



Introduction

Think Twice Hungary
// 2016



Who we are?





Who we are?

- Think Twice Hungary is the local subsidiary of a **Belgian company**
- Founded in 2010.
- **Based in Budapest.** Cover the entire country with our services.
- **10 people is responsible for management** and we have 120+ colleagues in the field.
- Senior management, experienced staff and well trained promoter team.
- Total number of covered retail and operator stores: 188
- Think Twice is currently **active in multiple channels:** consumer electronics, hyper stores, independent retail chains – gaming and IT –, telecom and drugstores



Our Mission

- **Help vendors & retailers** convince the customers and to close a sale.
- Find out and recommend the **most suitable services for your company.**



Our services

- **Training, Education** – skills – and technology training to lift our staff to the next level
- **In store promoters** – a friendly face to your customers
- **In store demoing** – build product awareness
- **Sampling** – a one to one contact with your target
- **Rack jobbing** - we guarantee the proper presence of your products on the shelf
- **Mystery shopping** – first hand real experience from the field
- **Roadshows and event management** – meet with your customers



Our services

- **Account management** – added value and an indisputable return on investment
- **Brand PR and marketing** – consultation and planning.
- **Strategy** – go to market and channel strategy, partner strategy, product strategy
- **Business Intelligence** – our deep market knowledge and personal network will help you to effectively spend your budget
- **Data analysis** – for retail profitability and optimal marketing spending
- **Recruitment, Headhunting & Payrolling Service** – focus on Sales, Marketing & Administrative staff



Working method





Planning

Understand your product, service.
Define your goals.

- **Analyze the situation.** Take a look at the market and your competitors. Collecting insights.
- **Develop the proper strategy.**
Find the best way to reach your target group.
- **Presenting our plans.**



Execution

- **Education.** Trainings for promoters and for retailers.
- **Project management.**
- **Team management** & supervising the team.
- **Correction, fine tuning** – if it's neccessary.
- **Ongoing mobile reporting and activity tracking.**
- **Internal control.**



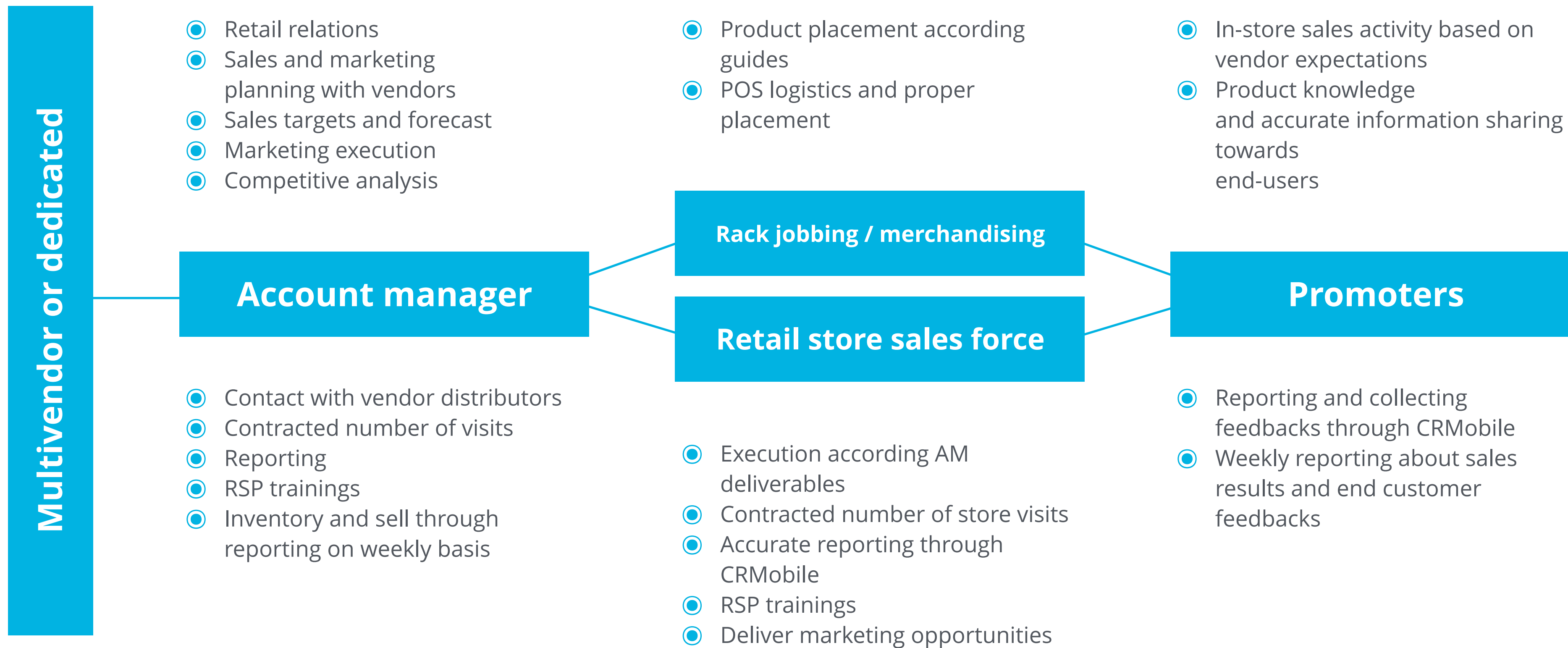
Evaluate

- **Collecting feedbacks** from the field.
- **Calculating** ROI.
- **Final report** with data analysis.
- **Key learnings** and takeaways.



Responsibilities for account manager and field sales structure

C O N T R O L





Why us?





Why us?

- We can make it easier for you and for your retailer partners.
- Deep local market knowledge.
- Personal weekly relationship with the key partners.
- We maintain good relations with our retail partner's staff.
- Business Intelligence: we know and understand the needs of local players.
- Dedicated people for specified tasks.
- We can give you a fast and full service from planning to execution.
- We are ready to work anytime and anywhere in the country.
- Data mining, and market analysis.
- We're respect your brand guide and your policies.



Policies for data treatment



Policy

- We are committed to earning customer trust by demonstrating accountability and an inherent respect for privacy.
- We must earn customer trust by being as transparent as possible about the people, policies, and processes we have in place to protect privacy.
- Our employees collect the data in a safe place and they can only see the basic data, not the full pictures.
- That's how we can work as an agency for both Asus and Lenovo.



Our experience



Our colleagues have experience in B2C sales of the following brands.



Current field map

Magyar
Telekom



Media Markt

576^{KByte}

BEST  BYTE

EURONICS 

 telenor

 extreme
digital

www.
LAPTOP.hu

notebook.hu

LAPTOP
SZALON®



 **Müller**

PLAYERSROOM
FASHION & SPORT STORE



Thank you for your attention!

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