

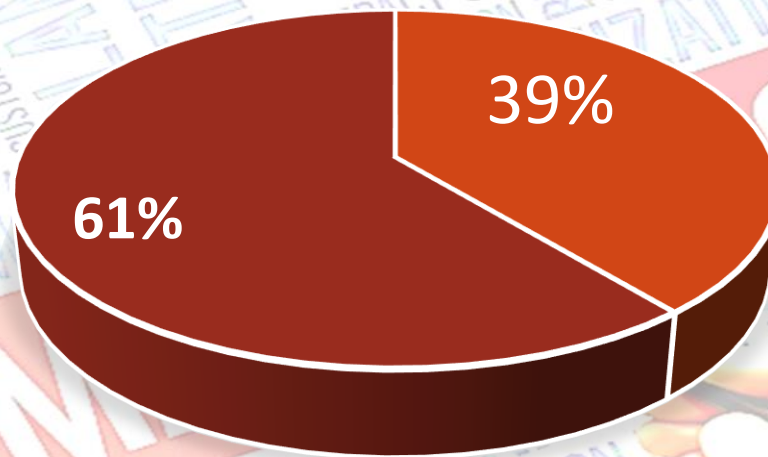
# Marketing plan



- distribution of electricity
- provider number 1
- strategic partner Innogy
- satisfaction of our customers



## Electricity distribution in 2016



- Household category
- Companies and Organizations category

# Marketing research

## *Internal marketing research*

- visiting household
- explaining
- giving advice

## *External marketing research*

- annual report from 2016



<b>CORE INDICATORS</b>		<b>2016</b>
<b>Procurement area</b>	km2	15 746
<b>Electricity distribution</b>	GWh	3 666
<b>The number of delivery places</b>		627 937
<b>Revenues from distribution</b>	thous. EUR	289 103
<b>After-tax profit</b>	thous. EUR	32 539
<b>Balance sheet total</b>	thous. EUR	746 756
<b>Cash flow from operational activity</b>	thous. EUR	73 732
<b>Investments</b>	thous. EUR	43 582
<b>Average numbers of employees</b>		1 038

# SWOT Analysis

## **Strengths**

Customers demand  
Electricity distribution

## **Opportunities**

no competition



## **Weaknesses**

Expansion of energy  
sources

## **Threats**

price



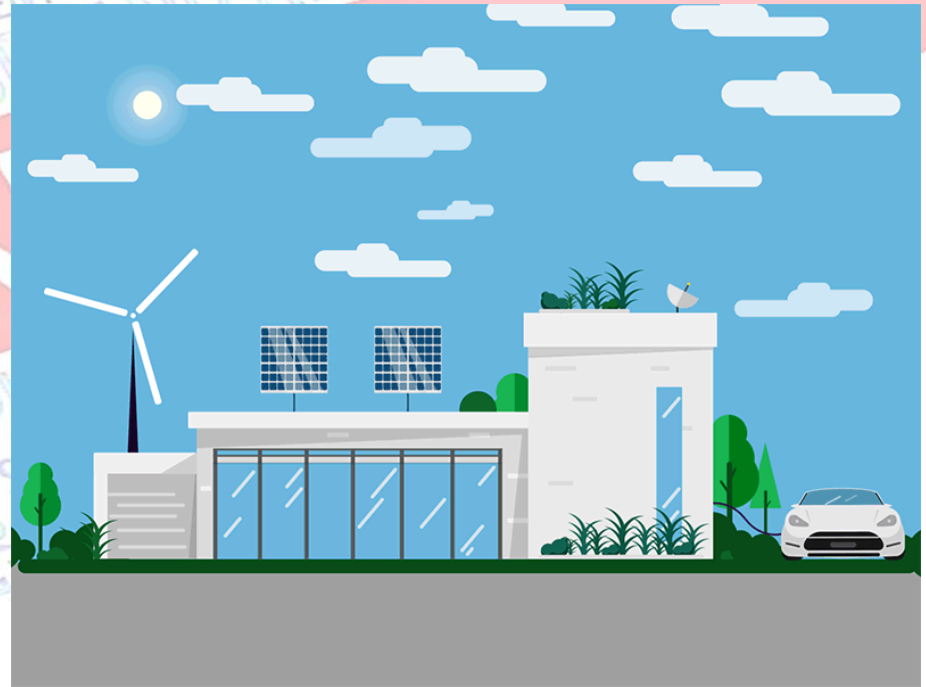


# Marketing Mix



# Product

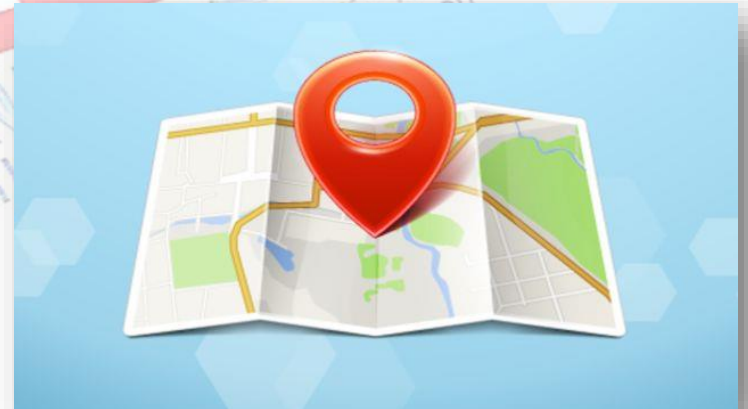
- Public lighting
- Works on electrical equipment
- Design and engineering
- Lease of transformers
- Testing and diagnosing
- Lease of alternative supply sources
- Harmony testing of hybrid systems
- Data (high-speed internet)





# Place

- our energy is produced in power stations and is transmitted by power lines, through distribution points and transformers to the final customer.



# Promotion

- advertising, commercials on TV
- billboards
- personal selling
- public relations



# Price

- final price of electricity
- prices on the stock-market



THANK YOU FOR  
YOUR ATTENTION

