

SUMMARY

Comprehensive and complex communications, which are aligned with the values of a business, play a pivotal role in the functioning of every business. As stated in the introduction, the aim of my bachelor's thesis was to analyse Velvet Bakery Prague's principle communication channels critically as well as in terms of content, plus come up with possible proposals for the streamlining of these.

The results indicated a tendency for Velvet Bakery Prague to adopt a more intuitive approach to communications rather than viewing the communication mix in a comprehensive and strategic manner. While the company is able to reach its target audience, shortcomings were noted in terms of exploiting the possibilities offered by the communication tools. A detailed analysis of Velvet Bakery Prague's individual communication channels revealed certain trends which subsequently allowed me to make recommendations for their future communication strategy.

Certain reservations were detected in terms of collecting visitor feedback from events which the owners attend with their company as well as the absence of a contact database including data on customers who had made previous purchases with the company. Direct marketing may offer the company a further opportunity to reach potential customers in a more cost effective manner and encourage them to place orders. In light of the dynamic growth of social networks, it makes sense for the company to launch repeated communication activities in these channels. This should be linked to the main attributes of the business (unique concept, quality products and an experience), using new formats optimised for mobile devices. The business is to be commended for their use of Instagram where users are responding very positively, however there is still room for improvement in this area. Not using Instagram Stories and a whole host of other features, leads to lower overall reach and being dwarfed by competitors who are already au fait with such features. Last but not least the thesis tackles the question of collaboration with influencers which could be highly beneficial for the company provided the influencing individual is carefully selected to align with the company's image and the collaboration is carried out in a transparent way. In the interests of completeness, for each individual communication channel I have compiled an overall budget including a timeframe for completion which will make it easier for the company to plan how much it wants to invest in marketing.

All of the proposals contained in this thesis were created based on personal longstanding contact with the company owners and close connection with the whole business. I therefore trust them to be realistic and that they will serve to help develop and inspire the company and above all offer insight into conducting marketing communications for a small business such as Velvet Bakery Prague.