



PRÄXPERT

Präsentationstechnik Handel GmbH

**PräXpert Präsentationstechnik
Handel GmbH**

Training company HAK Amstetten
Stefan-Fadinger-Straße 36
3300 Amstetten

E-Mail: praexpert@2054.uebungsfirma.at
Tel.: 07472 659 26 10 | Fax: 07472 659 27
Opening hours: Wednesday 13:25 – 16:00

■ information of company

- PräXpert Präsentationstechnik Handel GmbH
- Stefan-Fadinger-Straße 36, 3300 Amstetten
- e-mail: praexpert@2054.uebungsfirma.at
- telephone: +43 7472/65926
- fax: +43 7472/65926

■ sector

- trading with technical devices





Manager
Mag. W. Kloibhofer

Ass.
Maximilian Felbermayr

Accounting Dep.
Bruma Benjamin
Bauhofer Caroline
Böckl Mario

Marketing Dep.
Ebner Anika
Eletzhofer Florian

Purchasing Dep.
Brandstetter Jonas
Chasgerieva Diana

IT
Winkler Sabine
Softic Edin

Human Resources
Dorner Natalie
Dober Magdalena
Achleitner Laura

STATEMENT OF CONCEPT

- who are we?
 - a young and innovative company
- our staff
 - a dynamic, creative and well educated team
- we offer
 - high quality presentation equipment
- customers
 - professional presenting companys
- vision
 - satisfaction of customers
 - image
 - certification



PRODUCTS



**Apple MacBook Pro
Retina 13"**
Intel Core i5-5257U
33,8 cm/13,3 Zoll
8 GB, 128 GB SSD
Price: € 1.013,87



iPad Air 2, 64 GB, white
9,7" Display
2048 × 1536 resolution
3,1 mil. pixels
264 pixels per inch
Price: € 441,87



**Anker CB310 Fullsize erg.
wireless
waterproof and quiet
keyboard design
energy saving mode
activated after 15 min.
Price: € 30,81**



**Optoma x303 Projektor
3.000 ANSI Lumen
Contrast ratio: 15.000:1
HDMI entrance
up to 10.000 hours lamp lifetime
Price: € 486,42**



March 2017
5th best booth in Prague

MARKETING PLAN

Goals:

- gain publicity in Spanish markets
- 15 sales of our special trade fair offer (iPad Air 2)

Object of marketing

- core assortment
- iPad Air 2

Subject of marketing

- practice companies and visitors at the II Meeting point in Tortosa

Time span

- 4th April, 2017

Materials

- flyers A5 (quantity 60 pieces)
- posters

Local Range

- Tortosa and Surroundings

