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RE-BRANDING RATSASTUS MA-NU AND MODERNISING ITS
MARKETING

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The purpose of this thesis was to study modern marketing styles and re-brand oldfashioned Ratsastus Ma-Nu.

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1 INTRODUCTION

In this thesis we discuss about a subject concerning nowadays marketing and its effects to the profitability to a certain brand of a small business. We discuss how marketing has changed and how to refresh a brand from the 1970's with these modern marketing ways. Our client company is a local small business in Pori and its budget is limited. We discuss about finding low cost, easily executable and effective enough marketing plan.

An old brand of a small business sometimes gets stuck back in the years of success. Refreshing the brand without loosing the old basic ways to work might be a problem in some cases. Also the brands owner plays a big role in rebranding.

(Aalto, 2011)

In this thesis we concentrate on Ma-Nu riding trousers. We use the professional term riding breeches in this thesis. All the facts concerned about Porin Riding Sport, their web pages, Ma-Nu and the brand's history are from the company's and brand's current owner. Ma-Nu brand was big in Finland in the 1980's but sales started rapidly decrease in the 2000's. This is how we got the idea to refresh the brands image and also modernize breeches. We explore using modern marketing styles and implementing them to Porin Riding Sports marketing plan. We study using social media in marketing and its benefits to a small business.

(Anne Saarinen company owner)

Social media is nowadays "the thing". Marketing in old fashioned ways, for example by using magazines, can affect the sales also negatively. Today's generation has already learned to use Internet in a very young age and its easiness is fascinating. Creating new special services happens every day and it can be hard to keep up with the evolving marketing scene.

(Aalto, 2010)

2 BRAND RATSASTUS MA-NU; BACKGROUND INFORMATION

The brand Ratsastus Ma-Nu was established in 1976 in Pori, Finland. The name of the brand comes from the establishers firstnames and lastnames two first letters that are connected with hyphen. Later on the founder also opened a store that sells equipment for horseback riding. The store had Ma-Nu in its name and the store still exists with another name. Some clients remember the store with that former name and that creates confusion occasionally because different entrepreneur is producing Ma-Nu riding breeches today.

(Anne Saarinen current owner of the brand Ratsastus Ma-Nu)

In year 2001 one of the previous sewers working for the previously mentioned store bought the brand Ma-Nu and established her own dressmaker's shop. In her dressmaker's shop she provided services that are kept normal in every dressmaker's one can go; from shortening the curtains to changing zippers. Furthermore she offered sewing services to horse owners, for example by repairing horse rugs or tendon boots that are used to protect horses legs. Those are services that standard dressmaker's do not offer. Ma-Nu riding breeches were produced in the same dressmaker's and also marketed through the company's channels with a different name in Satakunta region.

(Anne Saarinen)

In year 2007 the current owner also founded a company that sells horse equipment. This company is called Porin Riding Sport Oy and is located centrally in Pori. During the first few years the amount of horseback riding related products and gifts were just a very small part of the company's actions while the services in dressmaker's were the biggest part. Later on the company moved to three times bigger business premises and the sales of horse related products got bigger. Also an embroidery machine was bought and slowly the embroidering service started and grew bigger. (Anne Saarinen)

During all these actions, Ma-Nu was alive and kicking. Because of the contract the breeches could not be sold in Satakunta region with name Ma-Nu, but everywhere else in Finland Ma-Nu breeches were well known. At one point the brand was not really marketed and the it was almost totally forgotten. As it can be noticed from the researches we made, many of the people who answered the questionnaire were in a belief that Ma-Nu does not exist at all anymore. (Anne Saarinen)

In year 2012 there were three new models created for Ma-Nu riding breeches and enthusiasm to market the earlier well-known brand again to the target group was woken up. Because the contract issues deadline ended in 2011, Ma-Nu breeches could again be sold also in Satakunta. In year 2013 the enthusiasm continued and the owner has already come up with two new ideas that Ma-Nu could produce in a bigger scale. To get to that point, marketing is crucial to attract more and more of new clients. Getting new resellers is also important to get more clients. (Anne Saarinen)

2.1 Materials

Ma-Nu riding breeches have always been known from the good and long-lasting materials. The most comfortable material used in the breeches is cotton that has elastic materials in it. Also denim is very popular although its elasticity is not the same than cotton mixed with lycra, for example. Knitted fabric was widely used earlier because it is the most flexible material to use in breeches. The negative side in knitted fabric is that it is quickly worn out because of its better elasticity. Non-elastic materials are not used at all because of their uncomfortable fit. The fabric cannot rub the skin to the point that it will brake and too tight material can even block the right muscles to work while horseback riding.

Breeches have different options in seat sizes: full seat or knee patches. The materials used in seats are micro cashmere and real leather. Back in the 1970's and 1980's real leather was thought to be the best option to use on seats. Micro cashmere has now won real leather because it is easier to wash and it is cheaper. Now, when the old Ma-Nu- users have worn their breeches out and ordered new ones, real leather has

become more popular in the last couple of years. It lasts longer and gives better grip than micro cashmere. Still real leather has not become even close that popular than micro cashmere is today.

Because breeches have to be very fitted to prevent abrasions, also the trouser leg has to be fitted. The trouser leg cannot be totally closed piece of fabric because the foot cannot go through the trouser leg if it is too tight. That is why self fastening is used widely in trouser legs. Couple of years ago also boot leg has become popular because the self fastening easily presses the ankle when leather boots are used. Boot leg is normally a quite slippery, smooth and elastic material at the end of the trouser leg.

Ma-Nu breeches have normally a zipper and two push-buttons to zip up the breeches. This has proven to be very good way to keep the breeches up. They also last long and at least the zipper is easy to change if it breaks. The push-buttons are changeable, too, but it is more tricky and not too many companies offer that kind of services. Normal buttons are also used in somewhat more fashionable breeches but those are tougher to use. Usually breeches having them are from the top of the price range and not every customer has the opportunity to use them.

(Anne Saarinen)

2.2 Producement

The producement of Ma-Nu- breeches happens in the shop's backroom, where the dressmaker's work. All the fabrics are stored in the same space and the embroidering happens in there, too. Some of the shop's storage is also in the backroom. It requires some arrangements to manufacture several breeches at the same time because of the lack of space.

The orders are usually made by e-mail after the client has looked the instructions from the shop's webshop pages. Quite often clients also call to the shop and ask multiple questions about the measuring, breeche's models and fabrics. Only a handful of the clients arrive to the shop to be measured by the professional sewer, in this case the shop owner. Mistakes in client's own measurements are quite common

and pretty often the breeches come back to the shop to have few changes and adjustments.

At this moment the dressmaker's has only one person who knows how to cut the breeches, especially when the breeches need to be custom made. That person is the owner. Manufacturing of Ma-Nu riding breeches depends totally from the owner. Few people know how to sew the breeches to one piece but cutting the fabric is a different thing. The directions to measure the clients are simple and easily accessible so almost anybody who understands how measure tape works can take the measurements. There's only a few reliable sewers who can finish the Ma-Nu riding breeches by using industrial sewing machines and the embroidery machine.

(Anne Saarinen)

2.3 Pricing

Prices for Ma-Nu riding breeches have changed relatively little when the prices of cotton, for example have changed quite a lot during the past five years (<http://www.indexmundi.com/commodities/commodity=cotton&months=60¤cy=eur>). Pricing is a result of the company owner calculating the total cost of the fabric and time used to a pair of breeches. When client orders custom made breeches there is a small fee from the extra work. The size otherwise does not affect on the price of the breeches. Customer can choose full seat or patches just for knees. Material can be same fabric as breeches, micro cashmere or leather and these also affect the price. Leather is the most expensive seat material available in Porin Riding Sport.

Sometimes customers want to have something special to their custom made breeches. Usually, if the extra is something small, for example a small embroidering on the breeches, no extra price is taken. Extra zippers, for example, cost relatively much and from zippers more price is taken every time. When a client has a very personal idea of breeches, usually the production will cost more because the normal patterns cannot be used.

(Anne Saarinen)

2.4 Problems

The biggest problems producing Ma-Nu riding breeches is the lack of suitable fabric available. When the ideal fabric is found, usually the amounts one has to buy one color is so huge that it is not profitable investment at one time. New colours and patterns are asked once in awhile but finding suitable ones for breeches is problematic. Connections to the fabric factories are not that easy to find. According to the company owner, at this moment there is only one Finnish company where Porin Riding Sport buys fabrics that come from China.

(Anne Saarinen)

Some feedback in both of the questionnaires that were executed showed that several people who answered to the questionnaire thought Ma-Nu brand to be an old brand that needed some freshening up. The name and the looks of Ma-Nu riding breeches, for example, gave the feeling of an oldish style that does not appeal the younger target group. 16,3% of the answers showed that people thought the brand does not exist anymore. The knowability has gone down and nowadays only few know the brand. In this case marketing of the brand might be inadequate.

One problem is that the breeches might be even too long lasting. If one pair of breeches can be used for 25 years, like some of the feedback pointed out, customers will not buy new ones just for fun. They wait until the old breeches are totally worn out before buying new ones. Few breeches come back to the manufacturer after several years so that the full seat can be changed to a new one. In this case there will be a small benefit to the manufacturing company, but no new breeches are sold.

(Anne Saarinen)

Only one person can manufacture the Ma-Nu breeches from the very start till the end and that is the entrepreneur herself. The problems start when the entrepreneur is ill or has several business trips so that the new orders for Ma-Nu breeches pile up and there is nobody else who can start manufacturing the breeches. Sometimes it is necessary to inform clients that the manufacturing takes more time than normally. In this case the waiting time for the customers become longer and the total transaction might become negative for the client. (Anne Saarinen)

3 MARKETING THEORY

Marketing has some missions. One of them is to solve out the need of the product and anticipate it. If the product is not really needed, there is no reason to produce it and waste money. One way to solve out the need of the product is to ask already existing or potential customers about it. The need can also be derived from the sales of the product.

Another mission that marketing has is to create demand of a product. Maintaining the demand of a product follows after creating it. Creating the demand might come from a recommendation of a well-known person. In Porin Riding Sport's case a famous rider could easily mention in some interviews that competing in a demanding level is easier because of custom made breeches by Ma-Nu. Getting the right person to advertise products might create demand. By new models of breeches one could maintain the demand.

The demand has to be satisfied and regulated. There has to be enough products to sell, but by regulating the availability one could also maintain the demand. After marketing a certain product it cannot be sold out in the same day but at the same time the same advertisement cannot be popping up once in a while; like there was too much products to sell and nobody is buying them. (Bergström & Leppänen, 2008, 21-23)

Earlier, in the 1970's, for example, Ma-Nu was a wanted product because it was one of the rare breeches available in Finland back then. Nowadays the supply of breeches is a totally different story. Several different brands product their own breeches in rival prices. As a result, the effort needs to be put to custom made products instead of breeches with regular sizing. Thinking productive has to be changed to plannign and doing marketing based on customer needs.

3.1 Different ways of marketing

There are different styles and ways to do marketing. Traditional media, like radio and print media are still naturally widely used. Digital medias, like internet and mobile media are quickly becoming a normal way of marketing. Even if marketing ways vary, content style can be consistent.

Different styles can also mean language and colors used and also content. One way is to keep super professional touch to marketing, having basic webpage with only information and update it when needed, no extra. Other way is to keep it fun, having colorful adds and marketing messages and also tweeting or writing to Facebook about something that is not 100% relevant to your business. Of course there are everything in between and beyond both ends. The company can choose their own marketing style and also change it if necessary.

Digital marketing is the most effective when it has certain targets. Increasing brand knowability helps the customer to decide which brand to use. While customer compares different brands, they look at differences, for example in quality and price. Changing brand image and attitude towards certain brand, in this case Ma-Nu, might help. As shown in both of our questionnaires (app. 3-6), many think Ma-Nu to be a bit old fashioned and outdated. Changing this image to more modern can affect to people and it might lower the barrier to buy Ma-Nu products.

One target is that the customer tries the product. For example breeches usually does not look very comfortable or fabulous when they are on the hanger. High price might affect negatively, too. When the customer tries the product, sale is closer. Trying the product helps the customer to create his or her own vision of the product. If it is positive vision the customer might buy the product he or she was trying.

After the first sale is done, one of the most important thing to do is to build up loyalty. A loyal customer is very important to any company. Great customer service and quality products keep the customer interested and satisfied. Possibly a promise of a small discount in the future lures the customer to come back again and try a new

product on the same brand. After a long, good customer relationship, the loyalty can be stronger. (Karjaluo, 2010, 53-68)

3.2 Different marketing channels

There are several marketing channels to use. Some of them are useful also for the target company. Nowadays marketing happens more and more in the internet and print media can look old fashioned for some people. There is a huge price range between different marketing channels and entrepreneurs and companies can choose suitable channel for them by price, not only the right target group. People are exposed to many marketing channels and choosing inexpensive one might still reach the right target group well.

(Aalto, 2010; Aalto, 2012)

3.2.1 Internet

We are living in social webs and medias revolution. Internet has major effect on peoples lives. Today everything is easier via Internet. You can get music from Spotify, videos from Youtube, pictures of your friends from Facebook and free phone calls via Skype. It will also impact companies daily life, how they operate, do marketing and sell items. It is crucial for businesses to understand the ways and channels how people do networking, where they recommend and share their opinions.

Internet is neutral, unbiased and really the first that works with from many to many principal. Phone is from one to one, television is from one to many. Internet has given to all possibility to communicate to everybody. In internet there will be a discussion going on regardless is the company or product in internet.

Good netpresence endures customers to come again and again to buy in webshops. A lot of people use search engines and it is important to come high in them. To know how to be found on search engines, it is important that you are aware how people search for information. In the internet people want to find what they are looking for fast. Most efficient way usually is a search engine like Google, Bing or Yahoo!. Often if the searched information is not found on the first page, or link to it is not

obvious, person goes back to check another link. People might just choose to look at 5 to 7 first ones that search engine gives them, some people do not even click to the second page.

When improving webpage for this purpose, webpage should be rich with information about the company and keywords that target group uses. These keywords should not be too common, you do not want to have same keywords than 100 your competitors. This is also why potential customers search with more informative keywords, to find faster what they are really looking for. Same goes for webshops product titles and information. Some customers might be looking for the exact product, so having the correct and full name is crucial, for example for this target company not having only “HV Polo pike”, when it really is “HV Polo Gitana pike”.

Companies often make a mistake to name their page titles like “home page” and also title tags and link tags. They should have at least some information, for example about the link tag not having “click here” but writing with name where it really goes. Do not have pictures with informatic text because search engines will not find that information. Also name pictures properly. Sitemap directs search engines, too. You should also have links to other sites and also other sites should have a link to your site; for example product manufacturer and retailers, but use these mildly. Meta information should include brand, product name, headline etc, but do not fill it up. Do not try to cheat your way up in search engine results, the programmes will find out and lower your status. Search engines ways to rate sites change all the time, so do not use too much time on trying to please search engines.

Making sure people find you, spell everything out and still use acronyms, for example “Suomen Ratsastajainliitto, (SRL)” or “Kingsland, (KL)”. This is how one prevents falling of the list when using only other one. It also makes a difference how often you post and update your webpage; still remember to write only when needed and with quality. (Leino, 2011, 23-42; Aalto, 2010, 52-68; Aalto, 2012, 21-26)

3.2.2 Own webpages

Even with all different social media ways can company be present in Internet, most people still think that company needs webpages. Some people even say that the company does not exist, if it does not have a normal webpage. If company has a webshop, it usually is the same with the webpage, meaning no own addresses.

Webpage tells basic info about the company, address, phone number, what it does etc. Webpage can have pictures and info about products, also technical detail so customer can read why to choose this company and its products. Nowadays consumers want to compare companies and products. They will ask for opinion, but want still to be sure the choice is right by looking into by themselves. This is why webpage should have clear information and it should be easy to read and understand.

Nowadays people use internet a lot with their smartphones. If you feel that your customers use it, then you should think about getting a mobile suited webpage. Mobile suited webpage might not have all the same pictures and videos than when viewing with computer. Pictures are in that kind of form that they load fast. Size of paragraphs will change when size of screen varies. Paragraphs will move sideways, up and down and you will not need to scroll sideways. (Aalto, 2010, 26-31)

3.2.3 Networking and word of mouth

Networking is important for today's business. When you have a wide and beneficial network for your field you are more productive and effective. You will get more done when involving other people to effect your ideas and creations. You might get stuck with certain idea, but other people could help you see it differently from other perspective or give you assurance. People like that their ideas are valued and they will give you their time and probably they will think about it more and then get back to you.

Those kind of moments when someone remembers you just the right time and during right subject will come more common with wide network. You and your business will get known to even wider group. It works also the other way around. When people in your network come across something that might interest you, you can rely

that more often they will bring it up with you. This might be a new product, service or something you should be involved with.

These mentioned scenarios could happen face to face, but also in social media. For example in Facebook it is easy to link sites, publicly or to group or in private chat. People can also promote your page and share a link to you privately of their ideas to you. This will happen when you have good relationships with your network.

Word of mouth has the same working principles, but often it is based on customers good experience with the company or product. Word of mouth does not require personal relationship between people, but the relationship can be there. Word of mouth in nowadays happens a lot in social media, so it is important to have wide informational and shareable presence in internet. (Aalto, 2010, 19-24; Aalto, 2012, 45-48)

3.2.4 Facebook and Twitter

Social media gives cost efficient, even free ways to get new customers, taking care of existing ones and handle customer service. Social media involves customers more to company's marketing, product development and many other fields. Via social media consumers can give their opinion on products, service and other development ideas. Companies can even ask for opinion and consumers will give it, because people like that their opinion is valued.

Twitter allows short information spreading quickly worldwide. Twitter is good place to create international networks. You may follow international companies from same field as you, maybe even get some ideas or find new products or brands. In Twitter current, old and potential customers can follow companies tweets, which can be news about the company, its field or something that the company thinks that its customers might be interested in or like that they tweet. For Porin Riding Sport this kind of tweet could be results from Finnish Championships, not about the company, but most likely interest for followers on Twitter. Twitter followers can also retweet about a tweet, and that tweet goes to their followers, but also who made the original

tweet if hashtag is used. You can help your customers to find your Twitter-page by placing Twitter badge on your webpage.

Facebook is today the most important social networking service. Approximately 40% of Finns are in Facebook. Facebooks diverse using and exploiting is beneficial. Facebook is a great place to widen your visibility, because “everybody” is there, so your audience is huge. Facebook is easy way to share interesting content forward. If company has a Facebook page, they should write only when they have something to say. Writings should rise consumers interest, not to show that you are just there. Presence is not enough, but at the same time active Facebook account needs time and time means money. Companies can also be annoying by writing a lot and about things that are not relevant to the business, products or customers. Positive posts could for example be about new products with pictures, same for sale. Porin Riding Sport Facebook page likers might also appreciate information when you can see from television Finnish riders from the European Championships or Grand Prix competitions from Finland. Companys Facebook page also increases traffic on your website, assuming that Facebook page has followers and you post interesting content.

Facebook is an other forum and it is important to follow discussions that happen there. When consumers are writing on your posts or wall they are expecting a quick response. Also you want to react to negative feedback, not just ignore it, but do not be aggressive. Your Facebook fans can see each other and you can not affect on people who like your page. There might be certain people or groups you do not like to be connected to. (Aalto, 2010, 21-28; Haasio, 2011, 52-63)

3.2.5 Blogs and banners

There are a lot of web pages where companies can advertise in banners, and even for Porin Riding Sport possibilities are countless. There are local riding clubs, riding schools, the Equestrian Federation of Finland and its West Finland section, forums like hevostalli.net, most common webpages that have horses for sale like hevostalli.net, hevosnetti.com and ratsut.fi, but also rider bloggers mainly from Satakunta region.

If Porin Riding Sport would choose to advertise in a blog, the price would vary between bloggers. Some blogger might not ask that much money, or might even settle for some riding equipment, some might ask too much money. When deciding a suitable blogger, you need to take a closer look at the blog. Where is it advertised so that it will get more readers. Is there enough pictures and videos so it is interesting. How often does the blogger write? Are the subjects interesting? Is the blogger competing? It is a plus if the blogger would be brand conscious and wants to look their best, because then in the photos they would show all these different equipments and also readers often ask blogger what brand and products they are using. This might direct readers to sponsored site, in this case Porin Riding Sport.

If choosing a banner, it should be interesting by its content and colours. Banners are usually quite small and flashing different advertisements. This is why there should be just few words, maybe some interesting offer or mention of a new product. Colour should be that way that it is not annoying, but gets noticed. (Haasio, 2011, 89-99)

3.2.6 E-Mail

Email and mailing lists have made it easier to take care of the customerbase and networks. It is easier to keep old customer than get a new one. That is why taking care of old customers is really important. When customers are happy, they recommend the business to their friends, they come back themselves and bring money to the company. Email does not replace personal contact between company and consumer. It creates more trust which builds to action.

Companies can collect a mailinglist of their customers and send them news or deals. Emails should not annoy customers by coming too often. Depending on business there can be monthly or weekly customer email. Company can send monthly customer letter via email and if they have special offer only for the weekend for example. These emails can be for all customers that want to be on the list or just for most loyal customers. When information and offer can be told to all customers, it would be ideal that the information would also be shared in Facebook and/or Twitter and/or companys website. (Aalto, 2009, 23-31)

3.2.7 Magazines and newspapers

Magazines and newspapers can be considered as traditional channels for marketing. Although Internet is nowadays a normal channel to get information almost on anything, several households order magazines and newspapers. For example if one is a member of The Equestrian Federation of Finland, Hippos is a magazine that person will have as a member asset (<http://www.ratsastus.fi/hipposlehti>). An advertisement in a local newspaper might attract potential customers from that area the company is working in. In the following chapters, few of the regional newspapers are shortly presented but also already mentioned Hippos is presented because of its readers that hit the target group.

Hippos is the biggest equestrian magazine in Finland, founded in 1948. In year 2012 it had approximately 37500 subscribers. Hippos is released eight times a year and it is sent to all The Equestrian Federation of Finland's members as an asset. It is also possible to order Hippos magazine and single copies can be bought from R-kioski, for example. Hippos has about 84 pages. It includes interviews, news and advertisement, for instance. There are other equine related magazines, also. Hevoset ja Ratsastus, Tunne Hevonen, Hevosurheilu, just to name few most known ones. (Suomen Ratsastajain Liitto, Hippos-Lehti, 2013)

Advertising and marketing in Hippos is easy. One can send a ready made advertisement to the company that is responsible from advertisements in Hippos. It is also possible to send material to the same company and the company's employees create the advertisement to put in the magazine. One can also add an appendix in the magazine by glueing or in a bag, for example. As mentioned in the media card, every Hippos is read approximately by 2,5 people. (Suomen Ratsastajain Liitto, Hippos-mediakortti, 2013)

Local newspaper is a logical channel to market locally. Many of them also have web pages. There is one bigger newspaper and also some smaller newspapers appearing in Pori region. Satakunnan Kansa is a bigger newspaper and it appears in whole Satakunta region. It has 116 000 readers every day, according to Satakunnan Kansa's media sales site. They also have done research of reaching different target groups.

Competition between different industries is something that Satakunnan Kansa is interested in and they exploit it. They also offer a possibility to make a research of company's marketing by an external research company.(Satakunnan Kansa, 2013)

Porilaine is a weekly appearing paper, that comes every Friday between Satakunnan Kansa. For people who do not order Satakunnan Kansa, Porilaine is delivered during morning delivery in Pori, Ulvila and Luvia. As mentioned earlier, Satakunnan Kansa has 116 000 readers daily. Therefore one can say that also Porilaine has at least 116 000 readers every Friday. In the Satakunnan Kansa's media sales site, there is not mentioned if advertisement sales straight to Porilaine is possible but the prizes in general are very well informed. (Porilaine/Satakunnan Kansa, 2013)

Satakunnan Viikko is the most awarded city magazine in Pori, according to their own web pages. It appears twice a week, on Tuesdays and Thursdays. Every Thursday Satakunnan Viikko is delivered to whole Satakunta region and its distribution is 110 000. Satakunnan Viikko has news but also interesting advertisements. Making an own commercial magazine is one of their services. Sports, traffic and cars have their own sections in the magazine, too. (Satakunnan Viikko, 2013)

3.2.8 Radio and TV

Porin Riding Sport has used local radio once in a while as a marketing channel. Usually the radio channel's advertisement sellers call to the company and offer seasonal advertisements; for example several plays during the first 2 weeks in December to boost up the Christmas sales. The same logic could work also when it is time to empty the storage and sell past season's collection in lower prices.

TV-Commercials can be sent to whole Finland or for example to Satakunta region. Price varies between channels and commercials length and whether it is shown on Primetime. Riding breeches are just for riders and there is not at the moment a show going on that would guarantee a lot of rider viewers. TV commercials price comes from an estimate of viewers. To reach enough riders, there would also be a lot of non-rider viewers.

Promoting on Nelonen at Satakunta 40 times a 10 sec commercial would cost 1 400€ on target group of 25 to 44 year olds, they predict 49 000 contacts. Same nationally costs 23 500€ on target group of 25 to 44 year olds and Nelonen predicts that there would be 1 105 000 contacts. Promoting on Liv has 35 showings, also 10 sec commercial and it would cost 5 700€ on target group of 25 to 44 year olds, they predict 300 000 contacts. (Nelonen Media, Mediamyynti, 2013)

Promoting only in Satakunta is much less expensive, but then it would mostly benefit and promote the store. The riding breeches are meant to be sold in whole Finland and therefore promoting in whole Finland would be more beneficial.

3.3 The best ways to market to the target group

While doing this thesis we advertised twice in the biggest equestrian magazine in Finland, Hippos. The results on how many saw the advertises or remembered them were worse than expected. This is why we do not recommend advertising in Hippos in the same scale than before. Bigger advertisement might bring more visibility, but it is of course more expensive, too. The benefit of doing the marketing in bigger scale has to be researched before making it regular.

Because Porin Riding Sport is a small company, with small marketing budget, we recommend using the more inexpensive ones; not the tv-advertising, for example. Almost the whole target group is using Facebook. Posting actively in Facebook is important, but also free. Cost of marketing in Facebook is only personnel costs and there is no need to hire more personnel for marketing in Facebook. No extra time is needed; there will be quiet times in the physical shop when advertising in Facebook is possible. One can add material in the company's Facebook profile and post advertises on products that are on sale, for example. Telling about the new products in Facebook would be a good idea, too.

Porin Riding Sports own webpage should always be up to date and developing all the time. There should be good pictures and descriptions of products and they should be easily found on the web shop, too. Some customers can search from Google with specific product name, for example "Gersemi Saga", and it is important to come up

high on the list in this search. We advise to update the status in Google and put more effort to be more visible there, too.

4 PROJECT MANAGEMENT

To solve out what people think about the brand Ma-Nu, there needed to be some kind of questionnaire about it. Because the idea was to develop marketing and know if it has any affection to the knowability or was it even noticed, there had to be more than a one questionnaire. That is how it became a project and needed some management. In the following chapters some of the basic management theories and terms are explained.

4.1 Research project

Before product development there should be a research project. A certain conclusion or requirements are needed for financial actions or a product. In this case the key word is customer oriented approach. The customer needs direct the company to make right decision of the product selection they have. The company has to find its core competence and strengthen them. For Porin Riding Sport and brand Ma-Nu it is manufacturing the custom made breeches. The strength for this company is the dressmaker's attached to the store and professional sewers. If the customer cannot find proper breeches that fit from the normal selection of breeches, Porin Riding Sport can make ones. (Pelin, 2009, 35, 53-59)

4.2 Product development

This thesis could all in all be called as product development project. Usually the ideas come up from the need in the markets. Because we both have horseback riding as a hobby and we both have connections to Porin Riding Sport, it was easy to spot something that could be developed in that company. That something was Ma-Nu riding breeches.

The idea in product development projects are to deliver a product that is suitable to serial production. Ma-Nu breeches have already been that for several years, in a smaller scale, but needed some refreshing. As explained later on in this thesis, some of the target group thought that the brand is outdated and they would more potentially buy them, if they were first developed to be more modern. The patterns need to be redrawn and tested before the new breeches are available for sale, which is the final stage of product development.

4.3 Management by results

Managing a project is at the same time managing its results. Every project has goals for time, content, quality and money. A project is successful if it is finished in time within the project budget and timetable that were set in the beginning. It also should reach the goals of content and quality that were set. Usually the problem is that the timetable fails and the project prolongs. Because of that, also the budget will be overrun. (Pelin, 2009, 378-41)

A project is an individually lead financial scheme. Planning the project is expensive but it can decline the expenses while implementing. Optimizing time and expenses is suggested, because it can be very profitable to increase direct expenses, if the duration of project can be decreased. The plan is to reach the minimal expenses during a relatively long timetable. (Pelin, 2009, 169)

4.4 Risks

Every project include risks. Some risks are smaller and might not be that devastating for the project. Other risks are huge and can wreck the whole project, even on the last phases of the project. Unsuccessful project costs time and money, that can come from big sponsors or investors. To guarantee a successful project, recognising and preventing the risks is crucial.

4.4.1 Recognition of risks

The biggest job is to recognise the risks. There are several critical points to observe. Timetable is one of them. If one part of the project delays, it is more than possible that the rest of the parts will delay, too. New technology can create challenges to the project staff that uses it. Responsibilities that are not supervised by an exact person, for example, might create an atmosphere of indifference. Organisation borders affect on the risks, too.

The biggest risk in manufacturing Ma-Nu breeches at the moment is that the one person who knows how to cut the fabrics by using the patterns can hurt herself or become ill and needs to be on a sick leave for a longer period. In a long run this can affect on the amount of orders if clients have to wait their custom made breeches for too long. One risk in this project was that the owner of the company does not agree for example the way of marketing or the way how information is gathered from the clients and possible clients. It also might be that the new patterns made for the brand new and modern Ma-Nu breeches fail and the product does not sell as well as planned, despite the successful marketing.

4.4.2 Risk prevention

What could go wrong? That should be the very first question when people start to think risk prevention. When the risks are thought beforehand, it is also possible to avoid them. Decreasing the possibility of mistakes can happen by moving the risks to another party, for example. When possible risks are noticed, there is still a chance to change the plan. Acceptance is one way to confront the problems that might appear during the project. Also there should be an insurance for all risks to prevent the whole project going down if something unexpected happens. (Pelin, 2009, 232-237)

There are several problems in any project. Analytical and creational problems are some of them. Making a right decision can take a while and it can affect to the project timetable negatively. The main thing is to recognise the problem and work it out, not to search for the person who did it. Cutting the problem in to pieces helps to solve it out and analysing it might help to prevent the same mistake happening again. (Pelin, 2009, 317-320)

Planning is a key factor in any project. A good communication and briefing is a part of a well done plan. The goal is to communicate clearly and to a right group or person. It should be clear who is doing the briefing and communication. Also the timing for a briefing is important, as well as the tools for it. E-mail, phone calls and notice boards can reach the right persons better than for example meetings and seminars, that are meant for a bigger crowd. (Pelin, 2009, 293-302)

4.5 Ending the project

The project should have a clear end. The planned timetable and content should be finished and clear at this point. In the end the outcome and reaching the goals are checked. Did the project fulfill the expectations and was the budget enough or was less money spent than budgeted, are maybe the biggest questions after the project. Also the documentation and filing need to be finished off. (Pelin, 2009, 355-357)

Reporting about the project is not that simple, neither. It has to be clearly pointed to the target group and made according the target group. It has to be easily understandable to the target group and there has to be enough information of the project. Otherwise the target group that can be investors, for example, can withdraw from something that was dependent on the project results. Problems and prognosis should be explained, also. (Pelin, 2009, 308)

5 OPERATION PROFITABILITY

A company's goal is to make profit. To reach that goal it has to sell products that customers need or want. A product, service or a combination of these two requires somewhat a lot of man power and different services. It also requires raw material and goods. All that requires money.

5.1 Real and monetary processes

A company's economy process is divided in two different processes; monetary process and real process. Monetary process includes different payments, equity

investments and returns but also profit distribution. Real process equals acquisition of factors of production and storage. It also means the storage, transportation and sales of ready made products. The goal is to ensure, strengthen and increase the demand of the companys products. In the very beginning there is already different kind of infrastructure, for example an office, storage spaces, machines and spare parts.

The company pays from its investments which means money flow to the suppliers. Detached funding can come from the owners, equity, or for example from a bank as a loan, liabilities. Registering the money flows and monitoring them is important. Money is in the bank accounts and every transaction on a certain account shows in the account statements. Incoming and outgoing payments and of course the cashier reports can be seen in the account statement. These transactions are all marked to accounting. (Eklund & Kekkonen, 2011, 9-36)

5.2 Company's operations and moneyflows

Company operations can make profit, but there are some costs, too. Sales profits are in net revenue which result in gross profit where remedial payments of sales have been diminished. For example cash discounts are something that can be diminished. The idea of a company is to make the business activity profitable. Operating losses can be crucial to company's future, especially if several periods in a row are not profitable.

Gross margin is a crucial part of the company's overall result. Company is profitable if gross margin is bigger than fixed costs. Gross margin percent can be counted by following formula:

$$\frac{\text{gross margin}}{\text{sales proceeds}} \times 100 = \text{gross margin \%}$$

Break-even point are the amount of sales, when company's profit is zero. This is the point, what sales have to reach so the result would not be unprofitable. The formula for break-even point is as followed:

fixed costs divided by gross margin percent multiplied by one hundred

$\text{fixed costs} / \text{gross margin \%} \times 100 = \text{BEP} = \text{break-even point}$

Improving profitability is simple: the gross margin has to be sufficient. The execution usually is not that simple, otherwise every single company would make millions of profit every year. There are some basic ideas how one can improve profitability.

Raising the prices can help in it. Cutting the costs is one way to increase profit. Another good way to make the gross margin sufficient is to improve sales. The next chapter will analyse improving sales more deeper. (Eklund & Kekkonen, 2011, 21-36, 63-85)

5.3 Improving sales

Improving sales normally increases the amount of profit. The marketing can be boosted for example by marketing to a totally new target group. A wild idea is to market the company's products to a group that has really nothing to do with the specialty products the company might have. Marketing to a specific segment in a totally new market can attract new customers. Intensified targeting helps the gross margin to grow in euros, which means that the profit will improve. Also eliminating expenses might help the profit to grow. Changing the product mix if necessary might help, too. Less profitable products are worthwhile to remove from the range.

Pricing affects the profit maybe the most. Poor pricing with too little margin does not help the company at all. A company can price their products freely. Despite of that, competition affects the pricing a lot. If a similar company near by advertises a certain product somewhat cheaper than another, the clients will more likely go to the first shop to buy the product. While web shops are more a rule than an exception, the competition is at least nation wide; in some cases it can be world wide. It is easy for customers to search the exact same product from several companies by using search engines.

A client's perception of the added value from a product affects also on the price. The life cycle of the product is something that is relevant in that case. An expensive product should last long and keep its quality through the whole life cycle. Less expensive products can be thought even as a disposable products. If the price is really low, customers might think that its poor quality. High price in the beginning can give a good image for a product. People might think that when the price is high, the quality and endurance are exceptional and that is why they might be ready to pay the high price from one product. In all cases companies should think about the markets where their products are classified in. The price should fit the markets price range. Sometimes it is clever to lift the price up instead of selling a product cheaper, just because of the image that the high price might give.

Pricing in a company that produce something is a bit different from a company that just sells products. Basically retailers think about the purchase price of a product, the freight and employees' salaries when they calculate the selling price. Manufacturing company has to think how much the raw materials cost, how much their freights are, how long will it take to produce a product to sell, how much the employees' salaries are and what is most cost effective while producing the product. (Eklund & Kekkonen, 2011, 96-101)

6 Customer's needs

Selling is simple because it is about creating needs and fulfilling them. World around us is full of needs. Only challenge is to know who, where and when has those needs. Some products and therefore needs for them are seasonal. Customers usually buy what they need. Sometimes they just go around the shop and think if they really need something. They also check if there is something that is in discount, something that might not be that relevant and needed at that point and still buy it. According to Porin Riding Sport the basic product groups are there because of the need of the customers. Extras are ordered if several customers wish an exact item to be in the shop or if the person who makes the orders really like something outside the list.

Same kind of behavior on customers happen also in the web shop. Customers might have a real need of something and look for it, but they might just have some spare time. Often customers will check on sale page or special offers, also if new items have their own page they will look at it. Webshop is different compared to regular store where business is done face to face with the customer. Webshop exploits different tools, when in store it is a lot what you do and say in that moment and also body language. In the internet consumer can directly focus on fulfilling its needs. Practical selling means that seller needs to know certain selling techniques, fast argumentation, calm but convincing body language, seller can not be shy.

When it comes to Ma-Nu breeches, the modernization of them had to be planned by the help of what the customers want and need. Many brands have made changes to their breeches to please the customers more. The know-how of how the clothes affect the performance is better nowadays because of researches. (Linden, 2009, 11-16)

7 MARKETING RESEARCH

When making a research of something, one figures out how to give answers or clarify problems. One has to decide, how to make this and what kind of research to use to give the most clear solutions to the problems. There are several ways to approach a certain issue. In this thesis two maybe the most well known research methods were used: quantitative, which means collecting numeric, quantitative data, and qualitative, which means collecting verbal, qualitative data. (Heinonen, Mäntyneva & Wrangle, 2008, 12-15)

7.1 Quantitative

Interviews in quantitative research are usually based on random sample. The idea of the research is the truthfulness of the answers. The questions are structured and one cannot return to the previous question after seeing the following one. The interviewer keeps a distance to the interviewed person, so one cannot have any kind of impact on the given answers. The questions are theory based and neutral. (Tilastokeskus, Laadullisen ja määrällisen tutkimuksen erot, 2013)

Quantitative research answers to the following questions: what, where and when. Quantitative analyse can be assimilated to frequency analyse. Because of this the results can be shown as percents and graphically or as a matrix. Typically one makes acrossing tables, where it is possible to compare the results. Mode and median are used a lot in statistics and quantitative research. (Heinonen, Mäntyneva & Wrange, 2008, 59-68)

7.2 Qualitative

Qualitative research answers to the questions why and how. Usually the persons who can attend the questionnaire are carefully chosen. Theme interviews can be executed via phone or face to face while questions are open and interview structured. Deep interview is personal and the questions can be changed based on the already given answers. In theme interviews the context is important but in deep interviews the meaning of context is less important. Qualitative interviews are flexible. Analysing the interview happens by coding and transcribing. In more detailed transcribing also the pauses and stresses in the speech are meaningful. (Heinonen, Mäntyneva & Wrange, 2008, 69-87)

Reporting the marketing research is instructed. The report has to be written and it has to have a basic structure. The most important issue in the report is to define the problem. Also how the research was planned and executed needs to be explained. The analysis and results in logical order are also required. After these there should be conclusions and recommendations for next actions.

(Heinonen, Mäntyneva & Wrange, 2008, 88-92)

Before deciding of what types of marketing to use, there had to be some kind of research from it. We decided to make two surveys in the internet to research the best way for marketing certain brand to certain group of people. We also wanted to know the starting point for marketing the brand Ma-Nu. Customers were also interviewed in Helsinki Horse Show for the company to develop its services and encourage to also develop the brand itself.

7.3 Surveys in Internet

The decision of making a small series of internet surveys was quickly made. There is a great possibility to reach hundreds of people via internet all over Finland or even all over the world. The aim was to reach Finnish people because the brand has not ever been marketed outside Finland. Both of the studies were combined qualitative and quantitative researches. The reasons why we chose to combine these two methods are explained in following chapters.

Qualitative method composes of chosen individualities who are interviewed. The basic form of the interview is an open question or theme where one can answer freely. There are no exact choices that one has to choose from. The interviewee has to come up with the answer without any options to look at. There are no critical points. Instead, the interpretation is divided to the whole research process. The researchers have the opportunity to go over the material and think more of its meaning. The truthfulness of the material does not matter in qualitative research.

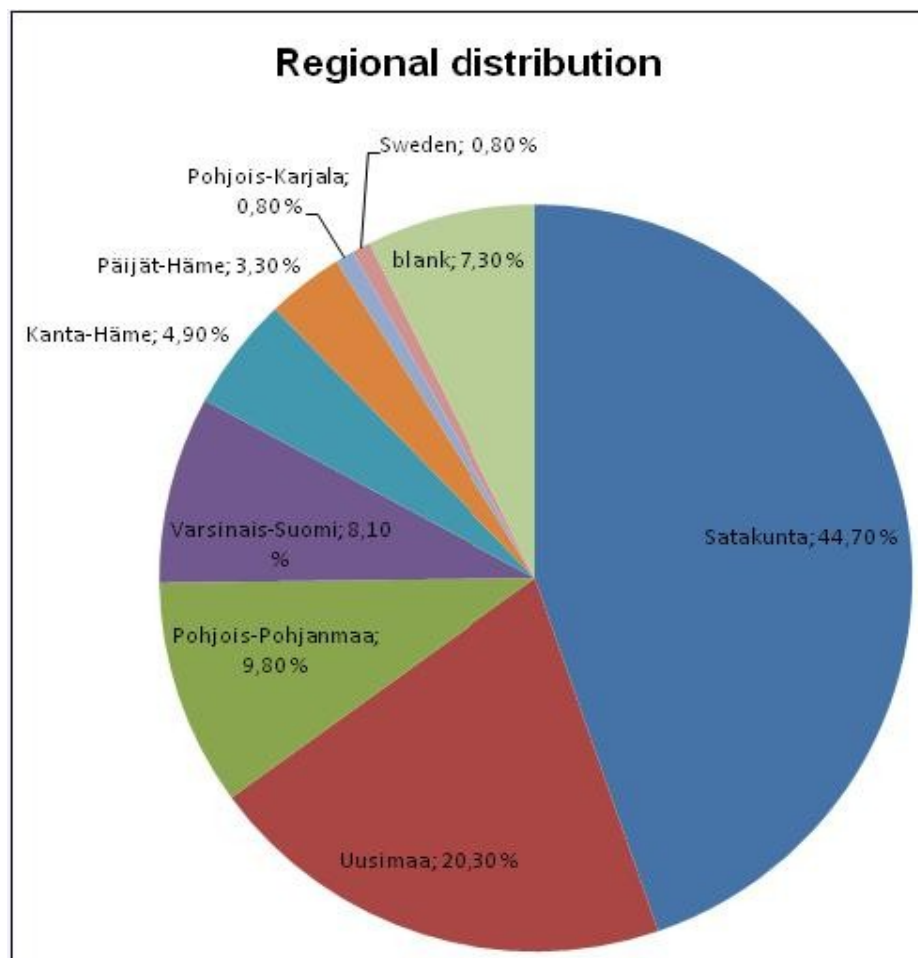
Quantitative researches are usually based on random sample. There are critical points. After those points there are no possibility to go back to the previous stages and change the answers. There is always some kind of numeral matrix where the material is summarized; for example a pie chart to show the diversity of living area of the interviewees. The truthfulness is very important in quantitative research. (Tilastokeskus, Laadullisen ja määrällisen tutkimuksen ero, 2013)

Because we wanted to know how many people know the brand and where the knowledge of the brand is most widely known, we needed to make quantitative questions. Age group, living area and gender were the main quantitative questions. The company wanted to have some feedback from the brand, so we made some qualitative questions, too. Experiences of using the brand's products was one of the qualitative questions. Deeper analyses of the questionnaires are presented next.

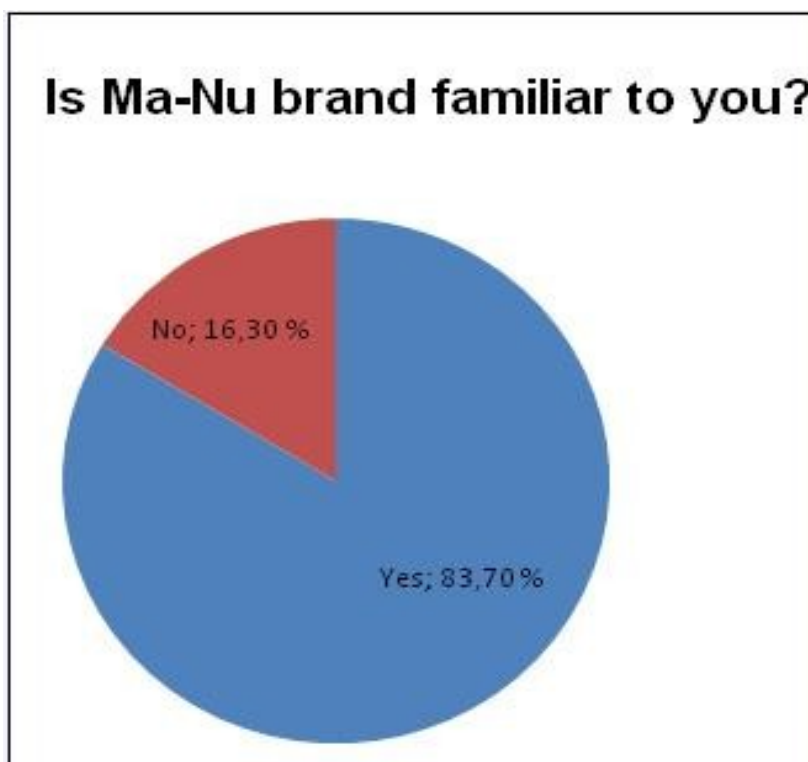
7.3.1 The first questionnaire

The first questionnaire's aim was to solve out if Ma-Nu was recognized as a brand and how widely Ma-Nu is known. Also experiences of using Ma-Nu products were asked. The questionnaire was composed of ten questions and finished with a possibility to comment freely on the brand. The whole questionnaire is included as an appendix 3 and 4. We got 123 responds.

The regional distribution was somewhat expected but still surprising. The region that had the most of answered persons was Satakunta with 44,7% of all the answered persons. Second region was Uusimaa with 20,3% while Pohjois-Pohjanmaa was third with its 9,8%. Someone from Sweden had also answered to the questionnaire; the percentage was 0,8%. 7,3% of the answered persons did not want to tell us their living area.



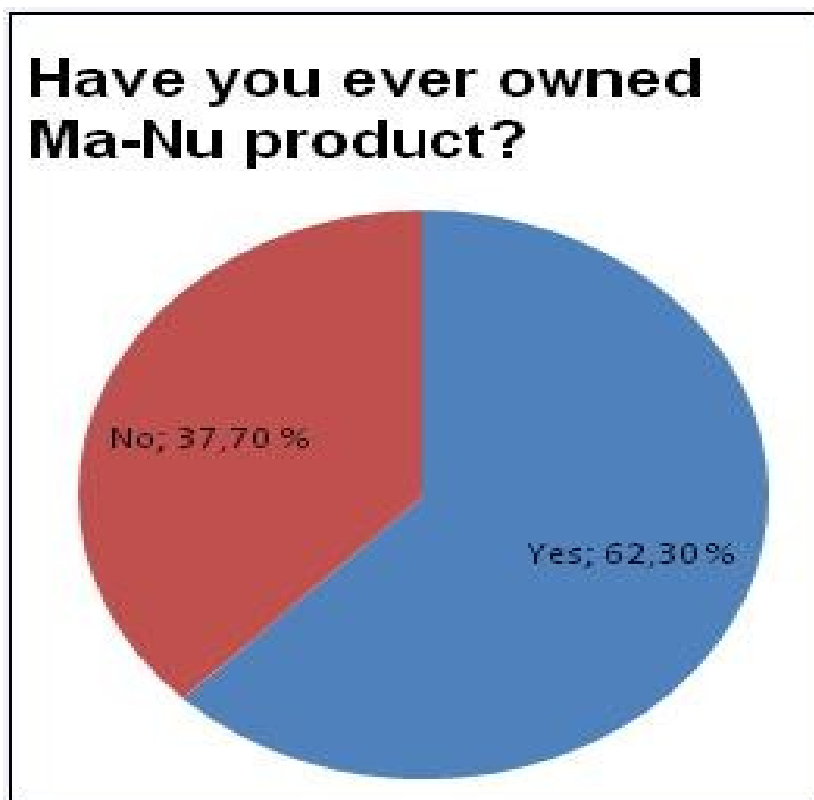
Picture 1.



Picture 2.

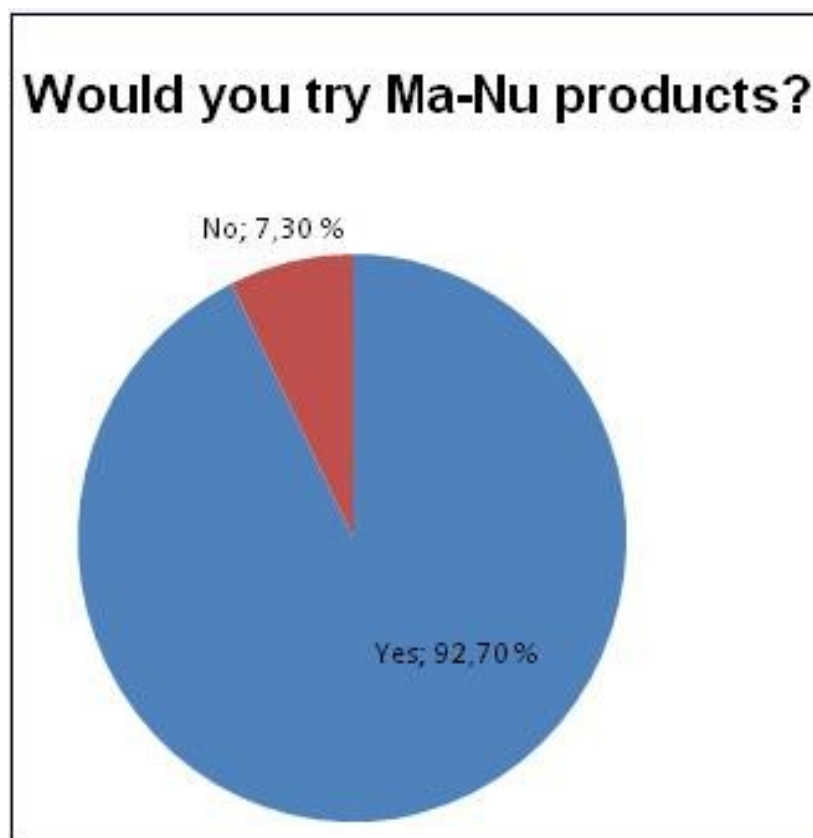
Ma-Nu was known by 83,7% of the answered persons. This is positively high compared to the sales from previous years. Most of the people how answered to the questionnaire were around 30 to 40 years old, which means that they were at their teens when Ma-Nu was big in the 80's and 90's.

62,3% had even owned some products from Ma-Nu; mainly breeches with 60,5%. This also effected in wheather people wanted to try on modern Ma-Nu products. Most of the answered persons were happy with the product they have owned, but quite many also mentioned that products are oldfashioned.



Picture 3.

92,7% would try Ma-Nu products. Reasons to try Ma-Nu products were for example “everything should be tried at least once” , the price and also the nationality, Finnish. Individuality and commendations had some impact on the willingness to try Ma-Nu products. Functionality and long lasting materials were mentioned few times; this shows that rumors have a meaning in people’s own opinions. Some answered persons had already had Ma-Nu products and for that reason were ready to try or not to try those again. A chance to get custom made breeches affected on quite many of the answered persons. Negative comments were mainly about the looks. People who did not want to try Ma-nu products wrote that those were not stylish and did not fit their body shape. Some even said that the they are not good enough quality. Some said the image of Ma-Nu goes back to the 80’s and 90’s.

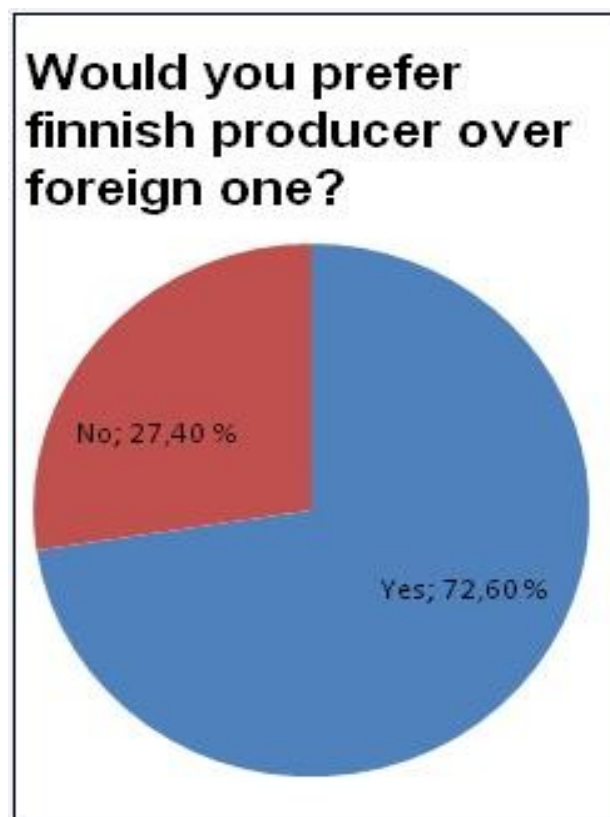


Picture 4.

Feedback from previous Ma-Nu owners described the products comfortable, long lasting and praised the good model and possibility to have custom made breeches. Price and quality meet each other and the products have been long lasting. Someone wrote that she has not used her breeches that much because she felt that they were uncomfortable. Many mentioned the similarity with the 80's and 90's look. Boringness was mentioned as a negative feature. One person mentioned real leather patches as a very positive choice. Only one person really had hated the breeches.

The knowledge from the new products came from friends with 74,2%. Horse magazines with 66,9% and web shops by 66,1% would also be great channels to advertise a new product. Facebook was not that popular than we expected, by 62,1%. Only 0,8% choose radio as a channel to receive information about new horse products. 2,4% received the information from the local magazines and 4,0% from TV. 20,2% also received the information from somewhere else than the places that were choosable in the questionnaire.

72,6% would choose Finnish producer rather than foreign one. When asked for some arguments for this, many wrote that they want to support the Finnish companies and products. Quality, price and availability were also mentioned many times in these arguments. Some wrote also, that it really does not matter to them whether the products and/ or companies are Finnish or foreign. Fitting a Finnish women's body seemed to be important as well. Only few mentioned trends and did not like Finnish “boring tent fabrics”, like one of the answered persons commented.



Picture 5.

Lastly there was an opportunity to give feedback freely from Ma-Nu products. The majority of the comments were positive: good and long lasting products, easy to get and so on. Some wished development of breeches with some special features, some wanted more products to men. Several comments were about a will to try the products because of this questionnaire.

Conclusions of the first questionnaire was somewhat similar to what we expected. The brand is probably recognized and conducted to the 1980's and 1990's than considered modern. The new generation does not even know the brand. The most surprising result was from the question number ten about the channels to get information about new products. Facebook with the biggest percentage was expected but friends took the first place.

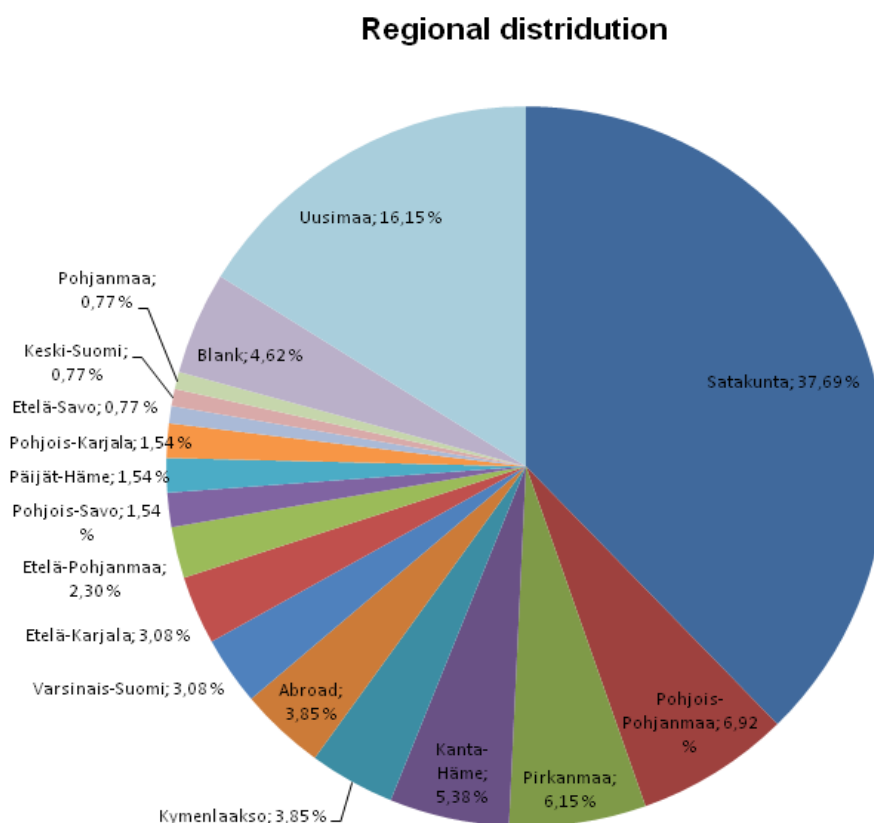
We noticed few things to improve in this questionnaire and research. Some questions did not have enough options to choose from, for example when asked about Finnish or foreign producer in the question number two, there should have been an option "neither". Because of this some people had to choose from options they did not feel comfortable with. From some comments could be seen that not everyone maybe did understand that this questionnaire was about the brand Ma-Nu, not the old shop in Pori. In the question number ten, about where people do get the news from the new products, there could have been a possibility to explain the last choice, "something else". It might have been great information to know what that something else is. Otherwise the research helped us to get a bigger picture of how well and from what the brand Ma-Nu is known nowadays.

7.3.2 Second questionnaire

The second questionnaire is included as appendix 5 and 6. In this questionnaire we wanted to see if our advertisements were spotted during last year. We advertised twice in Hippos magazine numbers 6/12 and 3/13,. We also advertised new breeches models at Helsinki International Horse Show at 18.-21.10.2012. The questionnaire had 6 questions, plus basic info and last one was free word about the matter. In this second questionnaire we got 130 respondents. Regional distributing in second questionnaire versus the first one was wider.

This questionnaire opened our eyes about advertising in magazines. We advertised in the biggest equestrian magazine in Finland twice, but still only 20% had seen the advertisement. 31,54% remembered seeing some Ma-Nu advertisement in the last year. 25 mentioned that they remember seeing an advertisement in Hippos, 12 have seen an advertisement in Facebook.

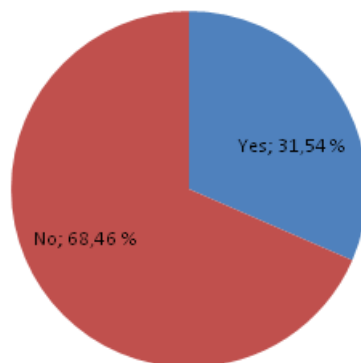
Regional distributing: Satakunta 37,69%, Uusimaa 16,15%, Pohjois-Pohjanmaa 6,92%, Pirkanmaa 6,15%, Kanta-Häme 5,38%, Kymenlaakso 3,85%, abroad 3,85%, Varsinais-Suomi 3,08%, Etelä-Karjala 3,08%, Etelä-Pohjanmaa 2,31%, Pohjois-Savo 1,54%, Päijät-Häme 1,54%, Pohjois-Karjala 1,54%, Etelä-Savo 0,77%, Keski-Suomi 0,77%, Pohjanmaa 0,77% and 4,62% of respondents do not want to tell their region.



Picture 6.

85,38% of respondents knew the Ma-Nu brand. This result is slightly higher than in questionnaire 1, but quite same. 31,54% of respondents had seen Ma-Nu advertisement during the last year. We think that this result was low since we had marketed directly to potential customers and in equestrian magazine and in international equestrian competition.

Do you remember seeing Ma-Nu advertisement during last year?

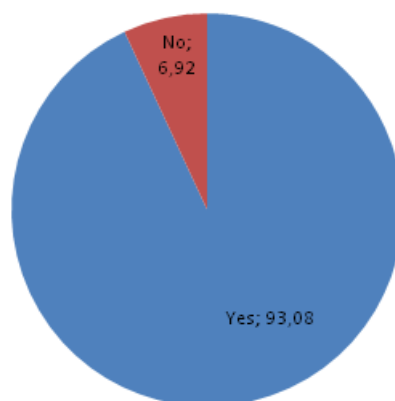


Picture 7.

36,92% had visited Porin Riding Sports web shop (www.ma-nu.fi). Only 13,08% said that advertisements raised their interest towards Ma-Nu products. But this might be low because only 31,54% had even seen the advertisements.

Question 6 was about ordering service for the custom made breeches. There was a link to the companys web shop and there respondents could see the current way to order custom made breeches. At the moment custom made breeches are ordered via email and web shop has drawing of models, no list of colors available or even pictures of fabrics. 93,08% said that their bying desicion would be easier with better pictures of fabrics and seat materials. People who answered question 6 “No” they said that they would still want to see them and try them before buying.

Do you feel that Porin Riding Sport needs a better service for ordering custom made breeches?



Picture 8.

After seeing the results from second questionnaire, we will not recommend advertising in magazines as much, but to concentrate on marketing in Facebook and improving web shop. The target group uses a lot Facebook and they use web shops also quite often. Bying desicion would be easier with clear pictures.

In free word part respondents gave us good ideas. There was that other brands sell with their name, so smaller ones has to be great quality to get their share of the market. Better webshop pictures were mentioned and real pictures with good zoom. Quite many also wrote that advertisements do not affect their buying opinion and they think advertising this brand is pointless, because it is high quality.

7.4 Customer interview in HIHS

It was obvious that another great place to ask about the brand knowability from people who are in this hobby, was some kind of horse fair or similar. Because it was already fall, there was only one bigger equine happening in Finland. That happening is internationally known Helsinki Horse Show, where the riders from the top of the equine world come and compete from World Cup points, for example. The happening also includes an expo area, where customers who come to watch the show

will spend their time between the shows. Because Porin Riding Sport was already going there as an exhibitor, it was a great opportunity to include the questionnaire about the brand Ma-Nu to the exhibition. (<http://www.helsinkihorseshow.fi/hihs/>)

The questionnaire itself was a shortened copy of the survey made in the Internet beforehand and also a so called interview where the interviewer wanted to get familiar of the person's current knowability of the brand Ma-Nu. The base for the interview can be seen as a whole in app. 1 and 2. These interviews were only for the company's own information and are not discussed further in this thesis.

8 IMPLEMENTATION OF MARKETING

There are several options for marketing a brand. To choose the best from the various options is not always that easy. Instead many try as many marketing channels as possible. The goal is to reach as many people from the target group as possible. The following chapters explain what ways of marketing of Ma-Nu breeches were used.

8.1 Commercial in Hippos before HIHS

The first commercial was put in Hippos before Helsinki Horse Show, with an idea to lure new customers to Porin Riding Sport's stand and expo shop. The commercial included an information of lottery and a prize that was a pair of custom made breeches. One could take part to the lottery after answering a small questionnaire of Ma-Nu- breeches and visibility of the commercial in Hippos. The advertisement was planned by Pauliina Palin and Mia Lemio.



Uusi housumalli!

Housuissa uutuutena saapaslahje ja upeat bling-taskut!

Housujen hinta 95€
(+ mittatilauslisä 15%).

Myös nämä, kuten kaikki muutkin Ma-Nun ratsastushousut, saat haluamasi värisenä ja omilla mitoillasi!

Lisätietoja ja kaikki Ma-Nu-malliston tuotteet:

www.ma-nu.fi




Picture 9.

8.2 Marketing in Helsinki Horse Show

In Helsinki Horse Show it was possible to make face to face marketing to visitors and viewers of the show. The new breeches could be shown in real life and everybody could come and touch the materials and try the elasticity of the breeches. Also the possible colors for the Ma-Nu breeches were visible in Helsinki Horse Show. There was also a possibility to order the custom made breeches right away.

People were asked if they saw the advertisement in Hippos. If someone said no, it was possible to see the advertisement from Porin Riding Sport's own magazine. They were also asked if they knew Ma-Nu brand at all and could they be interested in knowing more of the brand. Also the opinion about the new breeches were asked and

as the results from the questionnaire and/ or interview show, people seemed to be quite honest with their opinion. Finally everybody had a chance to take part to the lottery to win their own custom made Ma-Nu breeches. The answers of the questionnaires and/ or interviews are archived to Porin Riding Sport's own use.

8.3 Marketing by videos in Internet

In the near future making a commercial video of Ma-Nu custom made breeches and Porin Riding Sport's supply of equine products is possible. Trying to contact as many potential customers as possible is hard work and needs innovation. Making a video with huge visibility of the brand Ma-Nu itself and the products could make the decision of ordering the products easier. Seeing the products in real use and in action possibly convinces the viewer to try some of the Ma-Nu products.

Youtube offers a world wide visibility very easily. It is a video-sharing website, created in February 2005. From year 2006 it is owned by Google. Users can upload, share and view videos. Most of the Youtube content is uploaded by the individual users, but also companies and organizations provide some of their material via Youtube. Most of the videos in Youtube are free to view and they are supported by advertising. Youtube has a Partner Program where the uploader of the video can share the revenue produced by advertising on the site. (Wikipedia, Youtube, 2013)

Regarding the earlier mentioned facts, Porin Riding Sport could also benefit on marketing their services and products with a video in Youtube. Especially Ma-Nu-riding breeches could benefit on video marketing, when viewers could see the products used in action, not only still pictures of those.

Like mentioned earlier in this thesis, Facebook is a modern channel for marketing. A company can add their advertisements to their own Facebook page but also pay for a wider coverage. One can also add a video there and share it forward. Often a video is uploaded to Youtube and the link is shared in Facebook. (Facebook, 2013)

The company has already existing web pages, including web shop. The homepage tells about company's services, points out some of the most sold brands and tells the crucial information about company's opening hours, for example. Webshop consists of the most sold brands and some special products, that only few sell in Finland. After the possible customers have found their way to the webshop, it is easier to market Ma-Nu- brand itself, for example with a quality video.

9 NEW SERVICE TO THE COMPANY

As a part of the thesis, a new service to the company needs to be produced. Because the company has quite a versatile supply of services in the shop, we decided to develop the services in the company's homepage. The homepage is basically the same thing than a web shop so the new service is included to the web shop's services. Our idea is custom made breeches by using a configurator.

Porin Riding Sport's homepage includes information of the company and its services. The company sells products for horseback riding, for horses and also gifts that are horse related, for example a wristwatch with a picture of a horse. Porin Riding Sport offers also a resale service for it's customers used saddles with a small transmission fee. The company rents a horse trailer for it's customers, too.

As mentioned earlier, the company offers dressmaker's services to everybody, not only for people who have horses as a hobby, profession or lifestyle. Shortening curtains, for example, is one of the dressmaker's services.

Web shop is only almost a one year old service for Porin Riding Sport. In the web shop the company sells their most known brands and products but also products that are not that familiar to Finnish hobbyists.

Many car brands use a configurator, where one can create their own car with own, personal choices that appeal them. They can choose the color they love, leather seats with air cooling system and more powerful engine, for example. On the other hand

one can also choose as ecological features as possible if that person values ecological choices in life. For example Audi has several features to choose to several car models and all extras cost more. All prices are seen on the page and the total price updates itself every time one chooses a new feature to the car. That gives a possibility to choose special features and see the price in real time. (Audi, Suunnittele sinulle sopiva Audi, 2013)

Another great example can be found from a riding helmet manufacturer Samshield webpages. Samshield is a brand that has classy and expensive image. One can create their own Samshield helmet on Samshield webpages and see the finished product and the price right away.

(Samshield, My Samshield, 2013)

These facts got us interested. Maybe people who order custom made Ma-Nu-breeches would appreciate this kind of new service, although the price range is on totally different level than Audi's, for example. The idea, execution and approximate cost are explained in the next chapters, mostly with pictures.

9.1 The configurator

New service is a tool that allows you to design your own breeches. Now it is done via email. Different models have different options to choose from. Customer can design their own breeches with regular measurements or send their own. Customer can choose from the models available, colors, seat materials and size.

First of all the customer can choose the model that he or she likes. Classic riding breeches with full seat or maybe jodhpurs with knee high patches. There are classic models that will always be available for order, but some models can change with trends. There are also different models to satisfy customer need, like high waist or low waist. The newest trend is having the bootleg and that is available to most of the models.

After choosing the model, the customer can choose the color for the breeches and the type of seat and material for it.

The possible colors at the moment are:

- black
- navy blue
- dark brown
- beige
- white
- blue checkered.

The seat options are:

- no seat
- full seat
- knee patches.

The seat materials are:

- fabric
- fake leather
- real leather

The seat colors are:

- black
- dark brown
- white
- navy blue.

Customer can change the add ons, add them or simplify the breeches. Available fabrics and color may vary between models. Some models might have already chosen add ons that you can not change, but you can always ask for extra. Choosable add ons can vary between models. Few examples of add ons, belt loops, wide belt loops, crossed belt loops X-style, zipper pocket left, zipper pocket right and bootleg.

Different styles of seats are leather fullseat, microcashmere fullseat, fabric fullseat, leather kneepatch, microcashmere kneepatch and fabric kneepatch. Customer may ask for different color seat than standard also stitch color can be changed.

9.2 Measurements

Finally it is time to take the measurements to the breeches. Waist, hips, thigh girth, knee girth, ankle girth, length of the leg from the interior legs and length of the leg from the exterior leg are the measurements that a sewer needs for producing custom made breeches. There will be a guide for exact points for taking measurements. This will be on the page after choosing the color, seat and add ons. On this page customer has an option to ask for even more detailed breeches, maybe for different color stitches or embroidery. This will be a blank box where one can write in, so options for more personalized detailing are not limited.

There are different models for women, men and youth. This is the first selection box. After selecting this, one needs to choose a suitable size of the breeches.

Size options for women are:

- Regular sizes
 - 34, 36, 38, 40, 42, 44, 46
- Long
 - 72, 76, 80, 84, 88, 92,
- There is also a choice for custom made breeches
 - I will send the custom measurement chart +15€

Size options for youth are:

- Regular sizes
 - 100, 110, 120, 130, 140, 150, 160, 170
- Long
 - 100 Long, 110 Long, 120 Long, 130 Long, 140 Long, 150 Long, 160 Long, 170 Long
- There is also choice for custom made breeches

- I will send the custom measurement chart+15€

Size options for men are:

- Regular sizes
 - 46, 48, 50, 52, 54, 56
- Long
 - 46 Long, 48 Long, 50 Long, 52 Long, 54 Long, 56 Long
- There is also choice for custom made breeches
 - I will send the custom measurement chart +15€

9.3 The example

Here is an example one of Womens models, Donna. Donna is at the moment available in three different colors, Black, Navy and Dark Brown. By clicking different pictures, it will grow and show better different details. Site will show bigger picture of chosen color, here is chosen Navy. Donna model includes some add ons that will come with the model, Crown in the back, pocket both side that are decorated with stitches. Porin Riding Sport has chosen different colors for these add ons by what they think that stand out the most, as you can see in the picture, colors are different for black, navy and dark brown. In Donna you can choose from different belt loop styles, selection will first be on that choice that manufacturer thinks looks the best. In Donna you can choose bootleg and also all different seat choices are available.

Donna



Select color ▼

- Black
- Navy
- Dark Brown

Select Your Size ▼

Belt loops

- Regular
 Wide
- Crossed (X)

Leg

- Regular
 Bootleg

Seat

- Leather fullseat
- Fabric fullseat
- Microcashmere fullseat
- Leather kneepatch
- Fabric kneepatch
- Microcashmere kneepatch

Picture 10.

If customer wants to have custom made breeches with their measurements, they will choose options “I will send the custom measurement chart”. This option will open a box after this site where customer can put their own measurements. On this side is also a guide for exact measurement point, ensuring a good fit. Custom made breeches will cost +15€. Reason for this is that standard sizes have ready to go charts, but the custom made ones they have to be made.

Donna



Navy

Select Your Size

Select Your Size

I will send the custom measurement chart

34
36
38
40
42
44
46
72
76
80
84
88
92

microcashmere tuilseat

Leather kneepatch

Fabric kneepatch

Microcashmere kneepatch

Picture 11.

Donna



Belt loops

- Regular
 Wide

Crossed (X)

Leg

- Regular
 Bootleg

Seat

- Leather fullseat
 Fabric fullseat
 Microcashmere fullseat
 Leather kneepatch
 Fabric kneepatch
 Microcashmere kneepatch

Picture 12.

9.4 The realization and costs

The modifications to the already existing webpages is not free or even cheap. To get the idea about the costs, we consulted Kari Pitkänen from Avenla Oy. After seeing the idea of the configurator, he gave some ideas and quick estimate about the costs. The following chapters familiarize the issue.

The most usable solution from mister Pitkänen's point of view is to make a management page, which includes information from so called Wizard collection. There is a database, where the information is saved and from where it is loaded when

used. The information can be a name, description, a picture and so on. It also includes the information of how many inquiry pages the Wizard has, what products are on each page, what footnotes are asked from a certain product and how the footnotes are asked; for example multiple choice or a text field that client can write in.

The products will be chosen from the already existing webshop where they are created before these previously mentioned actions can be made. Clovershop webshop, that Porin Riding Sport uses at the moment, has to be modified so this kind of solution would work. It needs the modifications also so it would support and save the data from the footnotes and save and show the data in the order itself.

Creating this kind of Wizard builder code takes about 60 to 80 hours., which is a quick estimation of the work, not an official one. In the code itself mister Pitkänen would use PHP/AJAX/jQuery – combination without page downloads. Our own estimation about the prize is as follows: one can imagine that a charge per one hour is 70 euros. 60 to 80 hours would then cost from 4200 to 5600 euros.

10 CONCLUSIONS

The goal with marketing in year 2014 is to increase the orders of custom made products comparing to the previous year 2013. We think this can be done by modernizing marketing strategy. We recommend that Porin Riding reduces advertising in Hippos, it is expensive compared to its reach of potential customers. And as the questionnaires showed, people do not look at the advertisements that much. Nowadays consumers use more internet than classic magazines when searching for interesting products, sale or basically anything. We recommend to invest in Facebook. Updating Facebook pages frequently enough, uploading pictures of new products, informing customers about upcoming or ongoing offers or sales. Porin Riding Sport should have a Facebook logo on their webpage, which tells to the customers to go and like their Facebook page.

Porin Riding Sport has a email list at use, but we recommend to trying to update it as often as possible. In the web page could be “want a newsletter” and under it place where to put your email address. Porin Riding Sports owner also goes to many competitions and fairs with a stand, there could be a list or little paper where customers can put their email address if they wanted the newsletter. Using newsletters the information goes straight to the consumer and they might come to the store check out the mentioned new products or sales if they are local or they might visit the webshop.

We also recommend that Porin Riding Sport makes promotional videos every now and then about their own products. These videos would be uploaded to Youtube. Link to these Youtube videos would be found on webpage and Facebook page. If the riders on the video have their own blog, video would also be linked there. By advertising in blogs Porin Riding can get new likes in Facebook and regular viewers to webshop. These links get Porin Riding Sport higher in search engines and also increases the possibility to people to see them.

In the future we recommend to keep up with the social media. Now Facebook is still largest and clearly beneficial, but for example Instagram is growing and getting more users. Of course one can be active in both, but it is not good being everywhere just because the social medias exist. Being active in social media is time consuming, but can be productive when used right. Marketing in social media also requires planning and some basic guidelines that all company employees follow. Posting in social media should be regular.

We also recommend to take the configurator in use. These days consumers are more demanding and they want as good picture as possible about the product they are about to order. Before that, we recommend finishing the modernizing of the brand and improving sales enough. New models and fabrics could modernize the brand quickly. The costs of the configurator is at the moment too much compared to the sales of Ma-Nu breeches. But by improving ordering service at already existing webshop is even better idea at the moment. For example using bigger and better pictures of the Ma-Nu products and fabrics used in breeches helps to give a better

image of the brand itself. Details like differently colored stitches, bling in pockets and bootleg are something that possible customers want to see clearly. Also better information about the models of the breeches is recommended. Not everybody want to guess what they are really ordering, they want to know the facts before making the decision.

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Helsinki International Horse Show

Kysely Ma-Nu tuotemerkistä.

Tunnetko Ma-Nun entuudestaan?

Oletko omistanut Ma-Nu- tuotteita?

Millaista palautetta annat omistamistasi Ma-Nu- tuotteista? Käyttömukavuus, kestävyys?

Miltä uusi Ma-Nu- ratsastushousumalli näytti ja tuntui?

Ostaisitko uuden mallin mukaiset housut?

Yhteystiedot:

Helsinki International Horse Show

Questionnaire about brand Ma-Nu.

Do you know brand Ma-Nu?

Have you ever owned Ma-Nu- products?

What kind of feedback you would give from the Ma-Nu products you owned?
Comfortable, long lasting?

What did the new Ma-Nu breeches model look and feel like?

Would you buy the new model of breeches?

Contact information:

Kysely Ma-Nu ratsastusvaatemerkistä

Kysely Ma-Nu- tuotemerkin tunnettavuudesta. Vastaa kysymyksiin mahdollisimman totuudenmukaisesti.

Postitoimipaikka :

Ikäsi: Alle 18v, 18-25v, 26-35v, 36-45v, 46-55v, 56-65v, Yli 65v

Mies/ Nainen

Onko Ma-Nu tuotemerkki sinulle tuttu? Kyllä/ Ei

Ostaisitko ratsastusvaatteesi mieluiten kotimaiselta vai ulkomaiselta valmistajalta?

Kotimaiselta/ Ulkomaiselta

Perustele edellinen vastauksesi. Onko syynä kenties hinta tai laatu? Saatavuus?

Kokeilisitko Ma-Nu vaatetta? Kyllä/ Ei

Perustele edellinen vastauksesi.

Miksi et tai miksi kokeilisit Ma-Nu- ratsastusvaatteita?

Valitse tuntemasi Ma-Nu vaatteet. Ratsastushousut/ Tikkiliivi/ Tikkitakki/ Heppafleece/

Nahkaiset kokochapsit/ tilaustuotteet

Oletko joskus omistanut Ma-Nu- tuotteen? Kyllä/ Ei

Jos olet omistanut Ma-Nu- tuotteen, mikä se oli? Ratsastushousut/ Tikkiliivi/ Tikkitakki/

Heppafleece/ Nahkaiset kokochapsit/ tilaustuotteet

Miten kuvailisit Ma-Nu- tuotettasi ja sen käyttömukavuutta ja esimerkiksi kestävyyttä?

Mitä kautta saat tietoa hevosalan tuotemerkeistä? Voit valita useamman. Facebook/ystävät/ hevosalan lehdet/ paikallislehdet/ radio/ tv/ nettikaupat/ joku muu

Vapaa palaute Ma-Nu tuotemerkeistä.

Questionnaire about riding clothing brand Ma-Nu

A questionnaire about brand Ma-Nu. Answer to the questions as truthfully as possible.

Post office:

Your age: Under 18y, 18-25y, 26-35y, 36-45y, 46-55y, 56-65y, Over 65y

Male/ Female

Is the brand Ma-Nu familiar to you? Yes/ No

Would you prefer to buy your riding clothing from domestic or foreign producer?

Domestic/ Foreign

Justify your previous answer. Is the reason possibly the price or quality? Availability?

Would you try a product from Ma-Nu? Yes/ No

Explain your previous answer.

Why not or why would you try Ma-Nu riding wear?

Choose those Ma-Nu products that you know. Riding breeches/ Stitched vest/ Stitched jacket/ Horse fleece/ Leather full chaps/ Product one needs to order

Have you ever owned a Ma-Nu product? Yes/ No

If you have owned a Ma-Nu product, what was it? Riding breeches/ Stitched vest/ Stitched jacket/ Horse fleece/ Leather full chaps/ Product one needs to order

How would you describe the Ma-Nu product and was it comfortable to use or long lasting, for example?

From where you get information about horse industry and its brands? You can choose more than one. Facebook/ friends/ horse magazines/ local magazines/ radio/ tv/ webshops/ something else

Free feedback from brand Ma-Nu.

Toinen kysely Ma-Nu ratsastusvaatemerkistä

Kysely Ma-Nu- tuotemerkin tunnettavuudesta. Vastaa kysymyksiin mahdollisimman totuudenmukaisesti.

Postitoimipaikka :

Ikäsi: Alle 18v, 18-25v, 26-35v, 36-45v, 46-55v, 56-65v, Yli 65v

Mies/ Nainen

1. Onko Ma-Nu tuotemerkki sinulle tuttu?
2. Oletko nähnyt Ma-Nu- ratsastushousuista mainoksia viimeisen vuoden aikana? Jos, missä?
3. Mainokset uusista Ma-Nu ratsastushousuista olivat Hippoksessa nro 6/12 ja 3/13. Kiinnittivätkö mainokset huomiosi?
4. Oletko käynyt Riding Sportin nettikaupan sivuilla (www.ma-nu.fi) tutustumassa Ma-Nu-tuotteisiin tarkemmin?
5. Auttoiko lehdessä mainostaminen ja HIHS-mainostaminen sinua kiinnostumaan Ma-Nu tuotteista?
6. Kokisitko tilauspäättöksen helpommaksi, jos näkisit nettikaupassa housujen ja paikkamateriaalin konkreettiset värit ja miltä eri mallit näyttävät eri paikkavaihtoehtoineen valmiissa housussa? Käy tutustumassa nykyiseen tilausjärjestelmään. http://www.ma-nu.fi/product_list.php?c=1

Vapaa sana

Second questionnaire about riding clothing brand Ma-Nu

A questionnaire about brand Ma-Nu. Answer to the questions as truthfully as possible.

Post office:

Your age: Under 18y, 18-25y, 26-35y, 36-45y, 46-55y, 56-65y, Over 65y

Male/ Female

1. Is the Ma-Nu brand familiar to you?
2. Have you seen advertisement of Ma-Nu breeches during last year? If yes, where?
3. Advertisements of new Ma-Nu breeches were in Hippos numbers 06/12 and 3/13. Did the advertisements get your attention?
4. Have you visited Riding Sports web shop (www.ma-nu.fi) to check out the Ma-Nu products?
5. Did advertising in magazine and HIHS advertisement get you interested in Ma-Nu products?
6. Would buying decision be easier, if you could see in the webshop breeches and fullseats materials concrete colors and how does different models look with different materials? Please visit the current ordering service http://www.ma-nu.fi/product_list.php?c=1

Free feedback