



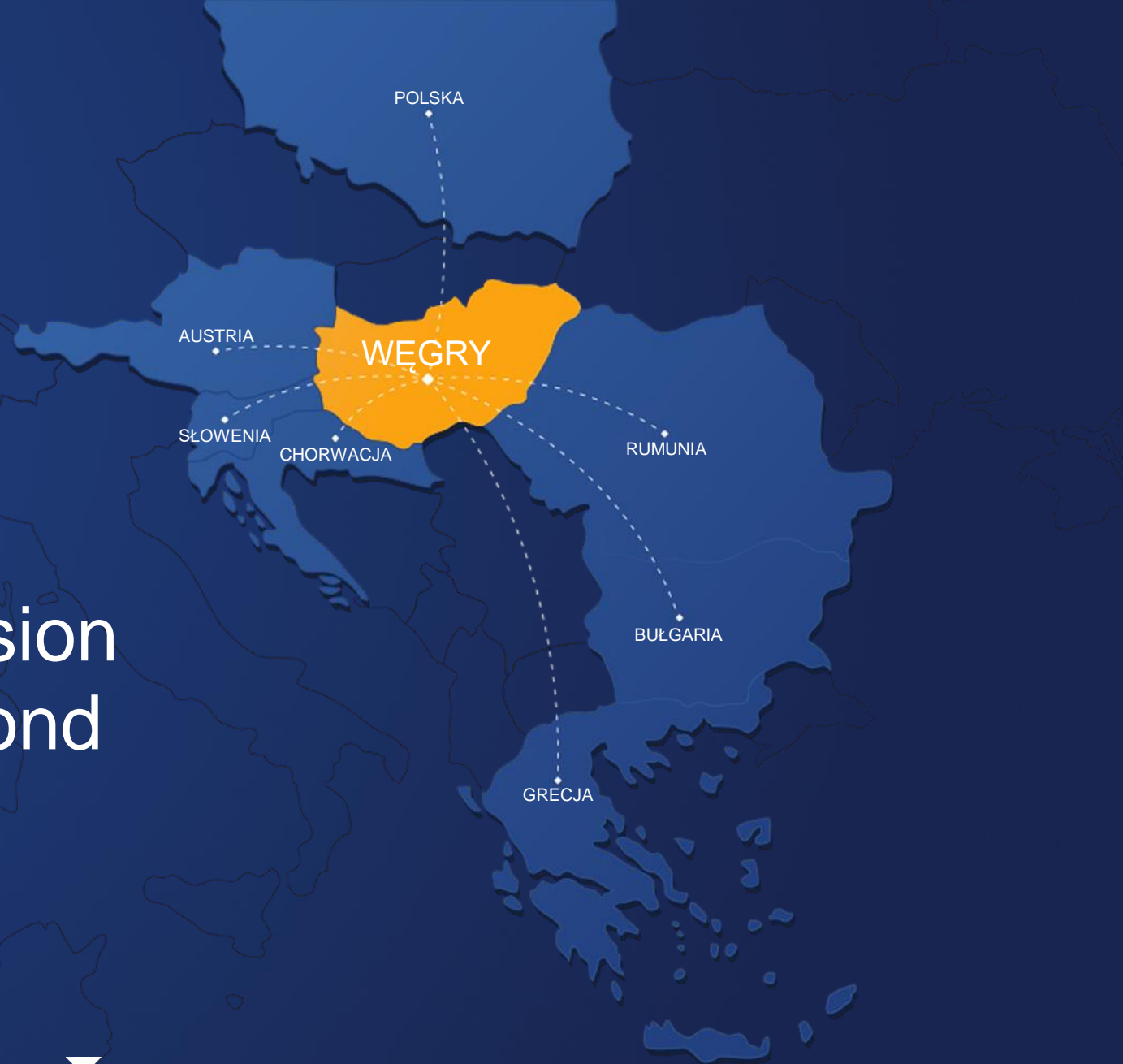
**full service
content
agency**

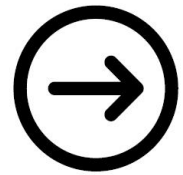




e-Commerce expansion to Hungary and beyond

www.consultinghungary.com





Meaning of **success**



After 5 years we are still there!

We have taken roots in Hungary 🌳

We are able to run our business ✅

We know the market specifics 🛒

We are able to compete 🏆

We are able to generate incomes 💰

We learnt how to succeed in Hungary 😊





Against all odds – we make money in Hungary



Incomes = clients

Importance of client diversification & client retention

Your label (brand awareness)

Marketing business in Hungary is concentrated in Budapest

Clients prefer „obvious” and/or „low-risk” solutions/services/providers

We recognized our target audience (clients) & ways how to reach them out



3 characteristics of successful expansion abroad:



Resources



Continuous Improvement



Trust

Our motto: „Your success is our success”





Troubles



Troubles are a part of success

Lost projects

Lost people

Struggle in recruitment

Unexpected legal changes

Other unexpected issues

**Remedies: trust, well-thought
business model & procedures**



3 Early Challenges:



Language,

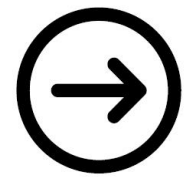


Low Quality sub-contractors and limited know-how,



Borders,

Challenges became a catalysator for growth



How did we **achieve** it?

3 „L’s” of Consulting Hungary success:



Logistics



Localization



Local trusted partner



A plan

First we had (and still have) a vision

We made a market research to confirm or dismiss our vision

Converting vision into a plan – *SKIVAK Game of Thrones*



New business



Client service



HR



Marketing & communication



Finance & Admin



Other operations





Patience

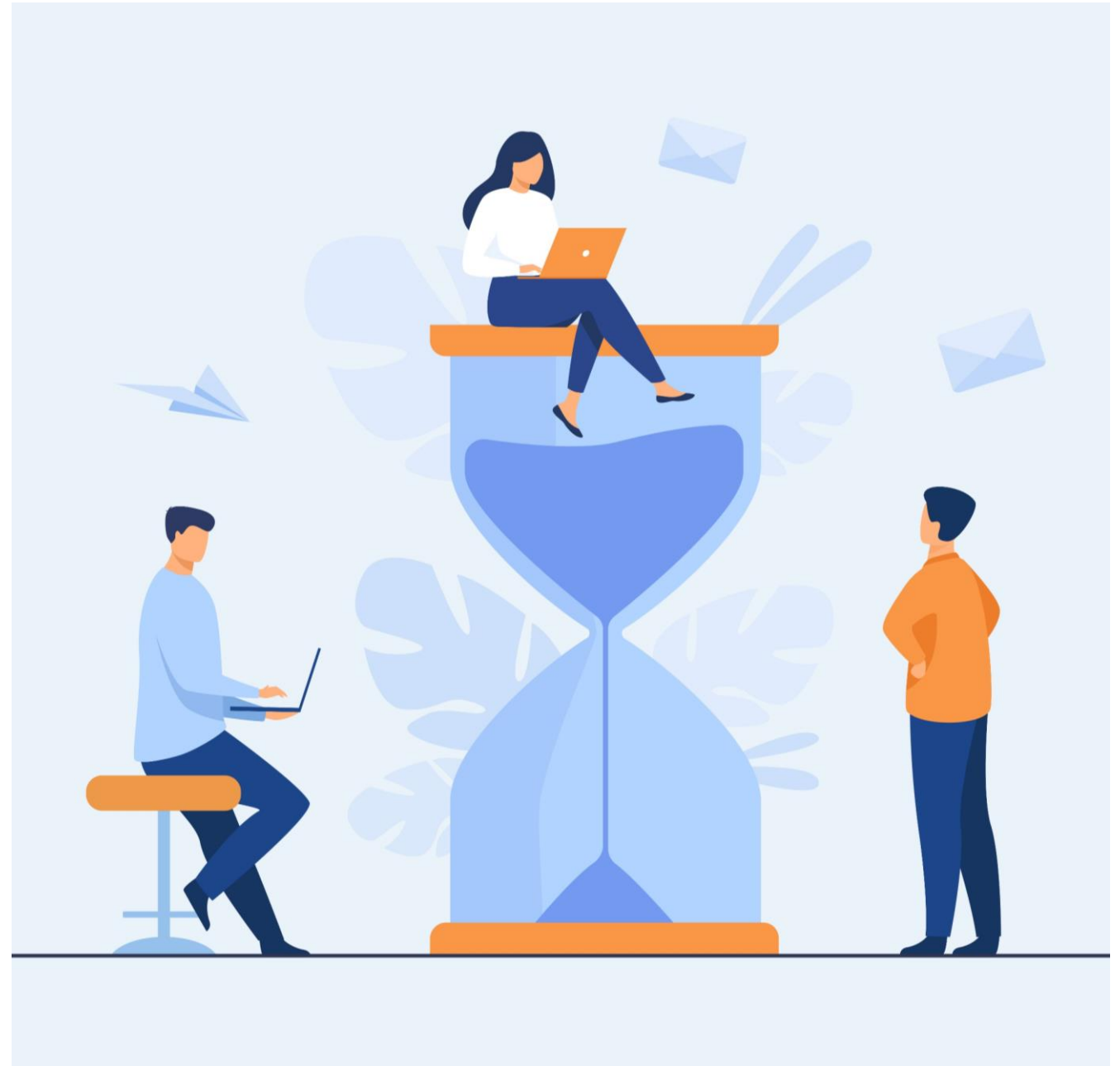
We believed in the plan

Execution – investment of resources

We invested our best

↳ more than resources

Perseverance in execution of the plan





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Twój sukces jest naszym
sukcesem

Prowadzisz e-sklep i szukasz niezawodnego partnera do realizacji dostaw oraz do kompleksowej obsługi sklepu w Europie Środkowej?

Dołącz do nas.

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