



University
of Economics
in Katowice

CREATIVE EDUCATION

EduABC

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creative education academy

- SPINAKEP
- PROJECT BASED LEARNING
- CASE STUDIES CHALLENGE



European Union
European Social Fund



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index

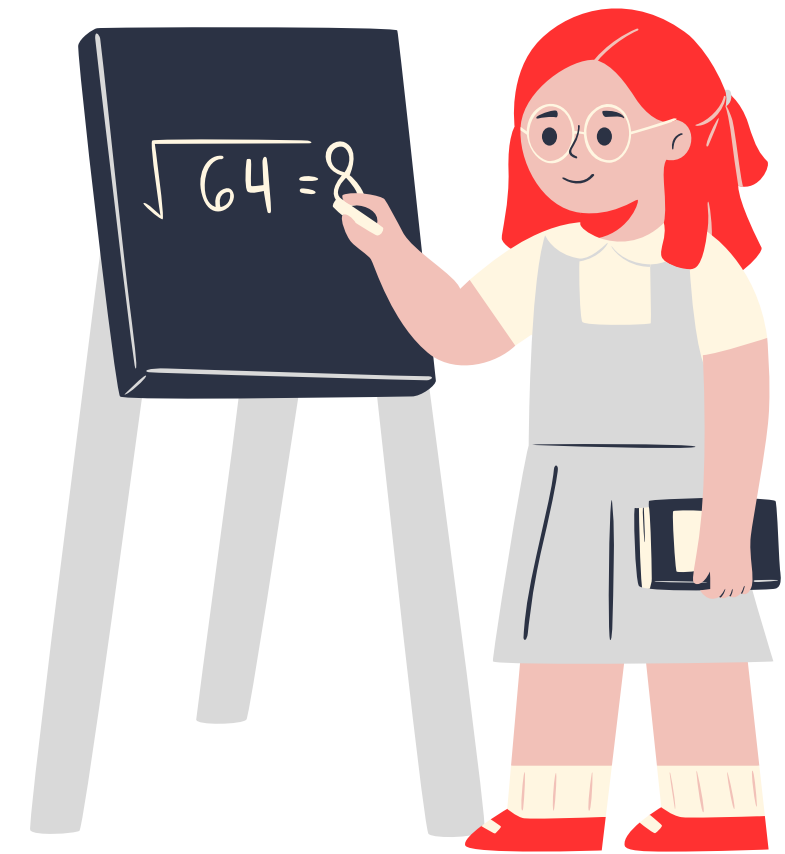
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introduction

Our aim is to develop a **successful pricing and marketing strategy for EduABC**. Merging our different aptitudes and knowledge in business, marketing and advertising we will address this situation.

EduABC

EduABC is a small firm of IT services specialized in optimizing and streamlining the activities of private school centres. Their software propositions are of the highest quality in the Polish market.



opportunities

1. PRICE STRATEGY
2. CUSTOMER ACQUISITION
3. INTEGRATED MARKETING STRATEGY

1. PRICE STRATEGY


proposal

Value based pricing strategy according to provided features

- Lead to **consumer loyalty**
- **Differentiates** the company from other competitors
- Results in higher profit margins
- Aligns **pricing and costs** with companies' unique selling proposition and brand image

1. PRICE STRATEGY proposal


BASIC



€ € € € € €

6 green person icons


ADDITIONAL



€ € €
€ € €
€ € €

3 blue person icons

PREMIUM



€
€
€
€
€

2 red person icons

1. PRICE STRATEGY proposal

BASIC



- Coherent schools
- Limited students
- Temporary
- Basic features...

1. PRICE STRATEGY proposal

ADDITIONAL



- Medium/short schools
- More flexible
- Flexible contract periods
- Basic features + additional

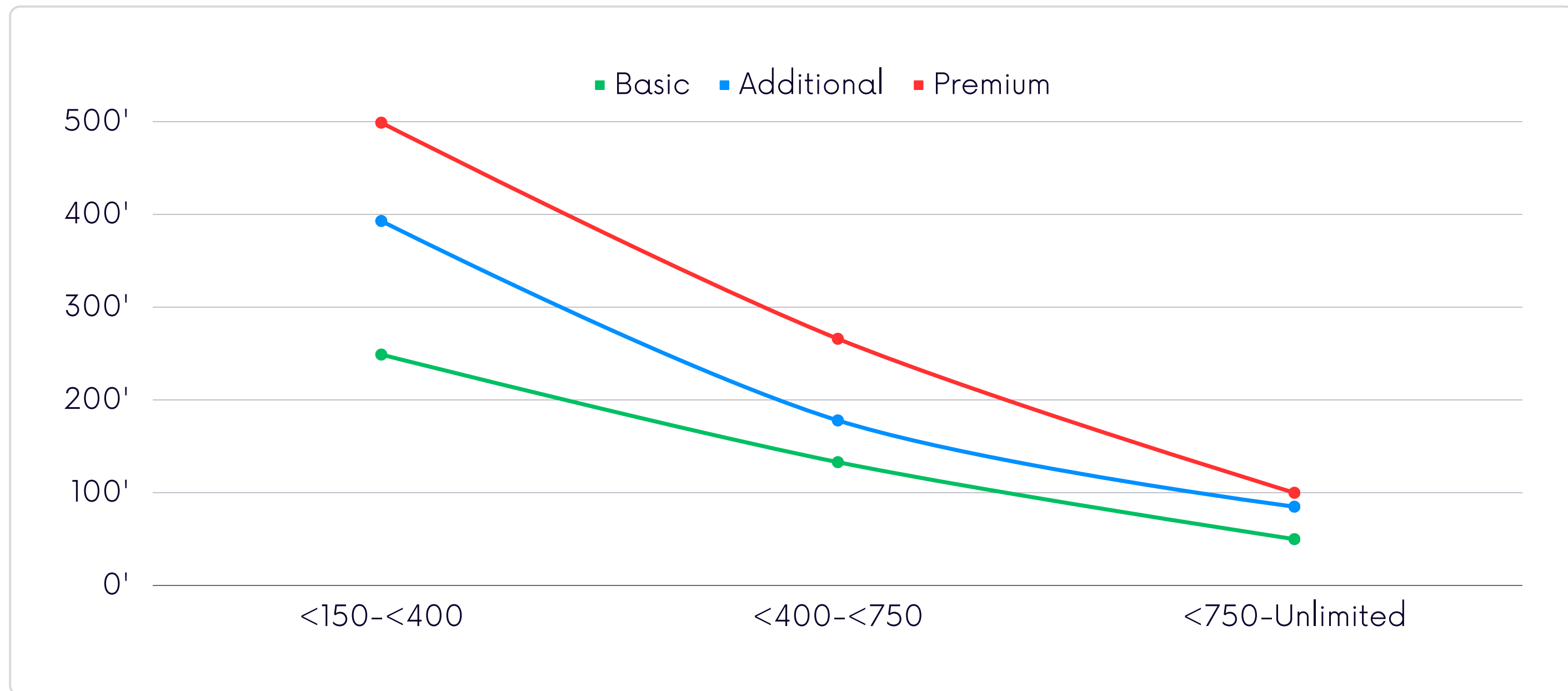
1. PRICE STRATEGY proposal

PREMIUM



- Large schools
- Most flexible
- Full management
- Everything is unlocked


1. PRICE STRATEGY proposal



proposals


2. COSTUMER ACQUISITION

gov.pl Information and services website for entrepreneurs [Log in](#) [Polish](#)



Business in Poland

[Information](#) [Services](#) [Company search](#) [Business account](#)

Unia Europejska 

Categories of the case

[Doing business in Poland](#)

Get to know the rules of running a company in Poland. Learn about the types of business, how to register a company, hire employees, cooperate with contractors and customers

[Taxes and insurance in Poland](#)

Find out what taxes companies pay in Poland. Get to know the rules of entrepreneurs' insurance

[How to handle official matters in Poland](#)

See basic information about contacts with Polish offices. Find out where and how you can handle business matters in Poland

[Occupational powers and recognition of qualifications](#)

Check how to confirm professional qualifications in Poland and find out how to handle matters related to occupational powers

proposals

2. CUSTOMER ACQUISITION



Devoxx, Cracow (Polonia)



DevDays Europe, Vilnius (Lituania)

proposals

2. CUSTOMER ACQUISITION



proposals

2. CUSTOMER ACQUISITION

The screenshot displays the TED website interface. At the top, the logo reads "Ted - tenders electronic daily" with the subtitle "Supplement to the Official Journal of the EU". A search bar is located in the top right corner. Below the header, there are navigation tabs for "TED", "TED SIMAP", "TED eNotices", and "TED eTendering".

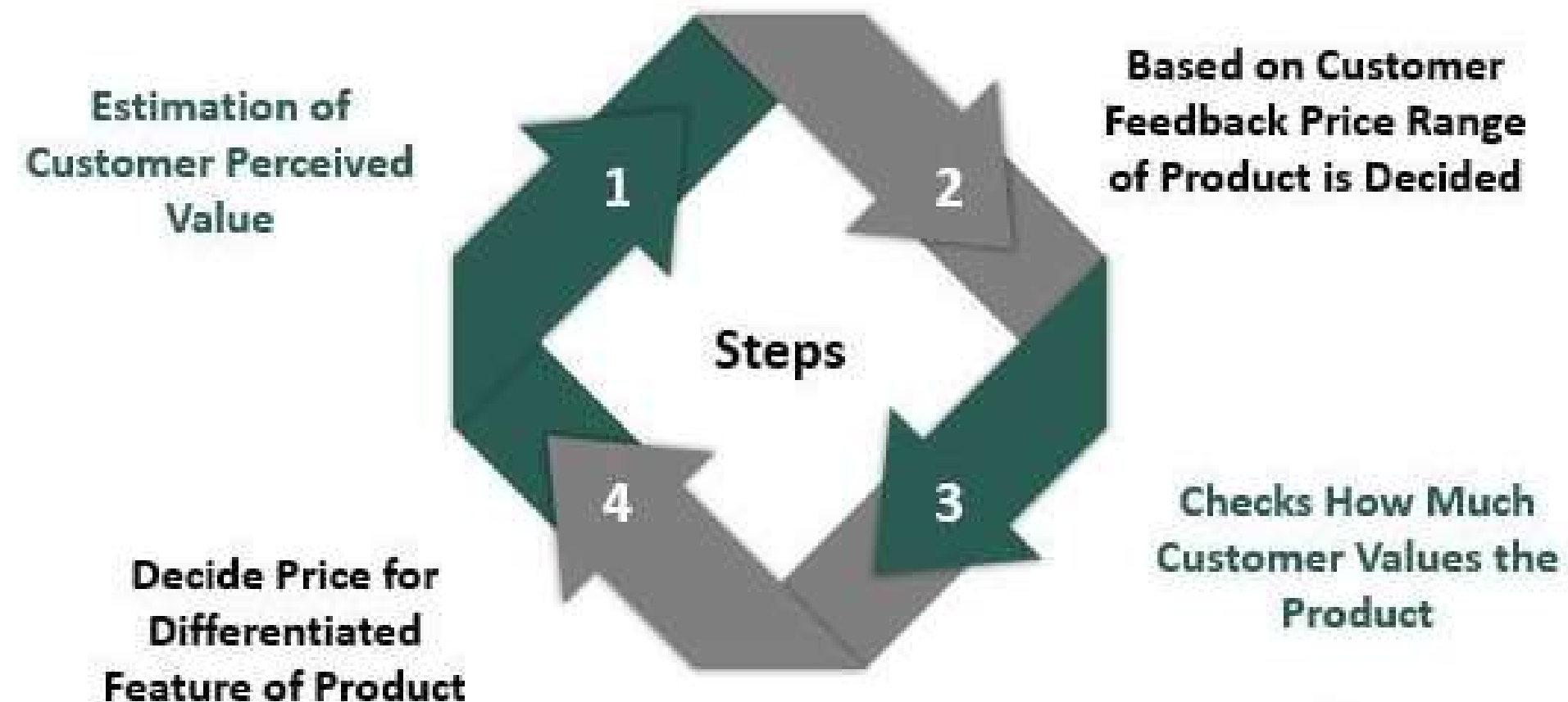
Key features visible on the page include:

- Release calendar:** A box indicating the "083 OJ S current issue 2023" and the "Next update 28/04/2023".
- Browse by:** A dropdown menu with options: "Business opportunity", "Business sector (CPV)", "Place of performance (NUTS)", and "Place of performance (Map)".
- Search:** A dropdown menu with options: "Advanced search" and "Expert search".
- My TED:** A section with "Log in" and "Register here" buttons, and a "Preferences" link.
- Announcements:** A light blue box about the "TED Ambassador award" and a yellow box about "EU solidarity with Ukraine" and "Prozorro+ Ukrainian public procurement platform".
- Content sections:** "TED home", "What is TED?", "How can I benefit from TED?", and "Why should I register on TED?".

proposals

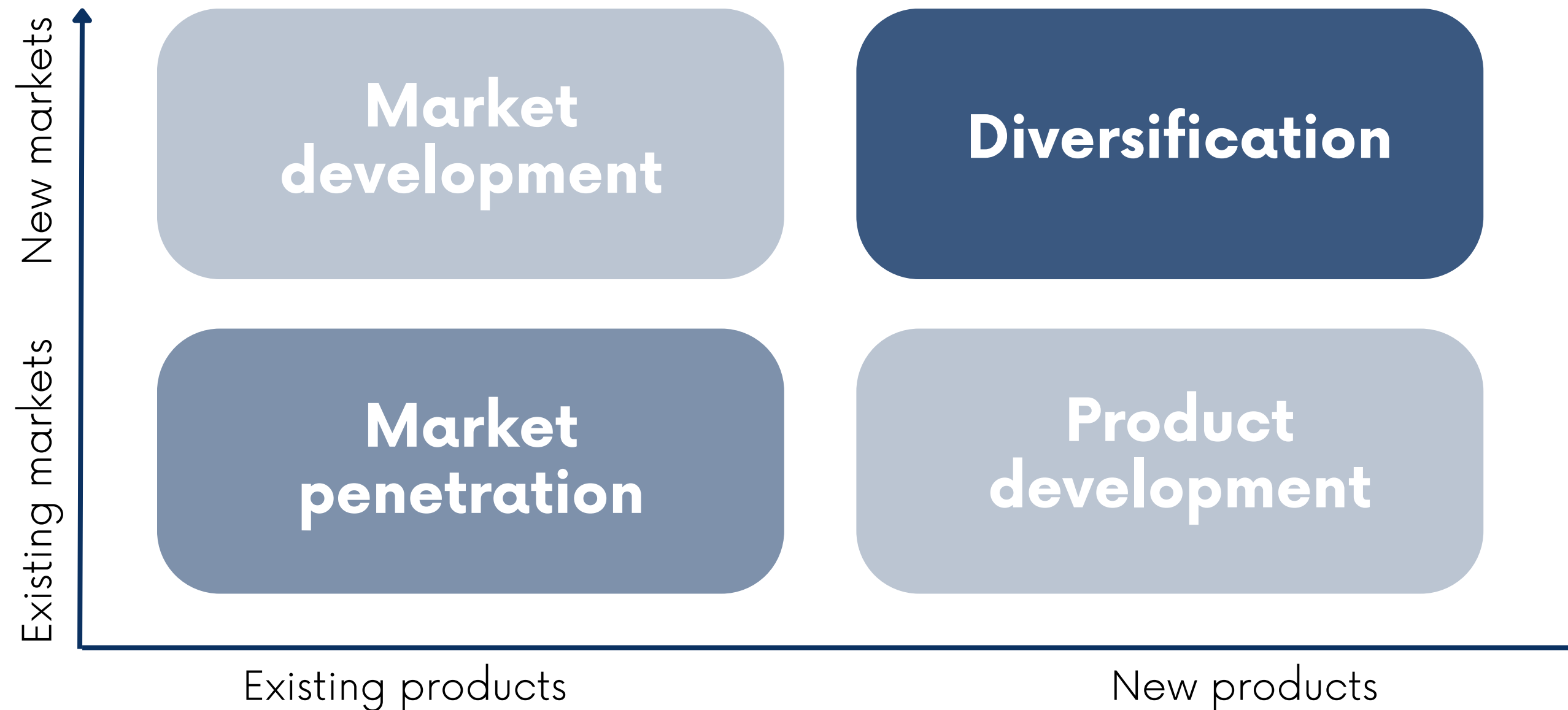
3. INTEGRATED MARKETING STRATEGY

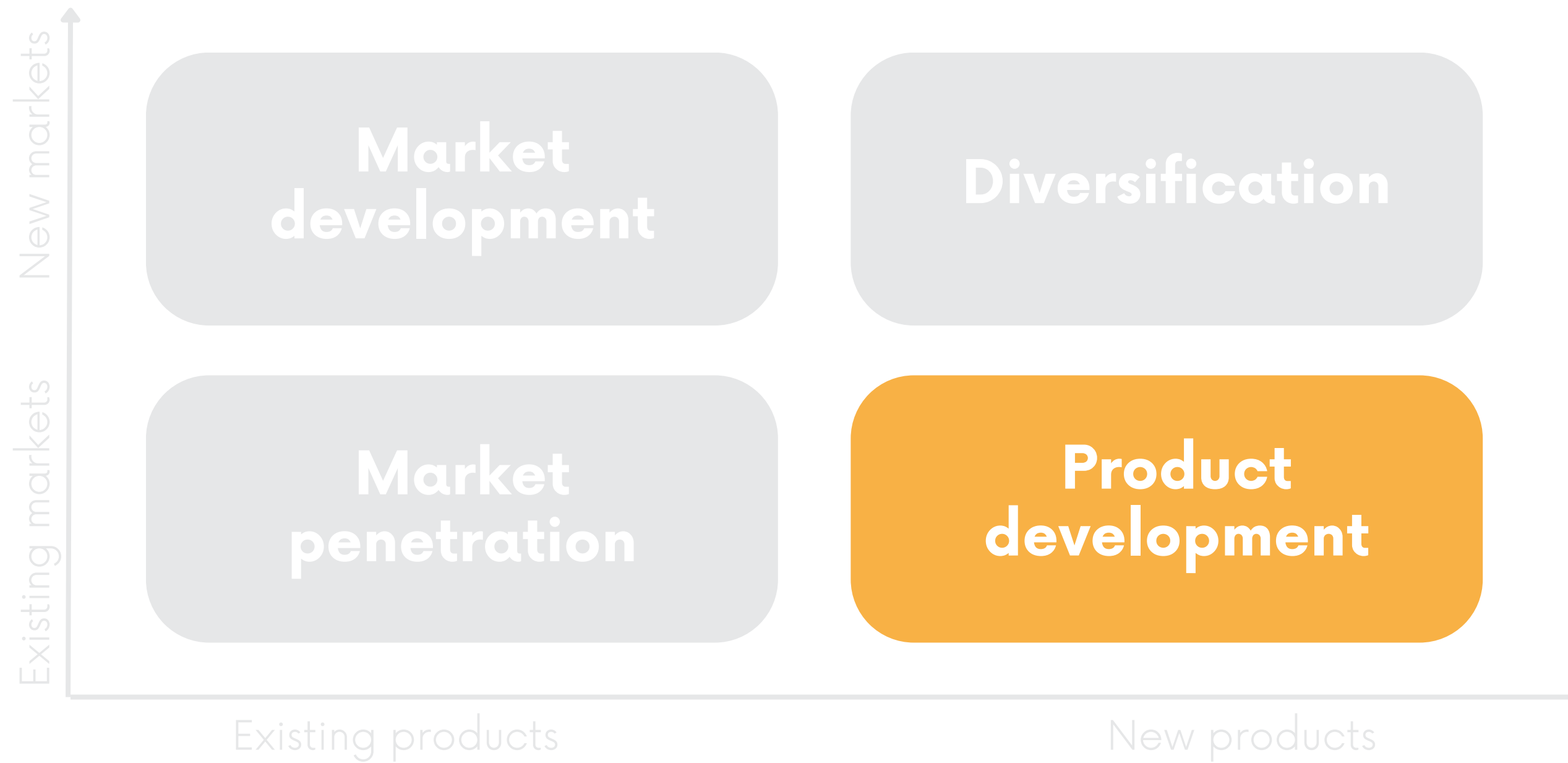
- Value-based market development strategy



proposals

3. INTEGRATED MARKETING STRATEGY





Q & A



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**Thank you for your
attention!**



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