

BRIEF CASE STUDY COMPETITION 2017.

COMPANY: PRIVREDNA BANKA ZAGREB D.D.

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BUSINESS CASE CATEGORY:

- **Marketing**
- **Finance**

BUSINESS CASE NAME:

Increase management competitiveness of Privredne banke Zagreb d.d. in segments of small and medium enterprises (SME)

AREA (keywords): Banking, entrepreneurship, SME (Small and Medium Enterprises), business of small and medium enterprises, marketing, competitiveness, research of SME market, analysis of business competitiveness, adjustment of business to the needs of SME clients.

DESCRIPTION OF THE CASE TOPIC :

Privredna banka Zagreb recognizes the needs for continuous development by finding ways, especially in recognition of needs of small and medium enterprises (SME), to improve its business and communication with segment of clients on national level stated above.

In an interactive communication with clients, online marketing campaigns and direct personal relations, we consider ourselves to be on the right path of advancement and development of quality relations with SME clients, in addition to creating permanent values for them.

We continuously work on the improvement and development of the relations with SME segment of clients. Our goal is to work on the enrichment of content of business offers for this segment of business.

Do we completely follow their everyday needs and are we bringing the banking world and the world of finances closer to them? Are there any other ways in which we can follow their needs? Show us your vision of successful SME business.

GOALS:

- **Research of market and analysis of competitiveness of SME business in Croatia's banking sector.**
- **Increase of competitiveness of Privredne banke Zagreb as an innovative bank in SME business area.**
- **Acquisition of new SME clients, improvement of relations with existing clients of the Bank and their long term retention.**

ASSIGNMENT:

- Research competitiveness of SME business on national level.
- Determine preferences and general attitudes in the area of the offer of SME products and services in addition to expectations.
- Determine reasons and motivation for buying and using SME financial products and services.
- Discover needs of SME clients for including non-banking products and services (e.g. organizing educations for clients, client networking).
- Define marketing activities and communication channels according to the conducted research (with emphasis on digital marketing).

ADDITIONAL AREA - NOT MANDATORY:

Research of the validity of proposed solution on a sample– min 50 subjects (carry out research of SME market).

ADDITIONAL INFORMATION:

www.pbz.hr

www.pbz.hr/hr/mali-srednji-poduzetnici

with.pbz.hr

www.facebook.com/privrednabankazagreb

www.youtube.com/user/PBZgrupa

www.linkedin.com/company/pbz

pbzblog.pbz.hr/

FORMAT OF THE SOLUTION:

- **PPT – mandatory**
- **Word summary 1 page - mandatory**
- **Word - detailed analysis - optional**

MANDATORY ITEMS IN THE SOLUTION:

- **results of market research**
- **marketing plan – mandatory**
- **business plan - optional**

THE CRITERIA OF SCORING:

Criterion	Grade	Contribution to final grade	Total
Wholeness of the solution - it has all mandatory items of solution	0-5	10 %	
Creativity and innovation of the solution	0-5	30 %	
Marketing plan	0-5	20 %	
Feasibility of the solution	0-5	10 %	
Wholeness of the presentation of the solution	0-5	15 %	
Quality of the solution	0-5	15 %	
		TOTAL:	