



EU-MARKET ENTRY

MARKET ENTRY HOW TO: CZECH REPUBLIC / HUNGARY / NETHERLANDS

AGENDA



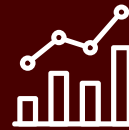
■ **Go to Market**

- Finding your competitive edge
- Product Pricing
- Product Launch Plan



■ **Case studies**

- eCommerce from scratch with a new brand in a new country
- Marketing on a budget
- Cost effective strategies in online advertising



■ **Funding options**

- What to look for
- What to avoid
- Companies you can contact, partnership options to evaluate



■ **Practical questions time**



DRAFT A PLAN (GO TO MARKET ROADMAP)

First

Study the market and competition, know your product and thoroughly study your target audience



Second

Create an MVP/Landing page, a first campaign and TEST TEST TEST, create an initial customer base



Third

Watch your budget, use a lot of low budget-high impact marketing strategies.



PRODUCT STRATEGY

- Customer Profile
- Value Proposition
- Product Roadmap
- Strategic Features





GO TO MARKET

- Product Pricing
- Marketing Plan
- Product Launch Plan



TARGET AUDIENCES HIGHLIGHTS

CZ

Consumer behavior is highly dependent on pricing, payment options offered, delivery times and additional services offered. Local language knowledge needed, a lot of people (up to 40%) prefer **cash on delivery for the first orders and do not pay upfront.**

Heureka.cz, favi.cz, bianco.cz, zbozi.cz

HU

Consumer behavior is highly dependent on pricing, payment options offered, delivery times and additional services offered.

Arukereso.hu, olcsobbat.hu, argep.hu, favi.hu

NL

3x bigger market than CZ

Flexible but loyal customer

No pressure to have the lowest pricing

Big emphasis on customer service and delivery times

Paying upfront

Curiosity, first adopters



HUNGARY CASE

9,8 mil.

■ **Population**

15 799 EUR

■ **GDP per c.**

4,1 %

■ **Unemployment**

3,1 %

■ **Inflation**

cca 10 000

■ **Amount od eshops**

23 712 HUF (67 EUR) ■ **Average order amount**

1,87 %

■ **Conversion rate**



KEY SUCCESS POINTS

- Knowing your customer
- Knowing your competition
- Knowing your product
- Making sure that you can offer great customer service – fast, localized, available.
- Making sure that you can offer a great logistics experience (automated processes, payment handling, delivery times)



DELIVERY AND DISTRIBUTION

Hungary case

- Logistics centers
 - [Webshippy](#)
 - [iLogistic](#)
 - [Complexpress](#)
- Payment services
 1. [GoPay](#)
 2. [Borgun](#)
 3. [Barion](#)
 4. [Big Fish Payment Gateway](#)
 5. [Escalion](#)
 6. [SIX Payment Services](#)





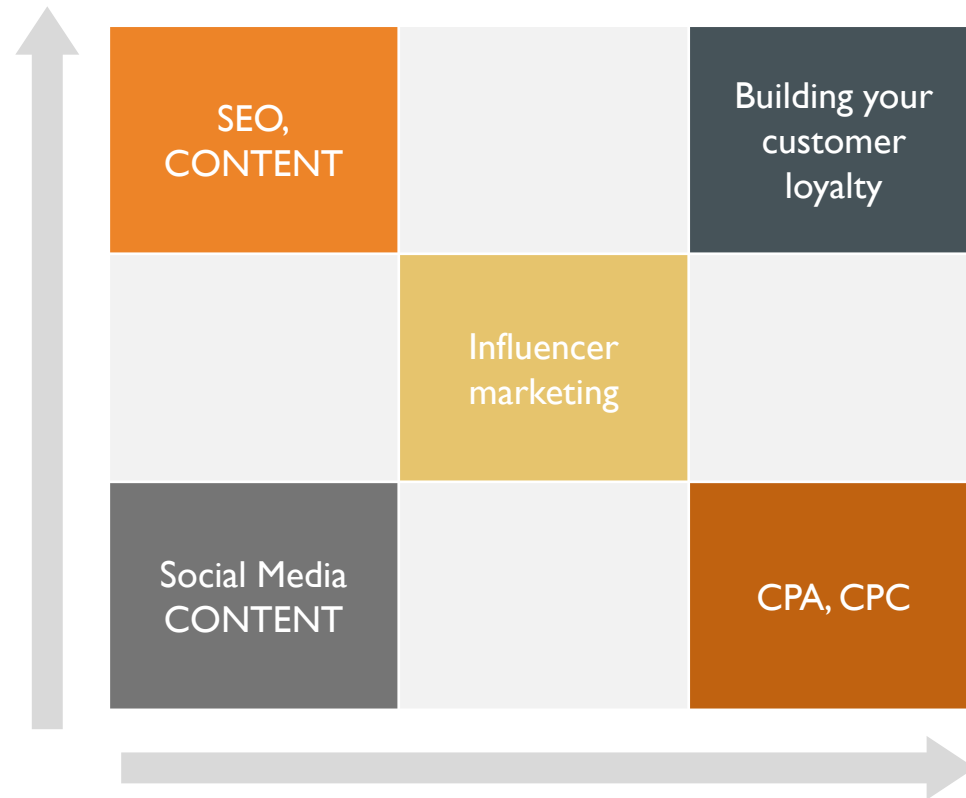
GET AHEAD OF
THE COMPETITION
BY WATCHING
YOUR BUDGET

- Marketing on a budget
- Using content correctly
- Not shying away from CPC and CPA campaigns and aggregators, testing and experimenting with SEO



MARKETING ON A BUDGET

Longterm impact



PRICE

THINGS TO CHECK FOR YOUR WEBSITE/PLATFORM

1. Study competition's online presence via Semrush.com and similarweb.com if you own a separate website to see, where their traffic comes from and how they are gaining traction online. Main question: What is the source of their conversions (customers/buyers)?
2. Study your analytics via Google analytics by installing the code snippet into your website or connecting the Google analytics tools to your platform to see if there is no technical issue on the site (why are people leaving and not buying?) It will show you which page and when your web visitor journey ends on. This info will help to build a better experience for the users
3. Use videos, honest reviews and very thorough product description on your pages
4. Use content to your advantage (SEO, blogs, social media)
5. Use influencer Marketing in a smart and cost effective way (product placement, promotions, collaborations, etc)
6. Use aggregators and affiliate platforms to sell your product.
7. Do not lie about your product, if it has a disadvantage, carefully and honestly talk about it too, people value it and it will help build trust, especially for small unknown brands.



FUNDING AND PARTNERSHIPS

- When is the right time to find a partner or an investor for your business?
- How to assess your ability to work with VCs and angel investors?





WHO TO CONTACT

- Involvement with various organisations and accelerators sponsors by corporations and private companies
- Involvement with NGOs





WHO TO CONTACT

- Brief introduction about Femme Palette Europe (<https://www.femmepalette.com>)
- Brief introduction about Hackers and Founders Worldwide (<https://hf.cx>)



THANK YOU

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