and truthful.

Advertising is very expressive, it allows the company to propagate the product in dramatic form through the medium artistic substantiation fonts, tone and color. It addresses wide audience of consumers which are geographicly spreaded.

Besides many positive factors advertising has also its disadvantages. Although it knows how to speak to wide audience quickly, it is non-personal and can not be decisive like the personal selling. Another its disadvantage is absence of interaction of communications

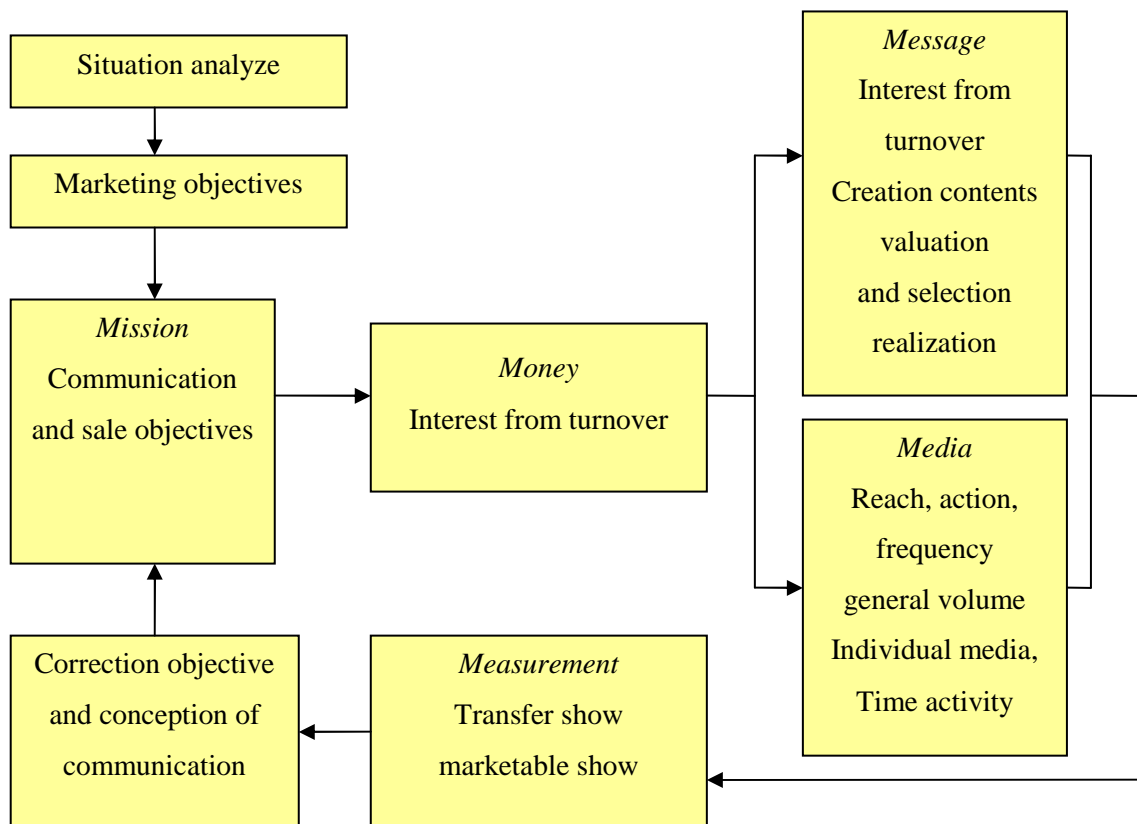
with the audience, and it can easily happen that this audience is not obliged to pay any attention to it and audience will show no response.

Advertising model¹

WHO inform	(business sponsor advertising)
WHICH inform	(advertising announcement, administration, dispatch)
UNDER WHAT CONDITIONS	(showing)
THROUGH which channels of distribution	(media, supporter advertising)
WHOM inform	(target persons, parties)
WHICH ACTION	(fruitfulness advertising)

The process of advertising can be created by all activities which involve *set-up, realisation and judging of advertising communication*. The intentions of the company and the situation on the market will define what kind of advertisement in particular period will be used.

Ground steps in the process of advertising²



¹ Kita, J. Marketing. 2 vydanie. Bratislava: Ekonómia, 2002. s. 318.

² Kita, J. Marketing. 2 vydanie. Bratislava: Ekonómia, 2002. s. 318.

1.2 Publicity and propaganda

Publicity is a special and very effective way of advertising, which is "cost free". Business activity can many time hide so many aspects inside of it, which can have considerable information attributes, alternatively they can cause very favourable response of the public. Exposure of these aspects is just a question of periodical communication with media's editorial offices and suitable form of deliver these informations has to be set up.

Particular types of advertising:

- printed and broadcasted advertising – cover and annexes are embedded inside packing
- transported advertising
- catalogs
- brochures and information booklets
- self-adhesive labels, sign - play-bills
- advertising pages with the articles inside shoppings
- advertising eye-catcher near cash-box
- neon advertising notices
- fairs and expositions
- personal selling (introduction of products by sales agents representing the companies)

If the entrepreneur wants to be successful on the market, it is necessary to:

- recognize the behavior of the customers, their needs and then he can choose "his" customer
- define the product, which will satisfy the customers
- communicate with his customers
- determine such price policy, which will satisfy both entrepreneur and also customers
- sell the product at that place, where the customers will buy it
- detect the stage of customer's satisfaction with the product
- examine and analyse the requirements of customers

2 Sales promotion

Sales promotion is in marketing considered as the utensil of indirect communication. We can say, that while advertising is trying to persuade about the reason of buying, sales promotion introduces its tangible idea. Sales promotion is designation for a short term impulsions, which increase the purchase or sale of the product or service.

In relation to specific user it could be samples of goods, multipacking, coupons, discounts, tax allowance packing, company benefits, discounts, examinal exploitation of products, prize competitions, tastings, inspections, souvenirs and others. These instruments have plenty of specialties. They attract the attention of the consumer and they provide informations, which can bring the customer towards buying the product. They suggest strong impulses to purchase, they use certain pressure or certain advantage, added service, which brings the customer subsidiary value.

Instruments of sales promotion encourage to purchase decisions. While advertising says: „Buy our article", sales promotion challenges: „Buy me right now". Effects are indeed usually short termed and they do not generate long termed preference of particular sign.

When the position is stronger, the product is less differentiated and there is more intensive economic struggle in a given sector, that means higher finance are spent for sales promotion.

Instruments of sales promotion are extraordinary various and they provide an enormous field of activity for particular creativity and innovations. These instruments have non-changeable sense in national marketing. We have to respect:

- culture customs,
- legal regulations concerning the article and the way of sales promotion as well,
- economic-social conditions in particular areas,
- further individual conditions.

To sales promotion belongs also an invitation of foreign purchaser to see the manufacturing equipment of the certain company.

The intention of the sales promotion is to influence the direct and quicker transformation of the sales's / purchase's situation in retail chains, and this can be happen directly through the staff of the company or indirectly addressing the customer. Further sales promotion has its intention to strengthen advertising campaign via proceeding various shows in the place of selling.

Sales promotion consists of short termed impulses targeted on stimulation of purchase or sales of products and services. Among these impulses we can name for instance various kinds of instruments, methods and techniques. We distinguish instruments of sales promotion:³

- a) focused on customer – *consumption sales promotion* - uses samples, coupons, price discounts, discounts, company benefits, contests, inspections, shows.
- b) motivating subjects of distributional line, especially wholesalers and small traders, *commercial sales promotion* - here belong premium pays, prizes, goods for free, common advertising, contests of dealers.
- c) *orientating themselves on company's staff* - bonuses, contests, appointments of sellers, organization of educational courses, seminars, trainings.

³ Kita, J. Marketing. 2 vydanie. Bratislava: Ekonómia, 2002. s. 326.

3 Personal selling

Personal selling represents oral presentation in conversation with one or more potential customers and its intention is to sell products or services. Personal selling is a personal form of market communication, where a direct backward bridge is made by personal contact and furthermore there is a flexibility of gaining the informations.

Personal selling is the instrument of direct communication and especially consists of personal communication of salesmen of the company with a potential customer and this presents a very effective instrument of products' or services' propagation in particular corporation. But it is also more expensive instrument of propagation.

Some important factors in personal selling:⁴

- spirit
- negotiation, namely in light of all particularities, which bring international, if you like foreign conditions

In comparison with the advertising personal selling has some of specialities. It includes personal interaction and direct backward bridge, where one side can study second side's need and it can adapt flexibly to the content of the message. Personal selling forms also different sorts of relations, from purchasing-marketable relations pending deep personal friendship. These qualities have their price of course, and that is why personal selling is the most expensive way of communication.

Personal selling is the most effective instrument in certain period of the selling proces, especially by forming preferences at particular customer, by persuading about the selling certain kind of product or service. It includes a *personal interaction* between two or more persons, so one side can study the need and characteristic of the second side and an immediate judgement can be made. Competent seller maintains the interrest of a customer, so he can build up some long termed relations. All this mentions to common sense of the corporation's staff , because a good staff can not only sell, but also it has to help the customer to make a buying decision.

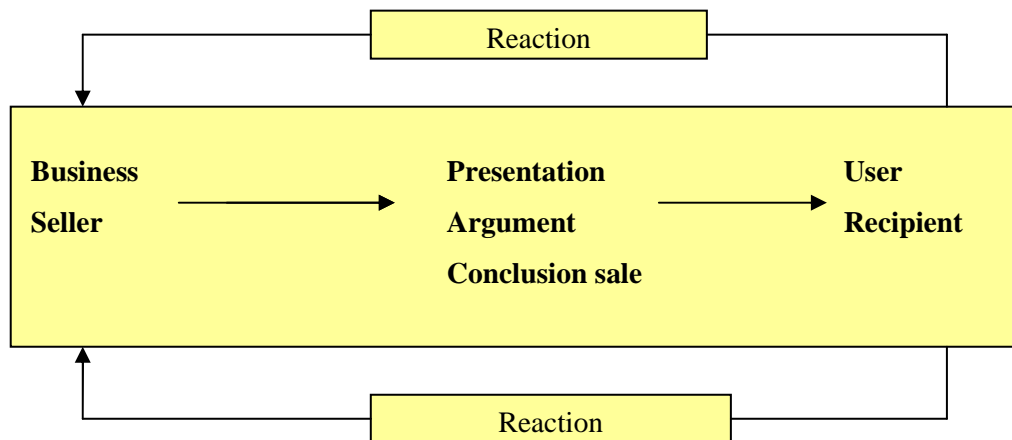
⁴ Urban, E. Medzinárodný marketing. 2 vydanie. Bratislava: Ekonóm 2001. s. 181.

The staff has to realize the needs of the customer and then it has to present advantages and do not hide disadvantages of the company's products.

Seller whether dealer is a representative of the entire corporation. He is often one of the co-adjutor between the company and customer, especially if these customers are from different selling areas. This seller can execute a various scale of tasks from gaining informations via explaining, negotiating about prices or diagnosing of technical problems. He guards direct backward bridge, he has the best view about the level of customers' satisfaction, about the dissatisfaction's reasons with the product, with its features and so on.

Direct selling can be made by friendly conversation form - through the form of unimposing presentation of the goods by the help of catalogues and patterns, with explaining its quality and attractiveness.⁵

Picture: Model of communications the personable process⁶



⁵ Urban, E. Medzinárodný marketing. 2 vydanie. Bratislava: Ekonóm 2001. s. 184.

⁶ Kita, J. Marketing. 2 vydanie. Bratislava: Ekonómia, 2002. s. 333.

4 Public relations

4.1 Term of public relations

Public relations mean formation and growing retentive relations to public through favourable publicity, which emphasizes retentive image of the corporation and diverts unpleasant and other harmful incidents, doings, news, scandals.

Public relations introduce work *for public, with public and in public*. Public relations have to inform about all kinds of changes, tactical and strategic organizational goals. They bring informations to particular corporation about public's responses, what public think about the company's activities, it brings the either general or specific view of the public about the company. Public relations also systematically monitor the activities of the company's competitors. They turn on wide segment of public, that means also on those, who are out of the question like the customers. In the first place there are more important things like sociable advisability and satisfying of the needs, and achieving profit is on the second place.

The subject of the public relations can also be *products, persons, reflections, stocks, businesses, organization and also a public(nation)*. There is no need to pay for a publication or broadcasting the news, the press and other media give a support to corporation to have a "cost-free advertising". This sign is sometimes simply called like difference from advertising. Assumption of a media's detachment media raises plausibility of informations at destination groups.

Within public relations there can be various kinds of ways:⁷

- relations to the media - insertion of up-to-the minute informations in media, focused on picking up certain person, products or services
- product's publicity - familiarization with special products
- establishment (firm) communication - creation a internal and external communication relations, so the support, understanding can be gained for the corporation or institution.

⁷ Kita, J. Marketing. 2 vydanie. Bratislava: Ekonómia, 2002. s. 331.

- substituting the interests (lobbying) – negotiation with representative of law making members and political actors, so they can support or refuse suggestions of laws and statutes.
- guidance – advisory services concerning public business, position of a company and its image.

4.2 Main instruments of public relations

Experts in public relations use different kinds of instruments. One of the crucial are *news services*. Workers at personnel department of public relations develop interesting news about the company, its products or employees.⁸

Various kinds of public presentations of company's representatives help to the publicity of products and particular corporation. Company's representatives answer on reporter's questions, they join discussions (allowing so-called round-tables) – all these events can form or also damage the image of corporation.

There are another normally used instruments called *unusual events*. These are press conferences, briefings, opening ceremonies.

Also the part of public relations is a set-out of the written documents and *generation of internal periodicals*. Here belong yearly news, brochures, articles, company's newspapers and magazines. *Audiovisual materials*, for instance films, pictorial and acoustic programs, these are very often used today like communication facilities. Corporation's symbols, address cards, objects, uniforms, firm personnel records and vans - all this can be the instrument of marketing communication, which can support the creation of the company's image.⁹

Between the instruments of public relations, which build retentive goodwill, belongs also the support of financial and material instruments to cultural and sport purposes, sponsoring or *direct attendance on public activities*.

⁸ Kita, J. Marketing. 2 vydanie. Bratislava: Ekonómia, 2002. s. 331.

⁹ Kita, J. Marketing. 2 vydanie. Bratislava: Ekonómia, 2002. s. 331.

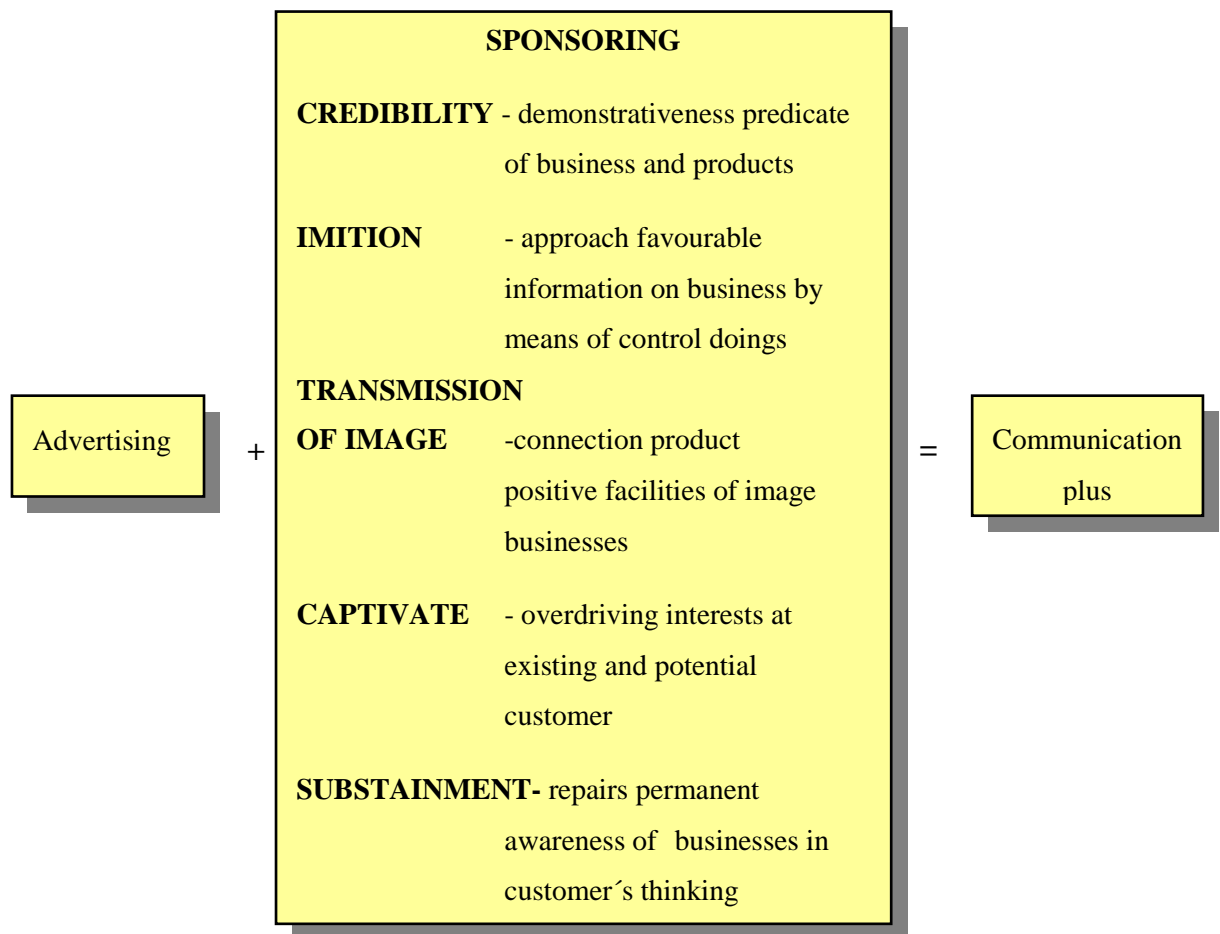
5 Sponsoring

5.1 Characteristic of sponsoring

Sponsoring¹⁰ is relatively a new facility, which is defined for making public relations, allowing to communicate with that part of public, where there is some difficulty to address the people through the common marketing methods.¹¹

Under the idea of sponsoring we can understand "the support of activities by other institution or person for relative favour for both sides. Sponsoring can be considered as marked transaction between two equivalent partners, when both of them are willing to invest something to their bilateral relation".

Picture: Attributes addition through of sponsoring¹²



¹⁰ Sponsoring is derivation from Latin text „sponzia”, what is the meaning of *promise, responsibility*.

¹¹ Čihovská, V. Firemný imidž. Bratislava: Eurounion, 2001. s. 125.

¹² Čihovská, V. Firemný imidž. Bratislava: Eurounion, 2001. s. 127.

5.2 Areas of sponsoring's activity

Sponsoring has become a part of our everyday life. In media there is almost daily a mention about sponsoring the sport and cultural events, athletes, artists, non-governmental organizations, clergy and in recent time also the political subjects. Corporation can practically sponsor everything, but recently corporations focus their resources into these areas:

- **sport**
- **culture, art** (advantage of an artistic events is, that they take place mostly in the evening, consequently there is practically illimitable opportunity for public to join it.)
- **science, education** (support of research projects, providing scholarships through to help the universities, equipment of educational and research institutions, write up of competitions)
- **health service** (accessories with instrument technology, sponsoring various medical investigations, sponsoring The Red Cross)
- **charitable activity** (help foundation, beneficent association, academic organization)
- **ecology** (support to organization and initiation of events towards environmental protection, sponsoring of various kinds of environmental projects focused on recycling)
- **professional appreciation** (sponsoring awards for professional efforts, art, social and public activities)
- **expeditions** (support of archeological search, climbing expeditions and projects)
- **residential sponsoring** (festivals on residential levels, annual fairs, markets, vintages)

- **television or radio broadcasting** (sponsoring of broadcasted programs or broadcasts of various kinds)

- **building-up and architecture** (sponsoring of project renovations, restoration of objects, construction or building with artistic, historical, architectural or archeological consequence and value, support of project revitalizations of various packages or territories)

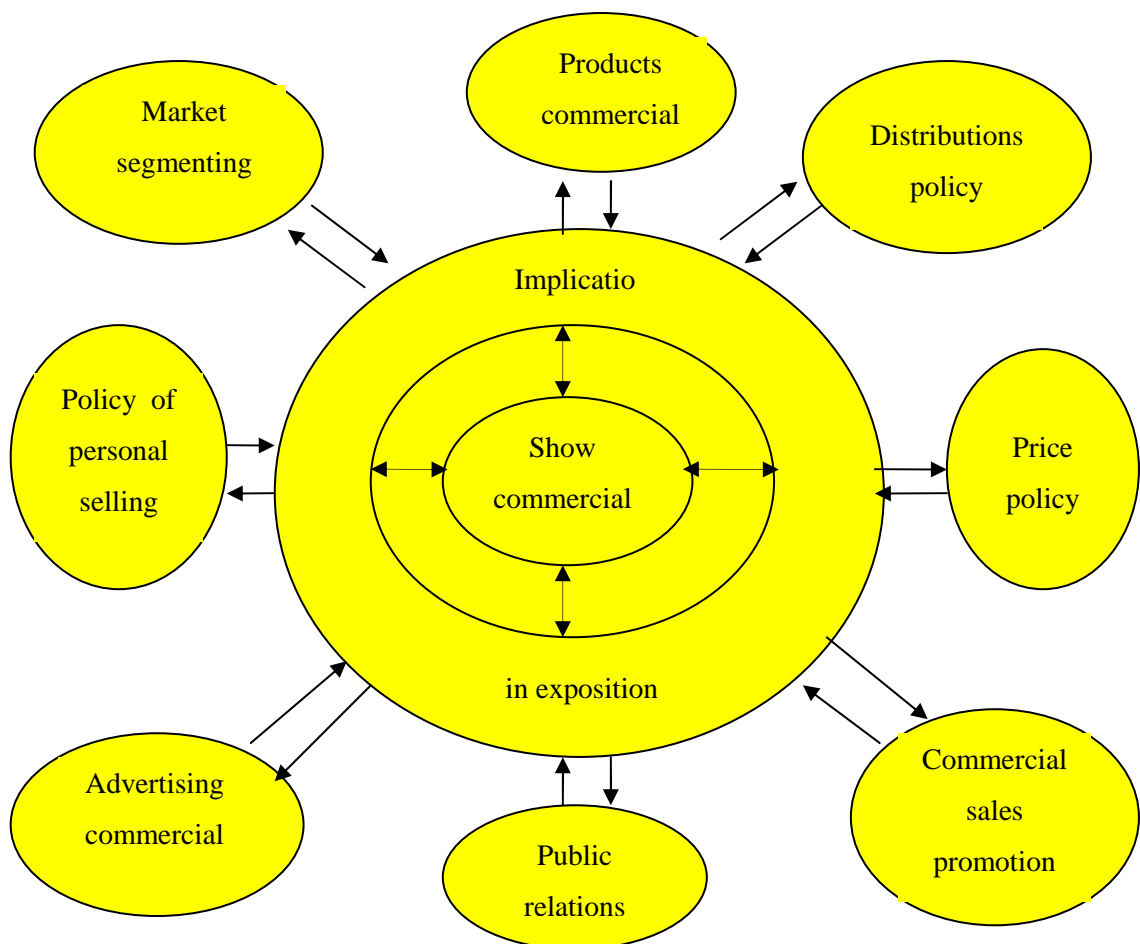
By means of sponsoring some communicative targets have to be achieved, namely concrete:

- reinforcement and stabilization of company's condition on the market
- increasing the degree of company's courtship, trade mark
- improvement of stabilization, improvement of the company's image
- building-up the company's goodwill
- updating trademarks
- taking care about partners who are important for the company
- involvement and settlement of motivation and trustworthyness of colleagues and employees, positive impact on their interrests, spending free time
- negotiation of misunderstanding and prejudices and others

6 Trade fairs and expositions

Attendance at expositions is often an underestimated propagandistic opportunity. It is a big mistake to measure the attendance according to the amount of volumes of closed contracts. Exposition provides an opportunity to introduce the company to a huge volume of consumer representing the demand in relatively short period, furthermore these potential customers are in a very sensitive humour. A booth, which is attractively realized with adequate volume of advertising material and moreover with willing, good informed staff can lead to unexpectedly favourable publicity.

Here is the schema of one of the sights for set up of exhibition policy as the part of advertising-distribution policy:¹³



¹³ Urban, E. Medzinárodný marketing. 2 vydanie. Bratislava: Ekonóm 2001. s. 199.

It is about the view, which supports the idea, that fairs and expositions represent the place, where the functions of many elements of communicative policy can be blend together. Intensity of interaction some particular elements depends on specific sight of exhibitory event and it also depends on the intention of communicative strategy, which particular event follows.¹⁴

¹⁴ Urban, E. Medzinárodný marketing. 2 vydanie. Bratislava: Ekonóm 2001. s. 199

7 Technopol corporation

Technopol performs on domestic and foreign market from the year 1970. At the beginning of its activities company orientated itself on foreign trade. In 70. until 80. years it has profiled as export-import focus corporation in commodities like investment entities, mechanical equipments and technologies, mostly for food, chemical, plastic, paper industry and another sectors.

After a year 1990 Technopol corporation markedly changes its commercial strategy. It changes commodity structure and besides the trade it develops activities also in another sectors, mostly in production field and in services. In the area of production it orientates itself on the little mechanical activities and textile production. In the area of services it is orientated on using its own potential capital and it orientates on the supply of services for customers based on qualitative higher level than the common standard.

On behalf on extension the space bar for other enhancement and dynamic development of individual departments of the company, in the second half of 90-ties corporation has made independent particular specialized activities.

At the beginning of the year 1999 Technopol Holding company was established, this is a joint-stock company, which has gradually participated in decisions in radical things, relating to companies of the Technopol group. Under the Technopol Holding company we can rank these companies:

- **Technopol International, joint-stock company**
- **Technopl Trikota, joint-stock company**
- **Technopol Service, joint-stock company**
- **Hotel Devin, joint-stock company**

Commercial and manufacturing activity safeguards Technopol International, joint-stock company and Technopl Trikota, joint-stock company. Both companies cooperate very narrowly between each other.

Areas of providing services for companies in Technopol groupment as well as for wide public are reflexion of activities Technopol Service, joint-stock companies and Hotel Devin.

Picture: Building of Technopol company



8 Technopol Trikota

8.1 Historical background

In 1736 Francis of Lotharingia, the husband of the Austro-Hungarian empress Maria Theresia, founded in the village of Šaštín a factory for calico production – a fabric made of cotton and linen. The calico production factory employed in Vrbové 193 local craftsmen. The factory terminated the production in 1848/49.

Textile production at the industrial level was launched in Vrbové on December 1, 1941 when Bosak's textile factory was founded. The production programme was specialised in producing men's shirts and underwear as well as women's underwear. The main material used for production was viscose silk.

In September 1946, the factory received a new owner and was given a new name: "Zdeněk Červinka, the textile factory". The production capabilities were improved by other knitting machines and also preparation and weaving machines for cotton treating were added.

In 1948 the factory was nationalised and affiliated to Slovenka n.e. (national enterprise) in Turčiansky Sv. Martin.

Effectively on July 4, 1949 the factory Trikota n.e. in Vrbové was established after separating from Slovenka n.e. Apart from the central factory there were 7 affiliated factories in the surrounding cities. Production was specialised in: stockings, knitwear, laces, tulle, ribbons, curtain material, rubber-stretch products and cotton cloth. The main material used for production was viscose silk, polyamide silk and cotton. The weaving production was then ceased.

After 1969, a crisis in sales of knitted products from synthetic materials appeared. The production was improved by treating cotton and polyester silk. The machinery was partly modernized.

Technopol Trikota, a joint stock company in Vrbové was established in 1999 when it gained a part of the property – parcels, facilities and machinery of Trikota, a joint stock company.

Production began on June 1, 1999 with 220 employees. Significant finances and a lot of efforts were necessary to provide reconstruction of means of production and technology and for the preparation and development of a new assortment of products.

Subject of the activity of Technopol Trikota, inc. consists of:

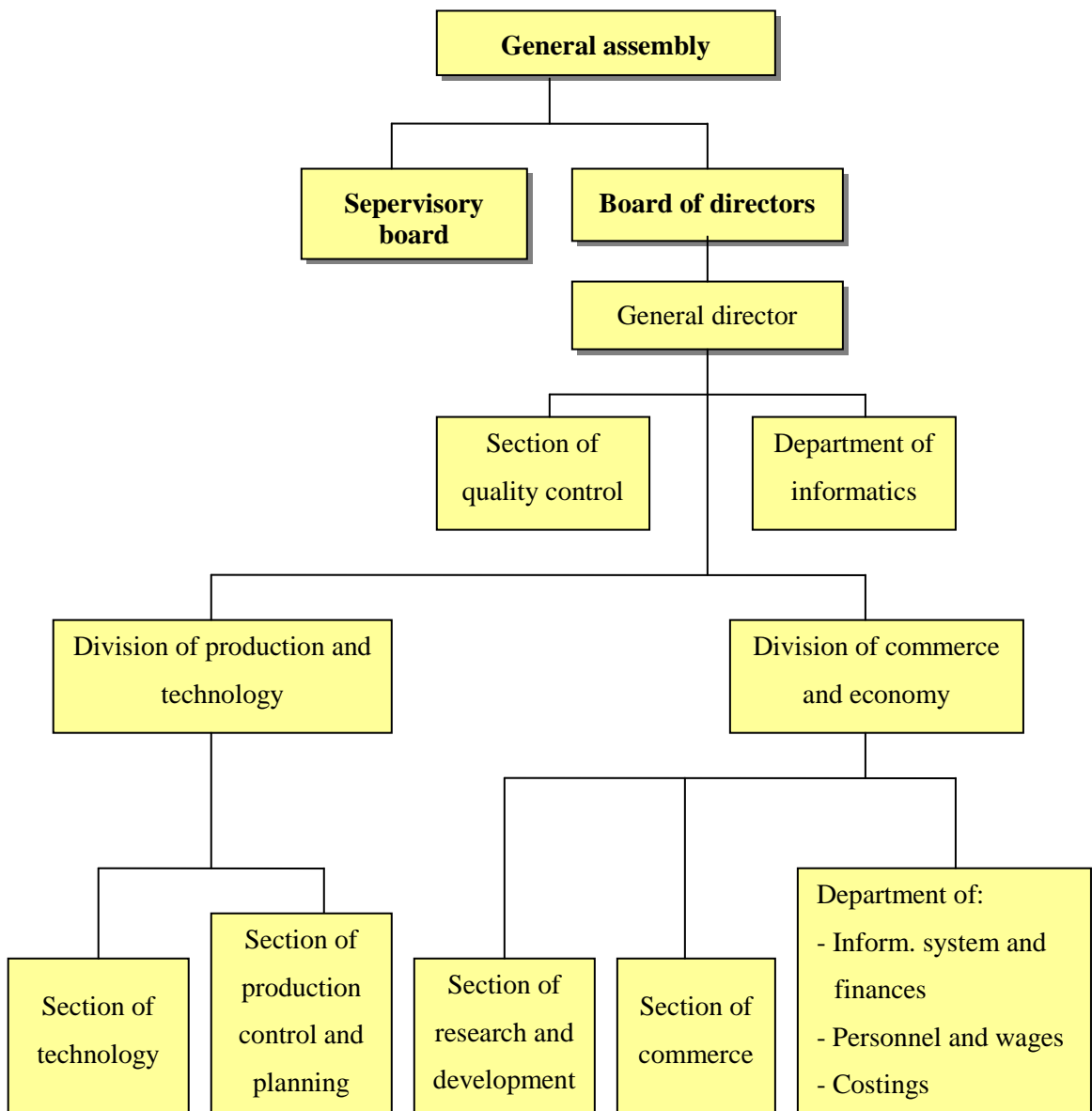
- production and modification of knited clothes
- production and modification of upper clothes
- production and modification of knited suits
- production and modification of rubber elastic goods
- production and modification of little knited products
- production and modification of housing textile
- production and modification for automobile and furnishing industry
- warping of fibres
- colouring of woollens and clothes
- production of masking nets and covers
- production of military and other safety demands
- purchase of goods for purpose its selling to final consumer (retail trade)
- purchase of goods for purpose its selling other sole trader (wholesale trade)
- mediatorial activity
- advertising and promotional activity within the free trade
- rent of real estate, if besides renting there are provided also other than basic services united with the renting

At the present time Technopol Trikota is a part of the configuration companies of Technopol and it continues to 50-year tradition of textile mode of production at Vrbové. It produces especially clothers, finished goods for leisure time, lady's and men's underclothes, from which the majority is exported to foreign markets.

8.2 Organizational structure

Technopol Trikota corporation has so-called pyramidal organizational structure. Its base creates the biggest group of particular systems (organizations) - straight administrators of assignments in organization. Above it there is a smaller group of another systems and finally there is the group of the highest management, where on the top there is one terminal leader

Picture: Organization scheme - Technopol Trikota



8.3 Production schedule

The production schedule of the factory depends on the existing machinery that is constantly in the process of being modernised in order to meet the requirements of the market concerning the technology development in production and treatment of semi-finished products and concerning fashion trends. The customer is offered a range of factory-made products but the company is also able to produce semi-finished products and ready-made-clothes following special requests of the customer using the material provided by the company or the customer.

The production comprises:

- semi-finished products (warp-knit fabrics, weft-knit fabrics, laces, braided rubber),
- ready-made products (underwear, sportswear, swimsuits),
- services.

Semi finished products

Warp-knit fabrics – technical

The most frequently used material for further treatment in textile, shoe, furniture and automobile industry and multi-layer material production (artificial leather) etc. The fabrics are mainly made of polyester and polyamide silk.

Warp-knit fabrics – for clothing

A wide range of fabrics made of polyamide and polyester silk and mixtures of PAD/cotton, PAD/viscose, PAD/elastan, PES/elastan.¹⁵

Weft-knit fabrics – for clothing

These are made of cotton, polyester silk (micro fibre) and mixtures of cotton/elastan and polyester/cotton.

Laces

Stretch laces are made of a mixture of polyamide/elastan and non-stretch laces made of polyamide or polyester silk.

¹⁵ PAD – polyamid, PES - polyester

Braided rubber

Braiding the latex rubber fibre using polyester or viscose silk produces several types. It serves as a semi-finished product for underwear and sportswear production.

Ready-made products

Women's underwear

Underwear and nightclothes: slips, half-slips, panties, bodies, nightdresses, gowns, pyjamas and teddies.

Sportswear and swimsuits

Jogging dress, leggings, sweat shirts, sports dress and swimsuits.

These products are characterised by a great variety of materials and designs as well as the quality of work with applying the decoration elements such as embroidery, patches, stripes, laces and printing.

Services

This part of production represents current technological operations of the production cycle that the company offers to customers producing knit fabrics and ready-made clothing.

Dyeing, finishing

All the technological operations of the treatment of grey knit fabrics including washing, bleaching, dyeing, raising, printing and fixing.

Preparation of dyeing and finishing recipes

Recipes for dyeing and finishing are worked out according to the customer's requirements.

Warping

Warping of bobbins with a widths of 15", 22,5" and 30".

Preparation and positioning of cuts

A service for smaller establishments, which lack the necessary equipment.

Sewing of clothes, dressmaking

The customer is offered the cutting and sewing of ready-made-clothes from his own material according to his own design and cut patterns and technological procedures.

Production co-operation

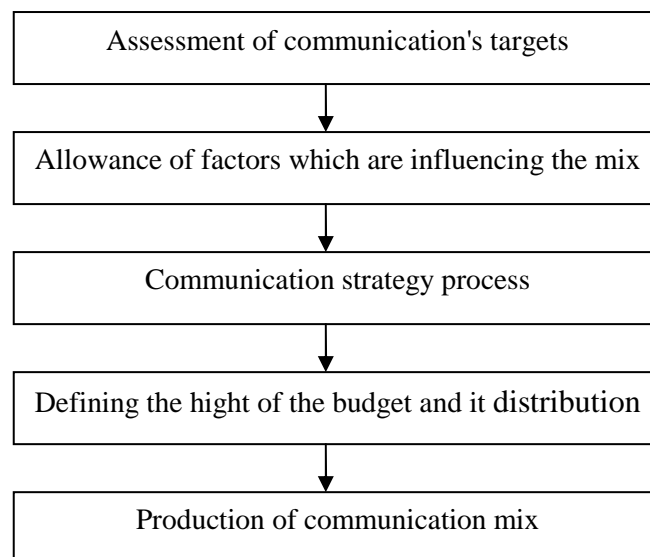
Co-operation in producing the knit fabrics and ready-made clothes with a different part of customer's participation: applying the customer's technology, know-how, designs, materials and a mixture of the above-mentioned items in order to achieve the best possible results for the customer and provider.

8.4 Communication on Technopol Trikota company

Communication is one of the element marketing mix. General communication program, also called communicative mix, consists of specific combination of advertising's elements, sales promotion, public relations, and personal sales, which company uses for enforcement its advertising and marketing targets in a certain period.

8.4.1 Production of communication mix

Technopol Trikota company determines the subsequence of steps in planning and selection of communication mix the following:



Assessment of communication's targets

These targets should be specified by that, what influences the customer while purchasing his needs. If a new mark is introducing on the particular market, the first target is to create a positive outlook, opinion. The third target is to stimulate the trial and the fourth target is to influence on present users, so they will further use our mark.

As the Technopol Trikota company performs on the market already more than 50 years, it knotes on its long-time tradition of textile production. The company has developed particular commercial contacts on familiar but also on foreign markets, so by determining the targets of communications to the future it will be to retain the business relations with recent business partners and at the same time it will be gaining some new business partners and enter to some new markets.

Allowance of factors which are influencing the mix

When the company sets up its targets, it has to respect some factors, from which depends on a significance of particular methods, that means which element of communication mix can realize planned target the best. At the beginning we have to ask ourselves: „To whom do we want to sell our product?"

In case of Technopol Trikota company the goods is offered to business partners, who offer it further to the final consumer. That is why a seller persuades the business partners the most, therefore personal sales and advertising in particular specific magazines. When business partners want to sell the products of Technopol Trikota in their shops, it is needed to provide them some various discounts (price, quantity, seasonal discount) and also through personal sales persuade them and advice them how to display certain goods and how to offer the goods to the final consumer.

Communication strategy process

Technopol Trikota company deals especially with the production of semi-finished products (entires, laces, braiding rubber) but it also produces finished products (lady's underclothes, clothes for leisure time, swim suits) hence the personal negotiation with the business partner is very important while communicating.

Defining the height of the budget and its distribution

The height of budget for communication mix depends on reached profit.

Production of communication mix

As it is not right to judge the effect of communication mix just only according to the revenues, company uses also such indicators, which show us how the degree of company's mark knowledge has changed, if it was recorded any position and favour. In comparison of these indicators together with given targets the company can make communication mix and then it can make necessary adaptations of communication mix.

8.4.2 Research for suitable foreign partner

It is very important for the company to analyze and investigate certain market very fairly, where company wants to perform. That is why it is necessary to gain informations of types like:

- What is the buying effectivity of population?
- What sort of companies act on particular market?
- Who are our competitors?
- What advantages we have against our competitors?
- Who are possible potential customers?

If company decides to enter on particular market, it has to gain some informations about possible business partner:

- What is the situation of partner on the market?
- What kind of image does chosen partner have on particular market?
- What are particular strategies and targets of business partner?
- How high will investments be?

Company has to analyse and review all informations. After a selection of suitable business partner is made, a preparation for certain negotiation with the partner follows. In the case of Technopol Trikota company communication is made in foreign language and that is why it is needed that business manager is obliged to speak in particular foreign language and that he knows also a special terminology.

Technopol Trikota corporation enters foreign markets while it is producing in domestic country. That means company produces products in Vrbové in Slovakia and then through direct export it establishes particular contacts with foreign customer.

Swot analysis¹⁶ - research new foreign partner

A key tool in strategic planning process can also be applied to career planning. This tool is a marketing analysis using the SWOT technique.

SWOT is abbreviation English word:

Strengths

Weaknesses

Opportunities

Threats

¹⁶ Swot analysis focuses the internal and external environments, examining strengths and weaknesses in the internal environment and opportunities and threats in the external environment.

Picture: SWOT analysis¹⁷

<p style="text-align: center;">I N T E R N A L</p>	<p style="text-align: center;">STRENGTHS</p> <p>Internal positive aspects that are under control and upon which you may capitalize in planning:</p> <ul style="list-style-type: none"> ▪ Work Experience ▪ Education, including value added features ▪ Strong technical knowledge within you field (hardware, software, programming languages) ▪ Specific transferable skills (communication, teamwork, leadership skills) ▪ Personal characteristics (strong work ethic, self-discipline, ability to work under pressure, creativity, optimism, or a high level of energy) <p>Good contacts, successful networking</p>	<p style="text-align: center;">WEAKNESSES</p> <p>Internal negative aspects that are under your control and that you may plan to improve:</p> <ul style="list-style-type: none"> ▪ Lack of work experience ▪ Lack of goals, lack of self-knowledge, lack of specific job knowledge ▪ Weak technical knowledge ▪ Weak skills (leadership, interpersonal, communication, teamwork) ▪ Negative personal characteristics (poor work ethic, lack of discipline, lack of motivation, indecisiveness shyness, too emotional)
<p style="text-align: center;">E X T E R N A L</p>	<p style="text-align: center;">OPPORTUNITIES</p> <p>Positive external conditions that you do not control but of which you can plan to take advantage:</p> <ul style="list-style-type: none"> ▪ Positive trends in your field that will create more jobs (growth, globalization, technological advances) ▪ Opportunities you could have in the field by enhancing your education ▪ Special department ▪ Opportunities you could have through greater self-knowledge, more specific job goals ▪ Opportunities for advancement in your field, Geography 	<p style="text-align: center;">THREATS</p> <p>Negative external conditions that you do not control:</p> <ul style="list-style-type: none"> ▪ Competitors with superior ▪ Competitors with better job hunting skills than you ▪ Competitors at better reputations ▪ Obstacles in your way (lack of the advanced education, training you need to take advantage of opportunities) ▪ Delimited professionalism, delimited education

¹⁷ http://www.quintcareers.com/SWOT_Analisis.html

Swot analysis mix:¹⁸

	Strenghts	Weaknesses
Opportunities	S-O strategies	W-O strategies
Threats	S-T strategies	W-T strategies

S-O strategies pursue oppotunities that are a good fit to the companies strenghts.

W-O strategies overcome weaknesses to pursue opportunities.

S-T strategies identify ways that the firm can use its strenghts to reduce its vulnerability to external threats.

W-T strategies establish a defensive plan to prevent the firm´s weaknesses from making it highly susceptible to external threats.

Swot analysis appllied on Technopol Trikota company:

Strenghts:

- solvency, money in cash
- knowledge of culture of the country, with which the company makes trades
- elastic organizational structure
- high level of examination and development
- tradition of trade marks
- qualitative staff
- merger of Technopol International companies with Trikota Vrbove company, that means Technopol Trikota company has set in

Weaknesses:

- there is missing a direct relation to the customers

¹⁸ <http://www.quickmba.com/strategy/swot/>

Opportunities:

- invasion on new markets
- new available opportunities on international markets
- development on home market

Threats:

- wars, blockades and strikes in countries, to where company exports its goods
- jeopardies of natural catastrophes
- risk from dishonouring for goods – importer is not willing to pay or he can not pay
- competitors on home market
- competitors on foreign market

My opinion is, that company could in the future establish its own company abroad and it could directly produce and sell its goods. It could also enter on new markets, for example it could orientate on eastern markets.

8.4.3 Sales according

The sales of products and services were less directed towards the domestic market and were focused on export. This was directed mainly to the Czech Republic, Great Britain, Austria and Germany, smaller shipments were executed to Italy, France, the Netherlands, Denmark, Sweden and Finland. Now is export 80% from the productions.

Technopol Trikota company cooperates with another several countries and companies. Among one of the most important company belongs a **Quelle** company. Curiousness of all this is, that Technopol Trikota does not cooperate with Quelle company resident in Slovakia, but by contraries, it cooperates very nearly with the Quelle company resident in Austria, France and Germany.

Cooperation with German Quelle lasts for already five years. Entire communication consists of sending of made pictures of advertising materials and books of patterns with the textiles towards Quelle. Quelle company choses from given supply (offer) and then sends the demand through an e-mail. In e-mail it specifies the sort of goods which is interesting, specifies the sizes, quantity, color and the latest date until the goods has to be delivered.

After delivering the e-mail Technopol Trikota has to confirm the date of delivery until 24 hours. Technopol prepares samples of goods for try out and then it sends it to Quelle. If Quelle agrees with the material, color and quality, it starts to produce the goods. Production of goods lasts approximately one month. Expedition of goods to Germany transports always on Monday and mostly on Tuesday the goods in destination place.

If there was any delaying of goods delivery more than one week, Quelle charges two euros for every delayed product.

Catalog for Quelle prepares always one year ahead, that means, spring/summer 2004 edition was preparing in spring/summer 2003 period. In the menu of catalog there are always two products of Technopol Trikota, and these are stable. Other products are being ordered from time to time.

Cooperation with Austrian Quelle lasts as well as with German Quelle for five years, concerning French Quelle, relative cooperation lasts approximately for three years.

Besides cooperation with the Quelle, Technopol Trikota cooperates also with another foreign companies, for example with German and Austrian **Neckermann** company. Relative cooperation lasts roughly for four years.

Concerning cooperation with Slovak companies – Technopol Trikota produces products for Slovak hypermarket **Carrefour**. But over here the cooperation is on very bad level. Hypermarket Carrefour has compelled that the goods has to be produced in huge quantities. Technopol must stock a huge quantity of goods and then it carries step by step do retail chains of Carrefour, which is very ineffective.

Technopol Trikota does not collaborate only with big companies but also with smaller private stores (shops), for instance with **Gabriela** store in Rovniankova street 15 in Bratislava. Relative collaboration between the store and Technopol lasts since the previous year's autumn. The customers are very satisfied, because they can find over here very superior products. Especially women can find here a wide scale of lady's clothes and as well as lady's underclothes, that is in comparison with competition relatively cheap and

exceeds with its value. In attachment section there are some pictures of confection of Technopol Trikota.

8.5 Competition

Offer of Technopol Trikota company consists mostly of semifinished goods (entire warps, entire loads, laces, braiding rubber) and finished goods (underclothes, sport clothes and clothes for leisure time, swim suits), but it also offers services connected with the production (warping, colouring, needlework). Thanks to wide fixation Technopol Trikota does not have any competitors in Slovakia. Possible competitor is in the neighbor's Czech Republic and it is Jitex Písek company.

Jitex Písek is a modern textile combine, producing knited work and upper clother for men, women and children.

Comparison of the Technopol Trikota with its rival:¹⁹

	TECHNOPOL TRIKOTA, a.s.	JITEX PÍSEK, a.s.
For whom fabricate?	Production for men, women and children. Orientation also on buxom women.	Production for men, women and children.
What sort mode of production fabricate?	Intermediate products - entires, laces, braiding rubber. Finished goods - underclothes, clothes for sports and leisure time, swimming costumes, gowns.	Knited underwear, night-clothes, outer clothing, gowns. Woollens and knited. Bed-clothes
Services	Warping, knitting, colouring, work at wage – subtilization knited, scission, needlework	Knitting, colouring.
Material	Polyamid, polyester or combination with cotton or viscose.	Orientation on cotton.

¹⁹ <http://www.atok.cz/katoen/company.asp?IDPodniku=1149>

Where to distribute goods ?	Especially on foreign markets – Germany,Austria, France.	On home product through wholesale trade in big trade, supply selection network supermarket and hypermarket. On foreign market, especially on Slovakia – hypermarket Tesco.
Holder certification	ÖKO-TEX STANDARD 100 ISO 9001:2001 ISO 14001:1996 Certificates on hosiery	ÖKO-TEX STANDARD 100 ISO 9001:2001 IQNet Standard 100 AQAP
Better than opposite rival	More warp machine. Matters are firm thereby, that are producing on base of polyamide and polyester.	Better distribution network – own wholesale trade, textile wholesale trade.

8.6 Sales promotion

Instruments of commercial propaganda of Technopol Trikota company

Discount - margin, which represents reductions from cost of acquisition, which are provided to customers and these costs are deducted in the invoice or they are deducted through the special credit note.

Goods free of charge - Technopol Trikota company sometimes rewards its customers, who has bought a bigger quantity of some goods by offering a certain volume of the same or different product for free.

Gift and advertising articles - company rewards its customers with certain gift articles, in which there is a name of the company, logo. This could be advertising pen, bags, diaries with the logo of the company etc.

Advertisement of products - company has established a big project screen in the entrance hall in the building of Technopol, where particular advertising materials are being broadcasted. Moreover there are also available particular advertising materials in the entrance hall.

The target of the company is through these instruments:

- to persuade businessman, that he will offer the company mark
- to persuade businessman, that he will do trades with bigger quantity than usual
- to persuade businessman, that he will propagate more the mark of the product, that he will show and perform the product, display it and decrease the price

8.7 Public relations

Public relations is in general a build up of a good relation with the public. The fundamental of the philosophy is very simple, it is assumed, that it is much more easier to become successful if one has the support and understanding of the public, than if the company has to confront the opposition of the public or disinterest.

Relation with the public means a reputation, perception, credibility, harmony, research of relative understanding through truthful and entire information.

Technopol company also tries to build up a good relation to the public. It has managed it in reconciliation of the private and public relations, that means in surroundings of the Technopol building the company has built up a wonderful fountain and a little park. This place attend people from entire surroundings especially in summer period, when in the evening the fountain starts to play sounds and the watter starts to "dance".

Company also tries to improve its relations with the suppliers, customers and other subject of economic zone. Company wants, that all supplies will be delivered on time, but it is not always possible and then on behalf on improving the relations company provides to its customers certain dicounts to the goods and so on.

In the period before Christmas company sends out to all its customers and suppliers particular Christmas' greetings together with the visiting card.

Company also tries to improve the quality of its products and services.

Picture: Fountain in front of the Technopol building



8.8 Sponzoring

From actual knowledges and experiences some general and common aspects can be determined for utilization of sponsoring in marketing communication:

- By selection sponsor's activities it is needed to allow compatability with tracing communication targets
- Sponzoring has to respond to the strategy of the corporation and it has to keep certain continuity
- By creation of the budget costs have to be spent efectively providing that they will include not only costs for obtaining certain rights, but also cost for communication usage

- Selection of sponsor's activities should be realised in that way, so it could permit independent communication utilization
- On the behalf of maximization of communication efficiency and effectiveness there has to be made a selection of sponsor's activities which will be harmonized with other instruments of communication mix in that particular way, so it could define the integrated marketing sysetem mutually.

Areas sponsor's activites:

➤ **SPORT**

Athletic events are still very popular, although they are already highly saturated with sponsors, and that is why this best opportunities are accessible only rarely to new sponsors.

Technopol corporation is one of advertising partner of Association of senior golfmen in Slovakia. Among members of this golf club we can rank important celebrities such as actors, artists or representatives of top managements. As Technopol corporation is a sponsor, its representatives of top management have certain advantages, concerning membership and so on. The advantage for the company is the publicity in magazines, advertising materials and also in television especially during golf season and in the period when various contests are running over.

Europe's masterships of senior golf collectives are the top of senior golf season every year. Year of 2001 represented first participation of Slovak selection on top event of senior Europe's golfmen.

Inspite of that, that corporation deals with the sponsorship of golf club, I think, it should orientate also on yong generation. Because, if the corporation inspires the attention at yong people, it captures wider field of activity.

Case study of sponsoring for Technopol Trikota corporation in sport field:

Important questions for Technopol Trikota corporation

- 1) *Who could address Technopol Trikota corporation?*
- 2) *On what sport field should it be focused?*
- 3) *What can propose the corporation?*
- 4) *What would corporation obtain by offering sponsoring activities?*

I think, that Technopol Trikota company should be mostly focused on young people. Firstly it ought to speak to high schools and universities, because there are young people at these types of schools and these people addict themselves to sport. It could speak also to starting sport clubs at schools and propose them some kind of sponsorship.

Football, basketball and volleyball is the most expanded sport at young people in our country. It is probably because of that these types of sports are not demanding because of the equipment. Only things that are needed is a ball and a grass playground, eventually basketball baskets or volleyball's net and the game can get started. That is why I assume, that the corporation ought to pay some part of its attention also to these types of sports.

As Technopol Trikota company orientates on the production of sportswear, it could mostly propose some sport jerseys, sweaters or jogging suits with the impression of the company's logo on it.

Financial grant of school club, school yard or gym could be painted with the logo of Technopol Trikota. On athletic events there could be a fast food stand, in which drinks would be pulled into plastic cups with the logo of Technopol Trikota. Also some gifts could be devoted to the tombola (shirts, pullovers, athletic trousers and so on), eventually some advertising articles could be gifted (pens, keys, appendages, signs or notebooks with the logo of the company).

Besides other things the company could obtain for instance:

- advertisement
- awakening of the interests at potential business partners
- credibility of the company, trade mark and product
- increasing the product interest's degree
- favourable information about the company by the help of managed events
- fixing an attention of the media (for example: advertising in school or residential newspapers, radio or television)
- strenghtening and a stabilization of emplacement on the market
- building up and improving the company's image

Involving and confirming of motivation and credibility of colleagues and employees, positive performing on their interests, spending their leisure time (for instance companies would propose free tickets to particular events to their employees)

➤ **CULTURE AND ART**

Technopol holding corporation is a partner of radio drama Slovak national theatre. Company's personnel has some certain advantages if they want to attend particular theatre.

Besides these advantages for personnel, an advertising unit for the company was settled on external side of the theatre. Consequently company can impact wide public with its advertisement. Besides this external advertisement there is a company's logo and announcement printed on advertising materials and also on the tickets and this shows the reality that company is a proud sponsor of the theatre.

Advantage of this type of sponsoring is that art events take place more often in the evening, consequently unlimited opportunities of wide public to participate is resulting.

➤ EXPEDITIONS

Support of archeological enquiries, climbing expeditions and projects is also one of the forms of sponsoring. Technopol company could also orientate on this part of sponsoring.

Case study of sponsoring for Technopol Trikota in the area of expedition:

Important questions for Technopol:

- 1) *What can company propose?*
- 2) *What could be obtained by the company focusing on sponsoring?*

Technopol would besides some financial help propose certain superior clothes for climbers, for example certain trousers and jackets.

It could also provide particular products, which it produces and offers for companies - to be concrete - manual radio stations

There is also a very important commercial article of Technopol corporation and it is running the first public radio networks in Slovakia – Radiopol, which Technopol International branch of Telecom runs under the licence of traffic department and Slovak telecom department.

Radiopol public radio network from Technopol represents a new generation of radio networks, which opposite other network brings particular new functions, effectiveness of exploitation the spectrum's frequency and opened entrance for customer. Customer does not have to build his own infrastructure, he is exempted from legislative responsibilities (frequency, license trial), he buys or rents for him just only terminative radio stations. The coverage of Radiopol is in Bratislava's, Nitra's and Trencin's area.

Among products, which Radiopol offers we can put:

- MTS 2000 – professional manual radio-railway station from Motorola company.
- MCS 2000 – multiple-function radio-railway station with its compactness and low weight is the smallest radio-railway station from Motorola company.
- earphones with microphone – they work on vibration principle in diotic tubule, they are ideal for background with the high noise
- hidden accessories – provides discreet radio communication. Protects against uncalled monitoring by other persons. It is suitable for police, security services, moving-picture headquarters etc.
- headgears
- microphones separated with the loudspeaker
- cases and bags

In attachment section there are illustrated some manual radio station of Motorola.

And what would be contributions for our society? I think, that big plus would be the advertisement on clothes or lodges. If we are talking about huge climber expedition, which would be presented by media, entire expedition could carry the name of the company, for instance: "*TECHNOPOL MOUNTAIN*".

➤ **TELEVISION OR RADIO BROADCASTING**

It is about sponsoring of broadcasted programs or relations of various kinds of fixation.

Hotel Devin belongs under Technopol company. And with this hotel Devin Technopol company participates in sponsoring of television broadcast called "Heart matters". This broadcast is about young people who want to make particular relationships through television. Hotel Devin provides its spaces and services to the television and against this television provides advertisement for hotel. This is not a permanent collaboration, it happens just once upon a time.

Hotel Devin has become one of the major sponsors of „440. jubilee first coronation in Bratislava" celebrations. These celebrations has took place on September 6th. Slovak

television was the main media partner. Among other main sponsors besides hotel Devin belonged

Západoslovenská energetika, Slovenská sporiteľňa, Kooperativa, Theatre of Nová scéna, Neopublic, Pyra, Slovnaft. Another sponsors were also Omega tours, Cma (Central model agency), Zipp, Mercedes-Benz, Orchidea florist's.

Hotel Devin has been built in the year 1954 by the most distinguished Slovak interwar architect, Emil Bollus, thanks to him some other important buildings has been built in our town. Hotel got his name according to the castle which is near, and is situated in Old Town on waterfront of the river Danube. Today it is protected national memory.

The hotel is arranged in classical style and it is an unique institution sui generis. In present time, after entire renovation of interior, it is an institution with a classic and luxurious hotel with excellent atmosphere. It guards matchless hotel, meals and congress services on the level of 4-stars hotel.

Hotel provides accomodation in 94 one-betted and double-betted rooms and in 6 apartments which are luxuriously furnished. Every room has its own bathroom with toilette, color TV with satelite and of course a minibar (fridge) with drinks, which are already calculated in the price of accomodation, these drinks are daily filled up. Telephone calls can be made directly from the room. Entire hotel is fully air-conditioned.

Picture: Hotel Devin



8.9 Trade fairs and expositions

Technopol Trikota company within advertising activity and stimulation of sales participates on some trade fairs and expositions during the year. The most famous exposition is in Incheba, this exposition takes place in the period before Christmas and is called "Christmas markets".

Many foreign and domestic companies participate on this exposition. Attendance of this exposition is really high, Technopol Trikota predicts besides increasing of selling proces also gaining new customers and this could be made because of the favourable price and high quality.

Technopol Trikota also yearly organizes markets in Bratislava in building of Technopol on Kutlikova street. Potential customers are advised about the exposition through posters which are placed in the building and its near surroundings and of course though the radio, which is placed also in the building of Technopol. These markets have yearly very high attendance and that is becuase of wide choice of proposed articles, good quality of material and especially thanks to a good price. Really eveyone can choose his favourite product, because Technopol Trikota company orientates its collection on young people and children, we can also find over here women and men confection. Special attention company pays to chunky women, for who it produced women underwear, but also elegant clothes.

Technopol Trikota participates also on the exposition which takes place in Brno in Czech Republic, and this exposition is called Styl. There is mostly textil, clothes and accessories presentated over there.

8.10 Business policy intentions

Ready-made products and clothes market is influenced by considerable changes in the field of new materials, technologies and fashion trends. The aim is to minimise the negative market impact on production.

The production capacity will be primarily focused on dynamic development of knit fabrics production. The production and sales will make up approximately 60%. Nowadays one of the fundamental components of production will include the creation and sale of an assortment of ready-made clothes. This collection must comply with current fashion trends within material used, model design and quality of work. The percentage proportion of these products concerning the production and sale will be approximately 40%, out of which 20% is covered by underwear and sportswear, and 20% by swimsuits. Special attention is paid to the development of new types of knit fabrics such as satin fabric made of 100% polyamide, soft terry fabrics made of polyamide/cotton, stretch ribbed fabrics made of cotton/elastan and swimsuit material made of polyamide/elastan and polyester/elastan mixtures. Sewing of clothes will address mainly the important customers having a good reputation, trademark and market power. The labour of Technopol Trikota for these customers will contribute to production quality improvement and maintaining a good reputation of a production company in the market.

The currently produced range of products partly determines the potential customers and co-operation partners. The production will be basically supported by the domestic market, which is at the moment in the process of consolidation. The foreign markets are still of great importance, especially European markets, where a rapid delivery cycle is most effective. The factory will be open to all forms of co-operation with domestic and foreign partners provided that it will be mutually profitable and it will contribute to the development of the factory. Apart from current forms of co-operation there is a possibility of capital input provided by a strategic partner into the company.

The basic goals for the future are to reach high quality as well as to increase work effectiveness, to respond rapidly to the customer's requirements, to provide top service and of course reasonable competitive prices.

One of the methods of being successful in current domestic and international markets is to improve the existing technological and information background of the company.

In the field of production machinery the process of renewing and modernisation will continue in order to follow the marketing intents in accordance with the current trends.

In the field of logistics and informatics the company's information system will be gradually developed stressing the importance of data integrity and quality, as well as a quality control system according the ISO 9000 standard and a system of customer feedback.

In 2005 larger changes are not expected in the orientation of these territories. Efforts will be towards gaining larger orders from these listed countries and if possible penetration into new markets.

Conclusion

The Technopol Trikota company produces and delivers very superior and in comparison with other producers also relatively budget-priced products. Besides production the company also proposes to offer services like spinning, coloring, stitching from its own or from delivered, materials. All these factors make this company's policy a recipe for success.

My opinion is, that Technopol Trikota could also consider entering eastern markets. At least it could speak to their customer's companies in neighbouring countries such as Poland and Hungary. There is no doubt that some customers, would welcome such collaboration.

Another solution for Technopol Trikota could be to establish its own mill abroad, and that would lessen the need for such collaboration with foreign companies in this respect. By this step it would simplify the whole process of supply. Potentially reduce costs in terms of labour and transport and in doing so provide the option of decreasing its selling costs. Thus making it ever more competitive. By taking this route the company could improve its business by offering its products to both domestic wholesale customers as well as retail traders. As well as the above mentioned advantages in setting up/expanding their business in Poland or Hungary there is the positive aspect of providing new employment opportunities in those countries which will not only demonstrate Technopol Trikota's goodwill but also might benefit them in terms of possible tax advantages as a result of their investment.

I hope, that my work will help Technopol Trikota to improve communication and sales promotion skills.

Resumé

The first part of my work deals with the theory. I am dealing with the advertisement mostly, what an advertisement is and which are the basic steps in the process of advertisement. I also pay attention to publicity and advertisement, sales promotion, which is the intention and instruments of the stimulation of selling. In my work I am focusing on personal selling, the model of communication process of personal selling, I am focusing on public relations, that means building up a good relations to public. I especially deal with public relations and their functions, which are the main instruments of public relations. A part of my work is dealing with the sponsoring, the characteristic of sponsoring, what is meant by the term of sponsoring, and I am focusing on fields of sponsoring. The last part of my work is focusing on expositions and fairs.

The second chapter of my work focuses on the Technopol company and my intention is to apply the theoretical part of my work just to this Technopol company.

At the beginning of my work a reader gets certain informations about Technopol Trikota company, its establishment and its activity. My work is focused on the Technopol Trikota company, I am dealing with its history, organizational structure, type of business, production schedule.

I focus on Technopol Trikota company's communication, mostly on creation of communication mix, looking for suitable foreign partner, swot analysis of the company. I also focus on sales of products and services, I focus on the cooperation with foreign partners, I also do not forget on the analysis of the competition. Instruments of selling advertisement of Technopol Trikota company make another subhead of my work. The company tries to establish a good relation to the public and therefore a part of my work is focused on public relations. Sections of sponsoring and a case study of sponsoring for Technopol Trikota company, this is another part of my work. At the end I focus on trade fairs and expositions and what are the plans of trade policy.

The intention of my work is to find out how communication and sales promotion in Technopol company works, to realize to good aspects and by contraries to find out what should be improved, that the company could grow up.

List of references to literature

1. BALÁŽ, P. *Medzinárodné podnikanie*. 2. vydanie. Bratislava: Sprint, 1997. 621 s. ISBN 80-88848-08-3.
2. CAYWOOD, C. *Public relations- řízená komunikace podniku s veřejností*. 1. vydanie. Brno: Computer Press, 2003. 600 s. ISBN 80-7226-886-4.
3. ČIHOVSKÁ, V. *Firemný imidž*. Bratislava: Eurounion, 2001. 135 s. ISBN 80-88984-24-6.
4. KITA, J. *Marketing*. 2. vydanie. Bratislava: Ekonómia, 2002. 411 s. ISBN 80-89047-23-8.
5. KOTLER, P. *Marketing*. 1. vydanie. Příbram: Grada Publishing, 2004. 856 s. ISBN 80-247-0513-3.
6. KUPKOVIČ, M. *Podnikové hospodárstvo*. 2. vydanie. Bratislava: Sprint, 1996. 343 s. ISBN 80-88848-08-3.
7. MICHNIK, Ľ. *Zahraničný obchod*. 1. vydanie. Bratislava: Sprint, 1998. 656 s. ISBN 80-8884-31-8.
8. SEDLÁK, M. *Manažment*. 1. vydanie. Bratislava: Elita, 1998. 456 s. ISBN 80-8044-015-8.
9. SOLAŘ, J. *Rozbor výkonnosti firmy*. 1. vydanie. Brno: PC-DIR Real, 2000. 110 s. ISDN 80-214-1722-6.
10. URBAN, E. *Medzinárodný marketing*. 2. vydanie. Bratislava: Ekonóm, 2001. 320 s. ISBN 80-225-1469-1.
11. VYSEKALOVÁ, J. *Psychologie reklamy*. 2. rozšírené vydanie. Praha: Grada Publishing, 2004. 264 s. ISBN 80-247-04021.
12. <http://businessmajors.about.com/cs/casestudzhelp/a/SWOT.htm>
13. <http://www.atok.cz/katoen/company.asp?IDPodniku=1149>
14. <http://www.itc.vcsu.edu/notebookinitiative/swot.html>
15. <http://www.jitex.cz/a1.php>
16. <http://www.jitex.cz/a4.php>
17. <http://www.quickmba.com/strategy/swot/>
18. http://www.quintcareers.com/SWOT_Analisis.html
19. http://www.technopol.sk/holding_sk.html
20. http://www.technopol.sk/international_sk.html

21. http://www.technopol.sk/trikota_sk.html
22. <http://www.trikota.sk/>
23. http://www.1000ventures.com/busine.../swot_analysis_bybrc.htm
24. Internal matters and practices of Technopol

Supplement

Enclosure list:

- No.1 Advertising material of Technopol Trikota
- No.2 Advertising material of Technopol Trikota
- No.3 Advertising material – Radiopol
- No.4 Sponsoring – hotel Devin
- No.5 Sponsoring – Technopol, element radio drama SND
- No.6 Trade fair Leipzig – list of products
- No.7 Order sheet
- No.8 Price list

No.1 Advertising material of Technopol Trikota

The advertisement is set against a light blue background with a white grid. At the top center is the Technopol logo, a red 3D cube, followed by the text "TECHNOPOL TRIKOTA" in a red, sans-serif font. The central area contains several fashion photographs: a woman in a white lace bodysuit, two women in white dresses, a man in a blue tracksuit, a woman in a white long-sleeved dress, two women in white dresses, a woman in a white bodysuit with a mirror, a woman in a black and pink bodysuit, a woman in a light blue bodysuit, and two women in black and orange bodysuits. At the bottom center is the Technopol logo again, followed by the text "TECHNOPOL INTERNATIONAL®" in a red, sans-serif font.

No.2 Advertising material of Technopol Trikota

Výrobný program	
1. Výroba úpletov:	<ul style="list-style-type: none">• polyamidové a polyesterové úplety buď 100% alebo v zmesiach s bavlnou alebo vískózou• elastické úplety z kombinácie PAD alebo bavlny s elastickým vláknom elasthanom• technické pleteniny (PES)
2. Konfekcia:	<ul style="list-style-type: none">• dámske spodné oblečenie• plavky• tepláky, legíny, športové dresy
50 ROKOV TRADÍCIE V OBLASTI VÝROBY ÚPLETOV	
Production program	
1. Production of knitted fabrics:	<ul style="list-style-type: none">• 100% polyamid and polyester knitted fabrics or in combination with cotton or viscose• PAD or cotton knits in combination with elastan fibre• technical knitted fabrics (PES)
2. Confection:	<ul style="list-style-type: none">• ladies underwear• swimming costumes• leisure wear, leggings, sports dress
50 YEARS TRADITION IN THE PRODUCTION OF KNITWEAR	
Produktionsprogramm	
1. Gewirkproduktion:	<ul style="list-style-type: none">• 100% Polyamid und Polyester Gewirke oder Gemische mit Baumwolle oder mit Viskose• Gewirke aus PAD oder Baumwolle mit Elastanfasergemische• technische Gewirke (PES)
2. Konfektion:	<ul style="list-style-type: none">• Damenunterwäsche• Badeanzüge• Trainingsanzüge, Leggings, Sportdresse
50 JÄHRIGE TRADITION IM BEREICH DER GEWIRKPRODUKTION	
Export:	
Technopol International, a.s. Kutlíková 17, 852 50 Bratislava Slovak Republic Tel. 00 421 7 682 86 144 Fax. 00 421 7 682 86 212 E-mail: kopal@technopol.sk	
Slovenský trh:	
Technopol Trikota, a.s Kutlíková 17, 852 50 Bratislava závod Vrbové P.O. BOX 40 922 03 Vrbové Tel. 0838 77 91 377 Fax. 0838 77 91 303	

RADIOPOL
VEREJNÁ RÁDIOVÁ SŤ
MOŽNOSŤ OKAMŽITÉHO POUŽITIA

MOTOROLA, trunkingové rádiostanice:

- jednoduchá obsluha, ergonomický tvar
- najnovšia technológia
- odolnosť a spoľahlivosť
- bezporuchová prevádzka a dlhá životnosť

Ručné rádiostanice:

LTS 2000, cenovo výhodná ručná rádiostanica s plným využitím trunkingových funkcií.


MTS 2000, profesionálna ručná rádiostanica s FLASHport architektúrou. Modely I, II a III.

MTS 2000 CENELEC, profesionálna ručná rádiostanica do výbušného prostredia. Modely I a III.

Vozidlové rádiostanice:

LCS 2000, cenovo výhodná vozidlová rádiostanica s plným využitím trunkingových funkcií.

MCS 2000, profesionálna vozidlová rádiostanica s FLASHport architektúrou. Modely I, II a III.

 **MOTOROLA**

Najkvalitnejšie spojenie

PROGRAM:

14.⁰⁰ h Dóm sv. Martina

OBRAD KORUNOVÁCIE KRÁLA MAXIMILIÁNA

Jedinečné divadelné predstavenie

Vstup len na vstupenky.

Predpredaj v Zichyho paláci, Ventúrska 9, Bratislava-Staré Mesto
od 25. 8. 2003. Cena 300,- Sk na sedenie 200,- Sk na státie

15.⁰⁰ h

KRÁLOVSKÝ SPRIEVOD PO KORUNOVAČNEJ CESTE

Trasa: Kapitulská, Prepoštská, Ventúrska, Michalská a Biela ulica,
Františkánske a Hlavné námestie.

15.⁴⁰ h Hlavné námestie

PASOVANIE RYTIEROV ZLATEJ OSTROHY KORUNOVAČNÁ PRÍSAHA A KORUNOVAČNÝ KOPČEK

16.²⁰ h – 22.⁰⁰ h Hviezdoslavovo a Hlavné námestie

LUDOVÁ VESELICA – „EUROPE'S HOLIDAY“

Slávnostné otvorenie: Velvyslanec EÚ na Slovensku Eric van der Linden
a starosta Mestskej časti Bratislava-Staré Mesto Peter Čiernik

Doboví remeselníci, hry, hlavolamy, kaukliari

Súťaž o najlepšiu prešporskú štrúdlu

Renesančné tance, rytierske súboje a kušová strelnica

Pečenie putovného voľa

Fotografovanie sa deti s kráľom

Premietanie záznamu z korunovácie v Dóme sv. Martina

Ohňostroj

Víno kráľov z Modry, Pezinka a Tokaja, chýrečná medovina, pivo,
a iné dobové občerstvenie

Predaj Korunovačných medailí, plagátov uhorských kráľov a ďalších atraktívnych spomienkových predmetov.

KORUNOVAČNÁ BRATISLAVA OŽIJE !

Projekt spolufinancuje Európska únia. Organizátori ďakujú firme EuroProject Services za pomoc pri písaní projektu.




Mediálny partner:



Hlavní sponzori:



 SLOVENSKÉ NÁRODNÉ DIVADLO
ČINOHRA
Divadlo P. O. Hviezdoslava

PARTNER ČINOHRY SND
Spoločnosť skupiny
TECHNOPOL



J. B. P. Molière

DON JUAN

V 17. storočí dalo Francúzsko svetovej kultúre mnoho nesmrteľných osobností - jednou z najväčších je nepochybne divadelný riaditeľ, autor, herec a režisér Molière. A jednou z jeho najznámejších a najvýznamnejších hier je *Don Juan* - nevedno či väčší zvodca, rebel, amorálny chlap, kritik spoločnosti, obeť žien, anarchista alebo človek s pevnou vlastnou morálkou. Každopádne hrdina, ktorý vzrušuje divadelníkov i publikum už štvrté storočie a doteraz sa predstavil v mnohorakých podobách a interpretáciách, bol odmietaný i zbožňovaný, bol hrdinom tragickým i komickým, prežil stovky prepisov a spracovaní, ale tá Molièrova verzia zostala dodnes najznámejšou. Na scéne Divadla P. O. Hviezdoslava ju predstavi v spolupráci so slovenskými hercami autorov krajan, známy francúzsky režisér Patrice Kerbrat.

Preklad - Štefan Povchanič


Réžia - Patrice Kerbrat (Francúzsko)

Dramaturgia - Peter Pavlac

Scéna a kostýmy - Edouard Laug (Francúzsko)

Účinkujú:

Marko Igonda, Tomáš Maštáľ, Zuzana Fialová a. h.
Vladimír Obsil, Richard Stanke, Marián Miezga a. h.
Dušan Jamrich, Gabriela Dzuriková, Robert Roth
Milan Bahul, Juraj Slezáček a ďalší.

 SLOVENSKÉ NÁRODNÉ DIVADLO
ČINOHRA
MALÁ SCÉNA

PARTNER ČINOHRY SND
Spoločnosť skupiny
TECHNOPOL HOLDING

William Shakespeare

ANTONIUS A KLEOPATRA

Hru o veľkej láske dvoch zreých ľudí Antonia a Kleopatry napísal William Shakespeare po svojich vrcholných tragédiách Hamletovi, Othellovi, Macbethovi a Kráľovi Learovi. Bol už vtedy skúseným dramatikom a mužom po štyridsiatke. Vedel toho dosť o dejinách, politike a boji o moc, ale poznal aj očarenie citom, ošial lásky, priepasti vášne. Shakespeare teda v tejto tragédii, ktorá má výrazné črty románcu, zobrazil oba svety: svet politiky a moci, aj svet lásky a vášne. A zobrazil aj dve antagonistické civilizácie: mužskú civilizáciu Ríma a ženskú civilizáciu Egypta. Rím a Egypt predstavujú u Shakespeara opačné hodnoty: na jednej strane civilizáciu mužských ambícií, ktorých cieľom je svet ovládnuť, vlastniť a vykoristiť, a na druhej strane ženské ambície, ktoré túžia so svetom splynúť, poddať sa mu, žiť v ňom. Rímsky imperátor Antonius sa postupne vzdáva mužských hodnôt rímskej civilizácie a stáva sa súčasťou sveta egyptskej kráľovnej Kleopatry. To je, pravdaže, pre Rím neprijateľné. A ako Antonius s Kleopatrou spočiatku splynuli v láske a vášni, splynú napokon aj v smrti. Láska so smrťou sa v Antoniovi a Kleopatre prelína, splynú a rozplynú sa v tejto - podľa českého prekladateľa a znalca Shakespeareovho diela Martina Hilského - "najerotičkejšej hre, akú kedy Shakespeare napísal".



Preklad - LUBOMÍR FELDEK

Réžia - ENIKŐ ESZENI

Dramaturgia - MARTIN PORUBJAK

Scéna - ZSÓLI KHELL

Kostýmy - KATERINA ŠTEFKOVÁ

Hudobná spolupráca - LÁSZLÓ SÁRI, GÁBOR HAJDÚ

Účinkujú:

JÁN KRONER, ROBERT ROTH, BRAŇO BYSTRANSKY
DIANA MÓROVÁ, MARKO IGONDA
VLADIMÍR KOBIELSKY a. h. / MILAN MIKULČÍK a. h.
RICHARD STANKE / MARIÁN GEISBERG
TOMÁŠ MAŠTÁLĽ, GABRIELA DZURIKOVÁ
IVANA KUXOVÁ, posl. VŠMU a ďalší



TECHNOPOL TRIKOTA, akciová spoločnosť

závod VRBOVÉ

P.O.Box 40, 922 03 Vrbové

IČO: 357 62 187

DIČ: 357 62 187 / 604

Bankové spojenie: Tatrabanka č.ú. 262 1252 533 / 1100

Veľtrh LIPSKO

Zoznam výrobkov

I.

Mat. 7963 + 6020, farba 7900

VIVA – podprsenka pre ženy
VISTA – nohavičky pre ženy
BIANKA – košielka + nohavičky
BRENDA – kombiné

II.

Mat. 7963, farba 7003

BETY – košielka + nohavičky
BIBIA - košielka + nohavičky
BONIKA - košielka + nohavičky
VIKA – nohavičky ženy

III.

Mat. 7965, farba 7900

VADA – podprsenka
VADIS - nohavičky pre ženy
VIN - nohavičky pre ženy
VIOLA - kombiné
SAXA - košielka pre ženy
SIVEL - nohavičky pre ženy

IV.

Mat. 7117 + 6020, farba

DUVIA – nočná košeľa
KALEA – nočná košeľa
KIKA - nočná košeľa
KITIS - župan
KORIA - nočná košeľa
KOROS - župan



TECHNOPOL INTERNATIONAL®

akciová spoločnosť

Kutlíková 17
852 50 Bratislava

Technopol Trikota, a.s.
Kutlíková 17
852 50 Bratislava

Bratislava, 21.2.2000

Objednávka č.9/L/Kurz
ku kúpnej zmluve č.TT – 1/2000

Objednávame týmto u Vás:

Výrobok	Veľkosť	Farba	Počet	Jedn. cena (zahr. cena-8%)	Cena (DM)
Belida	36	biela	3	8,15	24,45
Belida	38	biela	3	8,15	24,45
Belida	40	biela	3	8,15	24,45
Belida	44	biela	3	8,15	24,45
Zika	38	ako vzor	2	8,1	16,2
Zika	40	ako vzor	2	8,1	16,2
Zika	42	ako vzor	2	8,1	16,2
Zika	44	ako vzor	2	8,1	16,2
Zika	46	ako vzor	2	8,1	16,2
Zika	48	ako vzor	2	8,9	17,8
Zika	50	ako vzor	2	8,9	17,8
Ax	S	ako vzor	1	5,56	5,56
Ax	M	ako vzor	1	6,11	6,11
Ax	L	ako vzor	1	6,39	6,39
Ax	XL	ako vzor	1	6,67	6,67
Ax	XXL	ako vzor	1	6,67	6,67
Remon	S	ako vzor	2	12,7	25,4
Remon	M	ako vzor	2	13,98	27,96
Remon	L	ako vzor	2	14,63	29,26
Remon	XL	ako vzor	2	15,27	30,54
Remon	XXL	ako vzor	2	15,27	30,54
Urmi	S	ako vzor	4	9,75	39,00
Urmi	M	ako vzor	4	10,76	43,04

No.8 Price list

PRICE LIST

Num.	Composition	Weight	Width	Price
Knitt fabrics for Lingerie and Lining		g/sq.m	cm	DM/m
7 104	100%PA	80	152	1,99
7 112	100%PA	58	144	2,16
7 115	100%PA	125	152	2,71
7 117	100%PA	56	144	1,82
7 1174	100%PA	57	130	2,43
7 119	100%PA	67	154	1,77
7 121	100%PA	81	152	1,88
7 135	100%PA	185	134	3,93
7 136	100%PA	33	142	1,22
7 143	100%PA	69	184	1,94
7 176	100%PA	93	152	2,21
7 184	64% PA/36% Cotton	108	134	3,82
7 373	44%PA/56%Viscose	85	164	2,71
7 733	74,5% Cotton/25,5% PES	104	154	3,48
7 818	100%PA	76	152	1,88
Laces		Density	Width	Price
		rows/cm	cm	DM/m
6 020	87,5% PA/12,5% Elastan	43,0	13,5	1,16
6 022	88% PA/12% Elastan	42,0	13,3	1,33
6 101	100%PA	26,5	9,7	0,63
6 106	85%PA/15%PES	28,5	10,1	0,53
6 110	100%PA	29,0	144,0	4,81
6 444	100%PA	25,0	1,4	0,05
6 508	100%PA	31,0	10,6	0,49
6 516	100%PA	28,5	8,6	0,41
6 517	100%PA	24,0	174,0	5,09
6 557	93%PA/7%PES	29,0	8,8	0,34
6 598	100%PA	19,5	174,0	1,82
6 704	PES, Latex		2,1	0,12
6 707	PES, Latex		1,4	0,09
6 744	PES, Latex		1,0	0,12
6 754, 55	PES, Latex		0,4	0,03
6 756	PES, Latex		0,5	0,05
6 762	100%PES		0,3	0,03
6 759	PES, Latex		3,5	0,27
6 770	PES, Latex		1,2	0,07
6 774	PES, Latex		3,0	0,13
6 830	100%PA	29,0	6,4	0,34
6 834	100%PA	28,0	4,7	0,19
6 835	100%PA	32,0	7,4	0,39
6 843	100%PA	29,5	11,0	0,54
6 845	100%PA	28,5	6,5	0,33
6 847	100%PA	27,5	8,4	0,41
6 852	83,6% PA/16,4% PES	30,0	11,0	0,46
6 855	100%PA	29,0	174,0	4,48