

# InkTex



Our Team:

*Kacper Gwiazdziński*

*Jakub Michalski*

*Mateusz Marecki*

*Mateusz Strychalski*

*Anastazja Krakowska*



# *Company profile*

# About InkTex

Inktex is a new company on the market. We want to offer the highest quality printers and inks at the lowest possible prices. Our goal is that even the poorest student can buy a printer quite cheaply. We also sell our products for companies at very bargain and low prices. We also offer free shipping to our customers.



# Organisation Chart

## **CEO**

KACPER  
GWIAŹDZIŃSKI

## **Purchaser**

JAKUB  
MICHALSKI

## **Store Manager**

MATEUSZ  
MARECKI

## **Marketing Manager**

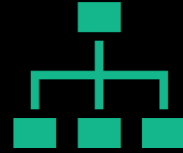
ANASTAZJA  
KRAKOWSKA



## **Store Assistant**

MATEUSZ  
STRYCHALSKI

# *Employers Tasks*



CEO – he gives tasks and instruction to employees. He makes final decision in company



Purchaser - He is responsible for purchasing products from suppliers.



Store Manager - He manages warehouse and prepares shipping to customers



Store Assistant - Helps with store manager tasks.



Marketing Manager - is responsible for advertising the company.





## Logo

- The main goal in designing our logo was to show one product from our catalog. Then, we added blurry filter which symbolizes the image displayed by old monitors. We chose it because it will perfectly symbolize the IT branch in which we want to sell products.

# Target group

We want to sell our products to a IT companies, offices, corporations and students.



A wooden mannequin figure is positioned in the lower center of the frame. Above its head is a grey speech bubble with a black question mark inside. The background is a bright yellow gradient that transitions to black on the left side.

Persona





Name: Gregory  
Gender: Male  
Age: 20  
IT student  
Has 1 cat





shutterstock.com • 616470641

# Interested in:

- Books
- Travelling
- Music
- Films
- Comics
- Computer games
- Programming







## Childhood

Gregory was calm and polite child. The most he liked to play with Lego. After school he watched Galileo on TV. Thanks to this he interested in IT.





Home

His parents live in countryside in Denmark. He has two younger brothers. He visits them at every holidays.



# Free time

At free time Gregory plays online games, read books, meet with friends, and creates his own video game.



# Friends

Gregory has many friends. He spends free time from classes with them. They play online games, bowling and go for the walks. They love walks with each other.







# Work

At weekends Gregory works at a coffee shop to earn money for a new computer. He also wants to earn money for a driving license and a new car.





# Education:

He is at 2nd year of IT college

He's passion is it that why he choose the IT college.

Gregory in his school learns about computers, printers and internet connection.





# Life goals:

Gregory wants to work in Microsoft in the future and want to invent a new operating systems.



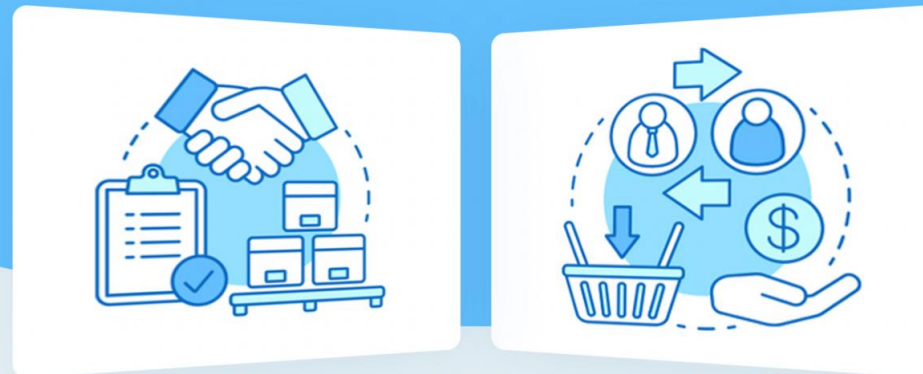
Sales letter



# B2B VS B2C

B2B - refers to a "business-to-business" company that provides services or products to other businesses.

B2C - refers to a "business-to-consumer" company that sells directly to individual consumers.



B2B vs B2C



# Suppliers and Customers

We selected our suppliers based on the price of the goods and how quickly they will be delivered.

Our customers are offices, students and IT companies. They are very satisfied with our services





# Hp laser printer

- Doesn't weight too much
- Plug&play
- Can be connected with phone by Bluetooth and Wi-Fi
- Has scanner
- Can print in colors



# Canon inkjet

- Economical
- At one ink can print 500 sheets of paper
- Can be connected with phone by Bluetooth or Wi-Fi
- Has scanner



We also sell:





# Social media

SOCIAL MEDIA

Tweet

hello!

good!



- NETWORK  
- internet  
- connect

SHARE

CHECK LIST:

- chat

cloud

people

Friends

CONNECT

Global Network

click

Share

- Com  
- Int



# Companies that are successful on social media in Poland

- InPost is a courier company that transports parcels to a given collection point.
- X-kom is a computer store company offering consumer electronics devices



Linked ®



Social media when we want to be active:

- Facebook is used by a lot of people and I think we should be there to sell our products to customers.
- LinkedIn is an online platform that is used by many large companies that may be tempted to buy our goods from us.



# Challenges with a social media presence

- Increasing Ad Cost
- We have to create specific content for different platforms
- It's hard to go viral
- Not every customer uses the same platform when we want be active







Website

Good examples of companies  
with excellent website.



# X-KOM

inteligentny wybór **X-KOM**

Czego szukasz?

Wszędzie ▾



Pomoc i kontakt

Twoje konto

Twoje listy

Koszyk

Laptopy i komputery

Smartfony i smartwatche

Gaming i streaming

Podzespoły komputerowe

Urządzenia peryferyjne

TV i audio

Smarthome i lifestyle

Akcesoria

Trendy, promocje i nowości



o mamę, ale rabaty  
złap produkty na Dzień Mamy  
w tym laptopy do 21% taniej

Mama Gadżet

sprzęt gamingowy nawet 1100 zł taniej

usługa x-care

promocja Microsoft Surface i Netia

Huawei Watch GT 3 Pro

najlepsze okazje na Dzień Dziecka

## Gończy strzał

Oszczędź  
120 zł



## Polecamy



Xiaomi Redmi 9A 2/32GB  
Grey



Microsoft Office Home &  
Business 2021

Promocja



Acer Nitro VG240YBIIIX  
czarny

Promocja




Gigabyte UD750GM  
750W 80 Plus Gold




Dlaczego x-kom?

# Empik

empik  foto

empik  bilety

empik  go

empik  music

papiernik by empik

Zostań sprzedawcą

Empik Premium

Empik Pasje

Aplikacja mobilna

Biznes

Pomoc

**empik**  
Dzień Dziecka

Wpisz czego szukasz

Dowolna kategoria

Ebooki  
i audiobooki

do **-60%**

WSZYSTKIE KATEGORIE

Mega Rabaty

TOP 100

Nowości

Zapowiedzi

Tom Kultury

Witaj  
załoguj się

Empik  
Premium

0,00 zł  
Pusty koszyk

Targi Książki polecamy


Rolki, deskorolki, hulajnogi polecamy

- Książki
- Ebooki i audiobooki
- Prasa
- Muzyka
- Filmy
- Gry i konsole
- Kolekcje własne
- Szkolne i piernicze
- Zdrowie i uroda
- Zabawki
- Dzień Dziecka
- Dziecko i mama
- Elektronika
- Smartfony i smartwatche
- Dom i ogród
- AGD
- Sport
- Motoryzacja
- Delikatesy
- Empikfoto.pl
- Empikbilety.pl

## strefa mega rabatów

-20% -30% -40%  
% % %

sprawdź →

Nie musisz płacić za dostawy! Dołącz do **empik**  premium  
już od 4,17 zł/msc i zyskaj wiele więcej

sprawdź

Targi  
Książki





# How we can drive new customers to our webshop?

- We can create advert in social media e.g Facebook, Instagram
- We can use google ads
- We have to make a mobile version of website that helps be at the top of google searches
- We have to update our page every day to be on top google searches

# Content

2 boxes  
• Model a few  
Marketing is 200 x 300

Content in  
→ Time / Low  
→ Logo / Design  
→ User / Review

Marketing  
→ New - 10,000 per  
→ Web - 10,000 per  
→ When - 10,000 per





# How to integrate webshop with a home page?

We can use shopify because it's easy to use and simple.



InkTeX home page

# PC version




**Inktex**

- Home
- Inks
- Papers
- Printers
- About us
- Contact

## INKTEX

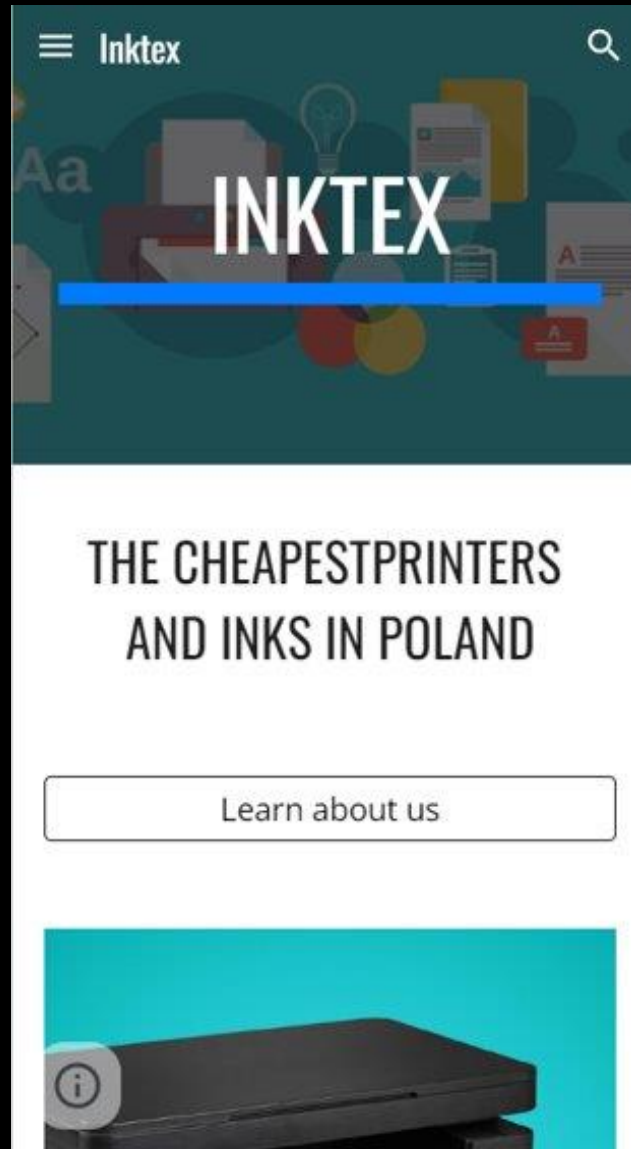
THE CHEAPEST PRINTERS AND INKS IN POLAND

[Learn about us](#)





# Mobile Version



# The End

Thank you for your attention :)