



Description and analysis of enterprise "FISHER - UKRAINE"

FTM 3-9
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About the company:

- **Factory Fischer is one of the largest in Europe for the production of sports equipment.**
- "Fisher-Mukachevo" - the only enterprise in Ukraine, which produces skis. Indeed, manufacturers of ski products, "Fisher-Mukachevo" is the largest in Europe.

History:

- The first mention of skiing in Mukachevo production dating back to the Soviet era and is associated with the name of a local entrepreneur Juli Cheknadi. Factory furniture and sports equipment was registered in January 1944. It made furniture, skis and sleds.

Products:

- Fischer Production Company holds a leading position in the world in terms of sales. As for cross-country skiing, in this sector firm holds primacy for decades. ? It also produces hockey sticks for ice hockey, which is played the leading teams from different countries.
- This species is constantly modified and efficiently developed. Implemented products in 43 countries.

Products:



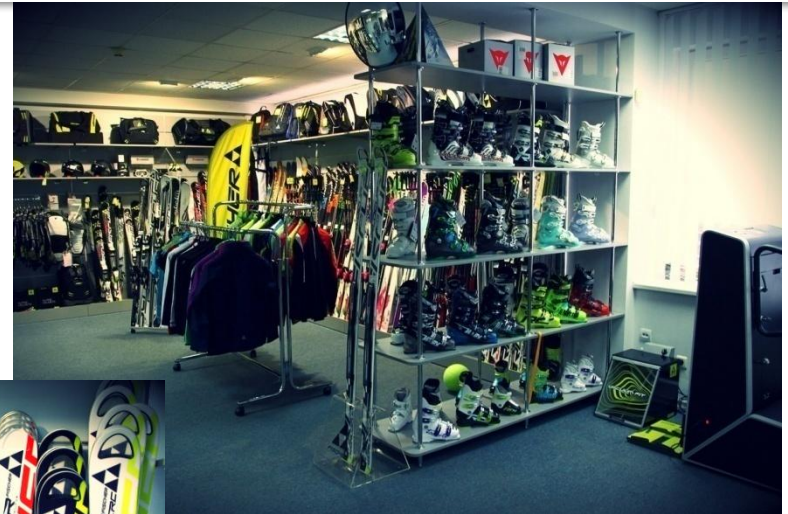
Products:



Range of products:

- Alpine and cross-country skiing
- Tracks and ski boots
- Models of skis for freeride
- Children's skis and boots
- Cases for skis and cases for shoes
- Helmets
- Hockey sticks and skates
- Creams, waxes and tools
- Technological clothing and underwear
- Tennis products

Sales of products:



Sales of products:



The competitors and their market share:

- Tisa - 33%
- HEAD – 10%
- Hamax – 2%
- REFLEX – 1 %
- Rossignol – 7%
- Fischer – 47%

Target audience:

- Not quite broad, it includes people who are not accustomed to sit still, constantly in search of emotional excitement and drive (people of middle and higher middle class).
- Judging from the range of goods, the target audience can be divided into three age groups:
 - - From 3 to 12 years (potential customers (parents) who lead an active lifestyle and attract their children to this)
 - - From 12 to 18 years
 - - From 18 to 35 years

Events PR campaign

- Create accounts in social networks:
- Facebook (typical Kyiv, KYIV TODAY)
- Facebook
- Instagram
- YouTube (created channel, which will be taught examinations and tests products FISHER)

Measures to stimulate sales:



Measures to stimulate sales:

- Loyalty program for customers in official stores (storage cards, coupons, gifts for customers) online store (distribution limited promotions by mail, e-mail)
- Offers of the month, seasonal discounts, discounts for some goods, gifts for purchase / order a certain amount

Measures to stimulate sales:



Outdoor advertising, including:
Installation of billboards in the ski resorts.

Location of advertising on benches cable cars
passing over the tracks and on the boards.
Advertising in the rooms where visitors will stay
resort.

Communication targets businesses

Informing consumers about products, promotions, discounts, offers a month.

Formation of affection, loyalty to the brand.

Stimulating demand.

Formation of a particular attitude to Fisher as a brand.

Direct marketing:

- Electronic mailing lists - limited supply for customers to take advantage of a discount, to get a gift for orders over a certain amount, use bonus code etc.
- E-commerce (online store presence);

Shortcomings existing communication activities

- The low level of use of traditional communication channels, which significantly reduces the audience that falls under the influence of advertising
- Weak awareness of the availability of online store (except for online advertising)
- Low level of influence on the older audience
- The lack of impact on the audience that lives in the countryside and in small towns (the ability to order products online)

Advertising on the Internet

- Full targeting contextual advertising on Google search
- Advertising inquiries on keywords:
- Skis, ski equipment, snowboards, helmets, Goods for ski maintenance
- Payment Type CPC clicks – 500UAH / day



STRENGTHS

Image

Promotion

Availability of products

Assortment

Opportunities
Modern technology
Consumer demand for high quality
cosmetic products
Expanding product range

■ WEAKNESS SIDES

- A narrow range of consumers
- Problems with the supply of goods
 - He is seasonal products

■ THREATS

- The economic downturn
- The growth rate of foreign currency
 - Competitors in the market