

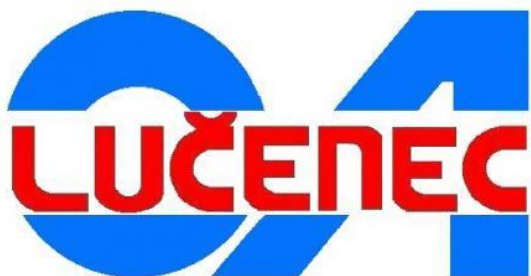
BUSINESS THROUGHOUT EUROPE



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Střední
odborná
škola



AD Corp, Ltd



Corp

Company Summary

- **Head office:** Lúčna 4, 984 01 Lučenec, Slovakia
- **E-mail:** adcorpsro@gmail.com
- **The legal form of company:** Limited Liability Company
- **Insurance:** the property of the company will be insured
- **Accountancy:** double-entry bookkeeping

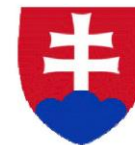


Certificate of Trades Licensing

Štátny inštitút odborného vzdelávania
SLOVENSKÉ CENTRUM CVIČNÝCH FIRIEM
837 63 Bratislava, Bellova 54/a, tel / fax.: 02 / 54776774, e-mail: sccf@sccf.sk

č.j. 1/2633/2018

Bratislava 8. 6. 2018



OSVEDČENIE

o živnostenskom oprávnení

Obchodné meno: **AD corp**
Právna forma: **Spoločnosť s ručením obmedzeným**
Sídlo: **Obchodná akadémia; Lúčna 4; Lučenec**

Pridelené IČO: **50026331**

na vykonávanie živnosti

1. Reklamné a marketingové služby

Deň začatia živnosti: 7. 6. 2018

Osvedčenie o živnostenskom podnikaní je vydané podľa § 47 ods. 4 v spojení s § 10 ods. 4 a § 66b ods. 1 zákona č.455/1991 Zb. o živnostenskom podnikaní (živnostenský zákon) v znení neskorších predpisov.



Mgr. Marta Marušincová
Odbor živnostenského podnikania SCCF

Extract from Business Register

Zoznam výpisov č.: MC – 1/2633/2018

V Ý P I S

z obchodného registra Okresného súdu Bratislava SCCF

Oddiel: s.r.o.

Vložka číslo: 1/2633/2018

Obchodné meno: AD corp, s.r.o.

Sídlo: Obchodná akadémia, Lúčna 4, 984 16 Lučenec

IČO: 50026331

Deň vzniku: 7. 6. 2018

Predmet činnosti:

1. Reklamné a marketingové služby

Základné imanie: 75 000,-€

Spoločníci:

1. Félix Czakó, Rúbanisko II/45, 984 03 Lučenec
2. Erika Kajbová, Rúbanisko III/2, 098 40 Lučenec

Výška vkladu každého spoločníka:

Félix Czakó 75000,-€

Erika Kajbová 0,-€

Vklad jednotlivého spoločníka bol splatený.

Štatutárny orgán - konateľ:

Félix Czakó, Rúbanisko II/45, 984 03 Lučenec,

nar. 21. 5. 2000

Lubica Skořepová, Pivovarská 49, 985 59 Vidiná,

nar. 4. 8. 2001

Konanie menom spoločnosti:

V mene spoločnosti koná konateľ samostatne, pri právnych úkonoch vykonávaných v písomnej forme pripojí k obchodnému menu spoločnosti svoj podpis.

Ďalšie právne skutočnosti:

Spoločnosť bola založená spoločenskou zmluvou a vznikla dňom zápisu do obchodného registra v súlade s ust. §56 a nasl. a § 105 až 153 Obchodného zákonníka č. 513 /91 Zb.

Správnosť tohto výpisu sa potvrdzuje.

V Bratislave dňa 8. 6. 2018

Copartners

- Félix Czakó - **executive**
- Ľubica Skořepová - **executive**
- Matej Ebergényi
- Erika Kajbová
- Marek Albert
- Alexandra Vargová



The type of the business

Promotional marketing services

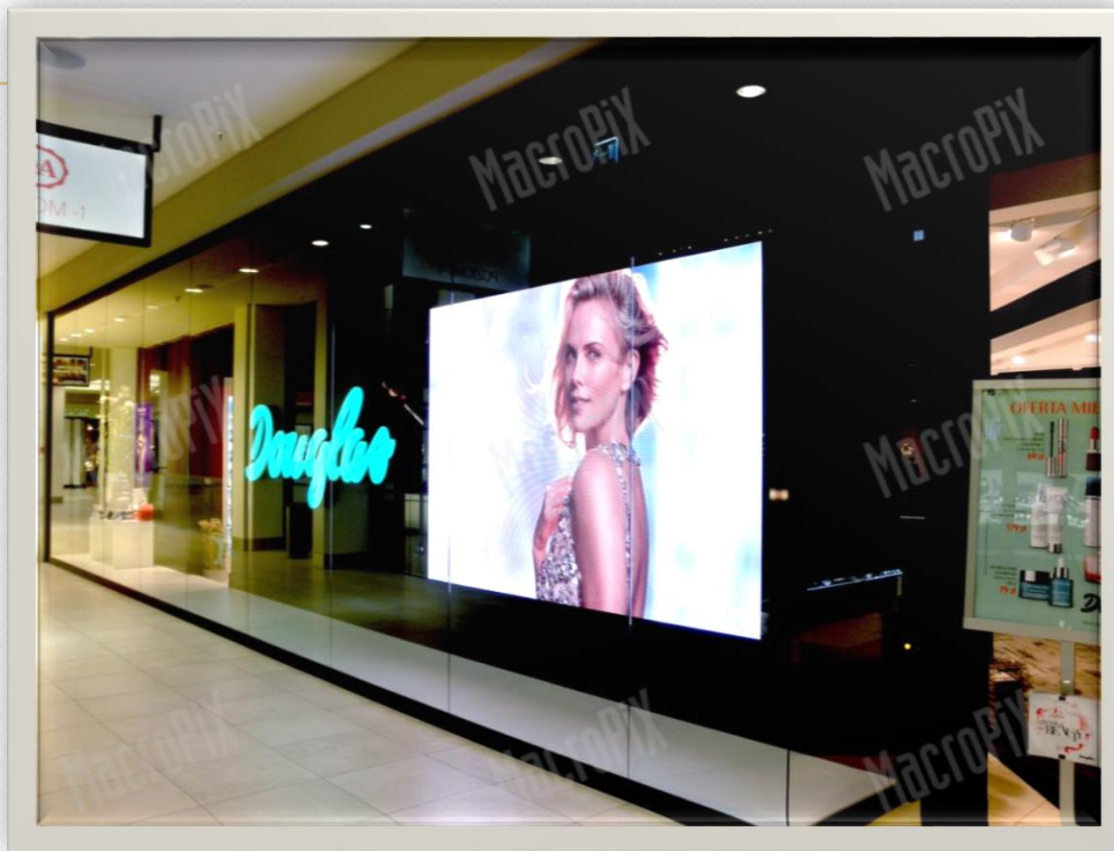


The object of our business

- Providing of modern and hi-quality advertisements
- Design, creation and adjustment of advertisements
- Printing on clothes, print design
- Graphic proposal and production of banners, roll-ups, tableaus, advertisement boards
- Graphic processing of logo



LED screens



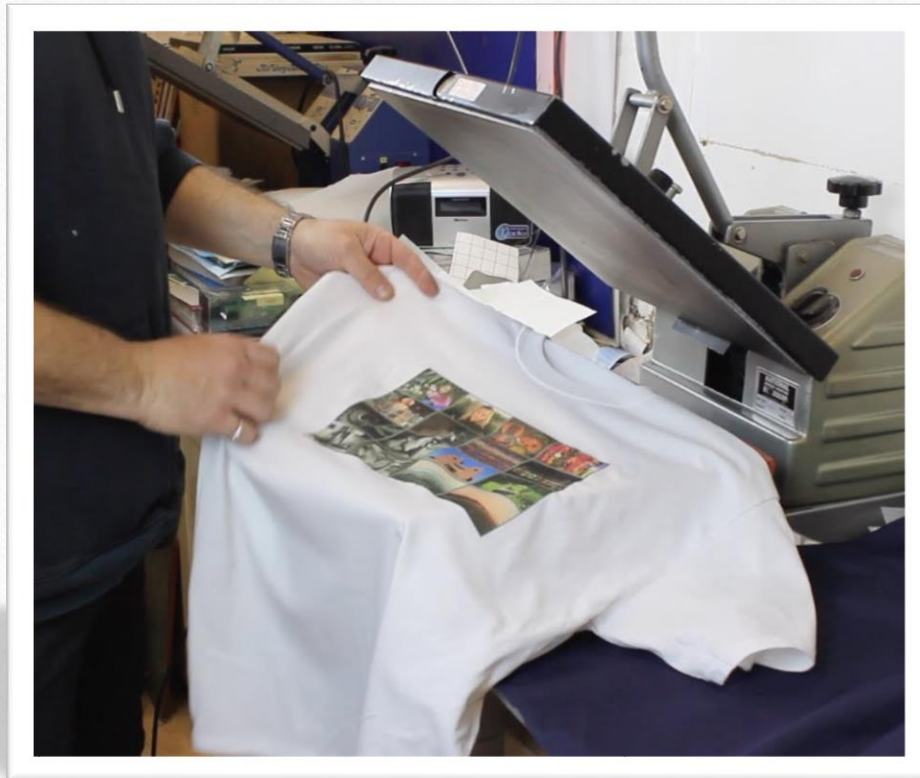
Portable billboards



Production of promotional items



Printing on clothes and textiles



Creation of tableaux, banners, advertisement boards, roll-ups

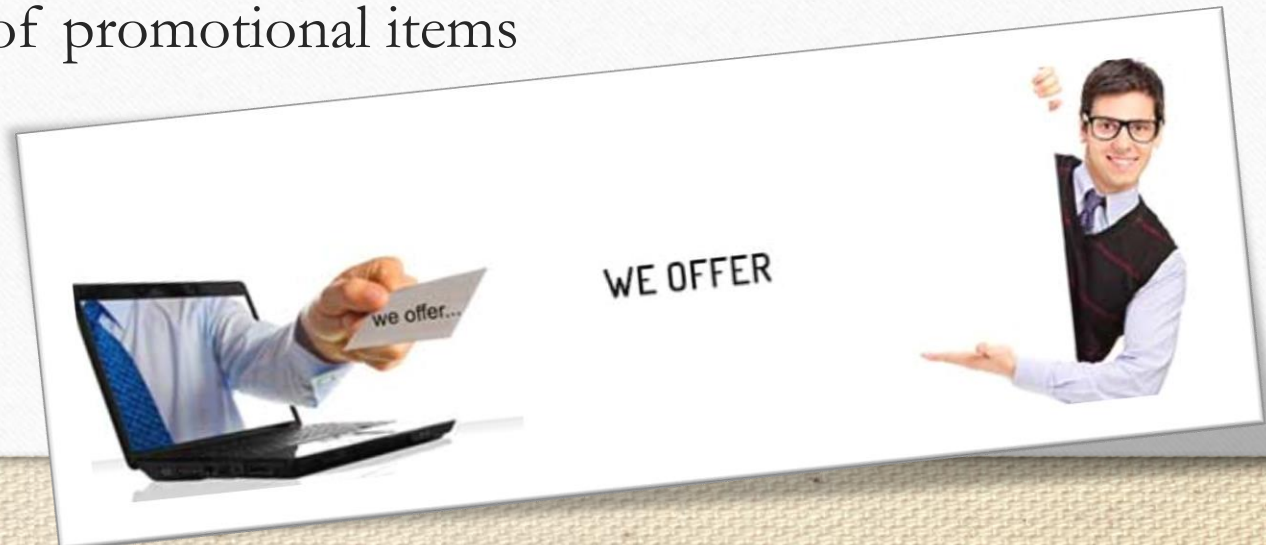


Creating of logo



Provided services

- Graphic design of advertisement for LED screen
- Rental of billboard surfaces
- Design of billboards, their printing and installation
- Graphic design for printing of promotional items
- Graphic design of logo



Our strenghts

- complexity
- specific approach to our customer
- usage of the most modern technologies
- good technical equipment
- creativity
- use of existing contacts
- enthusiasm
- good service availability also by e-shop



Our weaknesses

- new firm on the market
- lack of experience with doing business



Our opportunities

- high demand of advertising
- opportunity of growth and progress
- increasing of an interest in the modern form of advertising



Our threats

- competition
- bad situation on the market
- low purchasing power of population in our region
- high taxes and contributions



Marketing strategies

Fast strategy of penetration

The reason of choosing the strategy:

- the market is big
- the market is unaware of the product existence
- most buyers are sensitive on the price of the product
- there is a strong potential competition



Our marketing goals

- contractually commit 20 companies
- actively search for companies
- big advantage of LED screen and billboard advertising
- great technical equipment



Place, price, product, promotion

- **Place:** entrepreneurs or firms within the regional market wanting to promote their products or services
- **Price:** taking into account the amount of our costs and competition prices – we will offer better prices than competitors
- **Product:** the broad specter of promotional marketing services
- **Promotion:** personally, phone, e-shop, social networks, leaflets



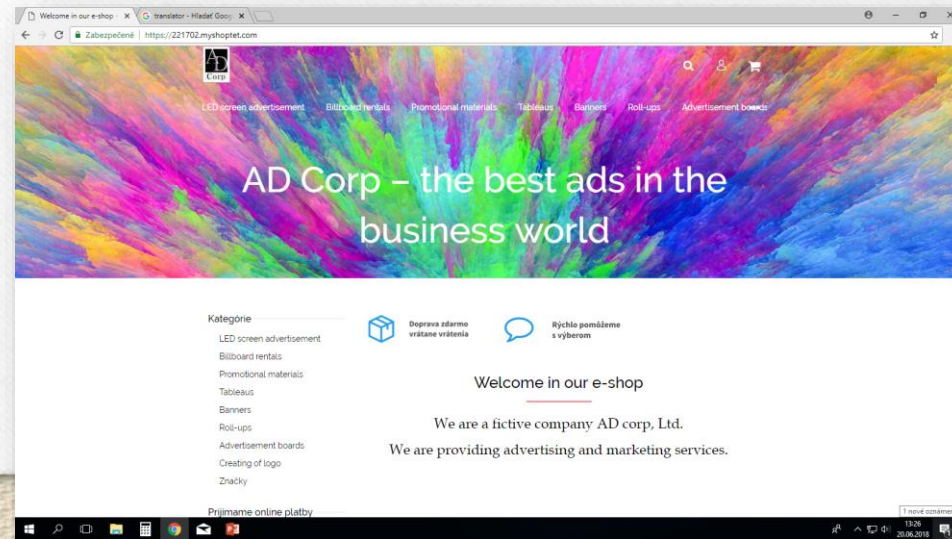
Business card of the company



E-shop of the company

- We will provide you with our advertising and marketing services in our e-shop:

221702.myshoptet.com



Slogan of the company

AD Corp – the best ads in the business world



Departments of the company

General Manager:
Félix Czakó

Assistant of GM:
Ľubica Skořepová

**HR and
Accounting:**
Erika Kajbová

**Sales and
Marketing:**
Marek Albert

Purchasing:
Alexandra Vargová

IT:
Matej Ebergényi

Ways of our advertising and marketing

- Direct marketing and selling
- Internet marketing
- Word of mouth advertising
- Media advertising



Direct marketing and selling

- Doing direct marketing and selling of our products and services in our shop
- Building face-to-face relationships with our customers
- Complimentary promotional products for customers:
 - ❖ Different colours of pens
 - ❖ Mugs, beer glasses
 - ❖ T-shirts
 - ❖ Mobile phone cases
 - ❖ Key chains
 - ❖ Diaries



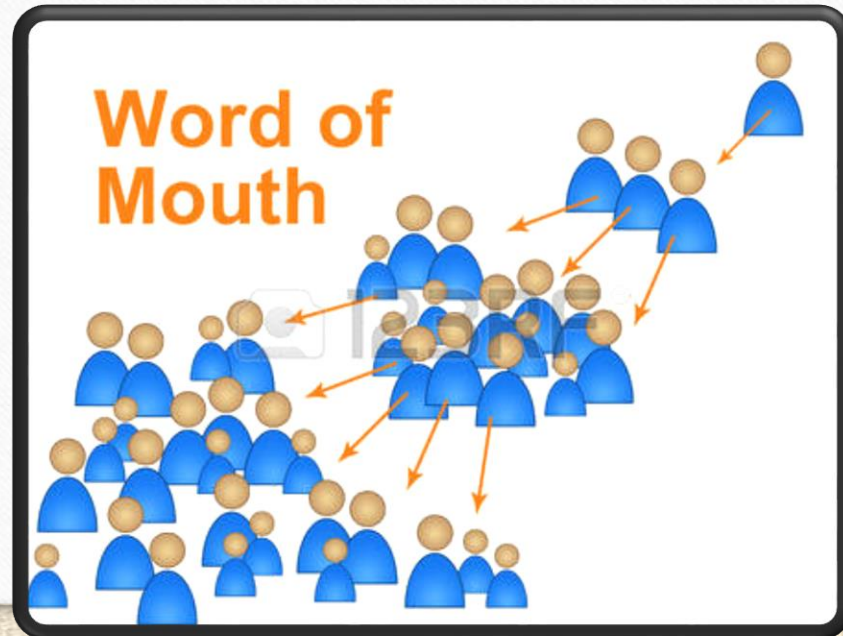
Internet marketing

- Strategy B2C – business to customer
- Strategy B2B – business to business
- E-mail
- E-shop



Word of mouth advertising

- Satisfied customers = positive experiences
- Customers' recommendation to their friends, colleagues, family
- Very powerful tool



Media advertising

- Local TV
- Local radio
- Local newspapers
- Leaflets
- Billboards



Price proposal

The impact on pricing:

- The costs
- Planned amount of profit
- Competition
- Product quality
- Purchasing power of companies
- Goodwill

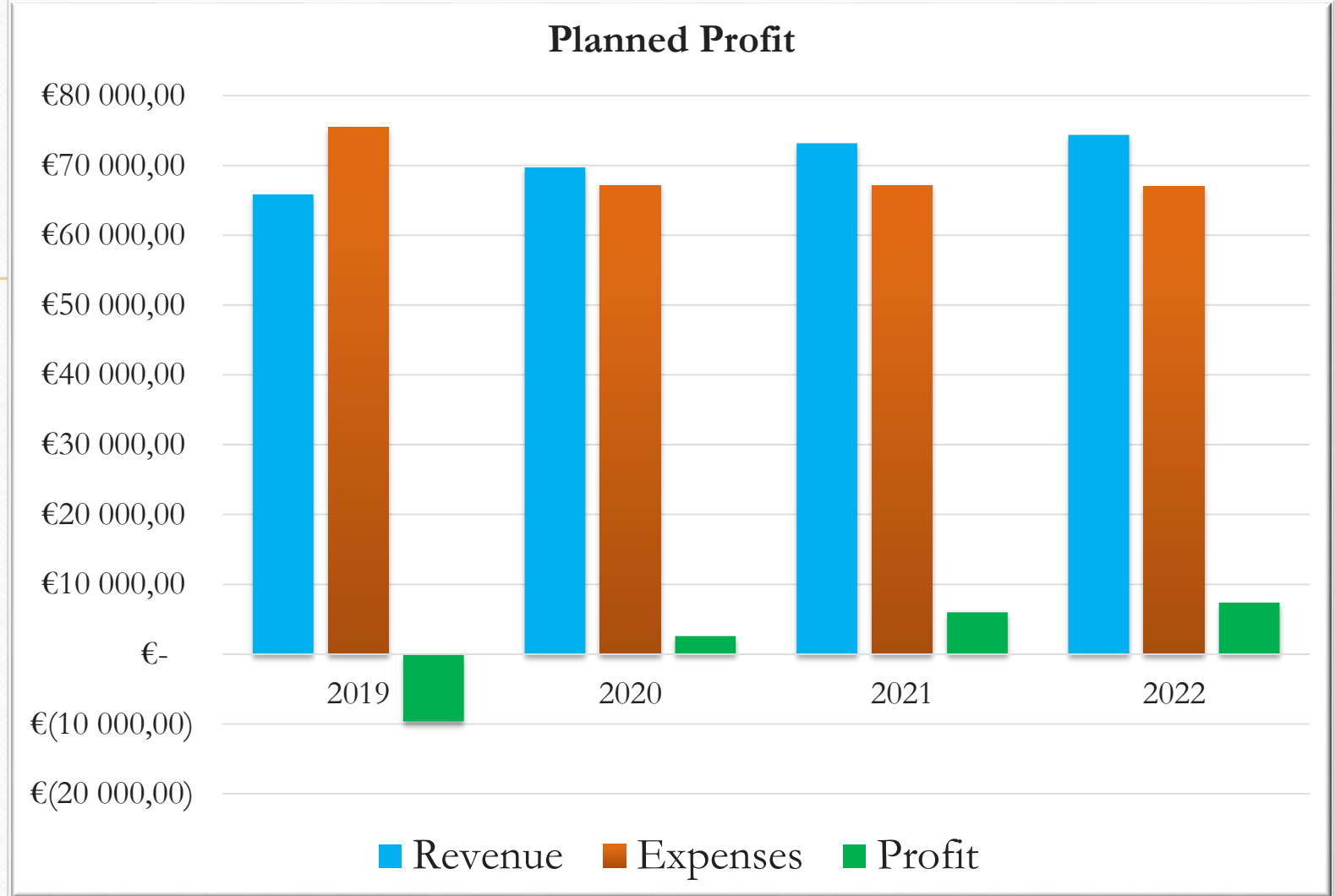


Costs and Revenue Budget



Year	Revenue	Costs	Profit	
2019	65 855,00 €	75 461,00 €	- 9 606,00 €	LOSS
2020	69 745,00 €	67 173,00 €	2 572,00 €	GAIN
2021	73 190,00 €	67 189,00 €	6 001,00 €	GAIN
2022	74 390,00 €	66 997,00 €	7 393,00 €	GAIN

Planned profit



Thank you for your attention!

