

## The Czech market – overview

Czech Republic has around 10,500,000 inhabitants. This segment is naturally connected with Slovakia that has 5,500,000 citizens as there are no language barriers. One third of all our visitors are Slovaks and they share the same cultural values as we do, so there is no significant difference from the point of view of outdoor gear.

People in this segment are generally big fans of outdoor as it is a tradition to be a member of Scout organization or to have a cottage in the mountains. In recent years, sports such as airsoft and paintball are becoming extremely popular and army e-shops are expanding their range of products to satisfy rising demand for military gear. However, there is very small range of tactical / military gear available and e-shop are trying to attract more and more brands.

Our country is often used as a gate to the Eastern markets by sales companies that plan expansion to this part of Europe. Moreover, the Czech Republic is a strategic place also for companies such as Amazon targeting on Central & Eastern Europe, because there is a good connection to Germany, Austria, Poland and Eastern Europe.

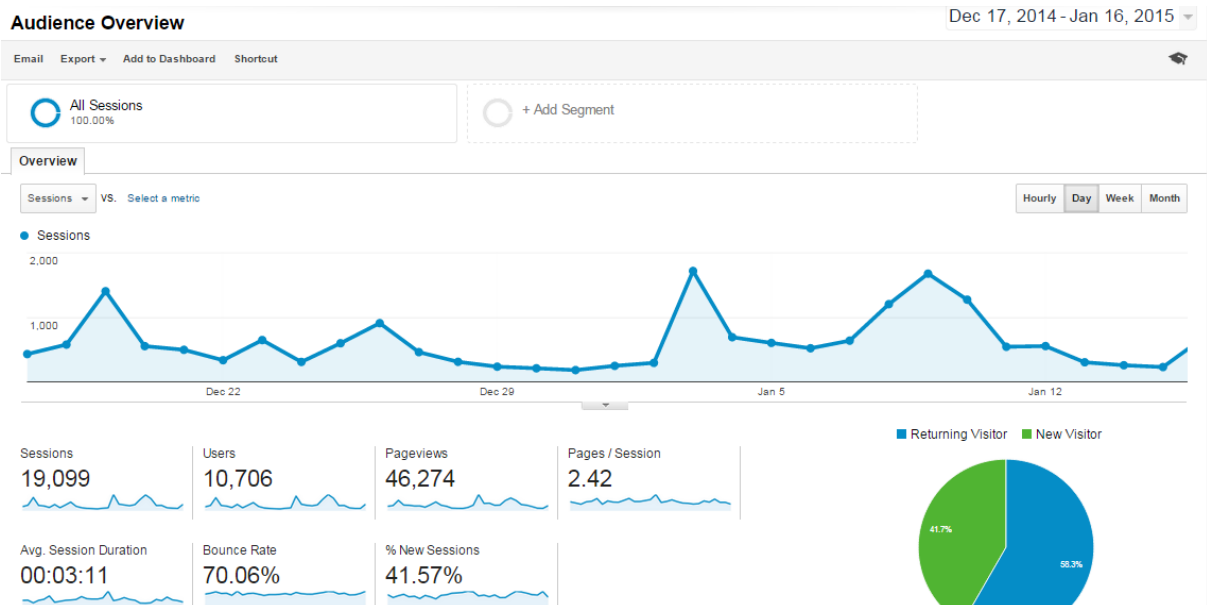
### Spending on clothes (in US \$):

Eastern Europe						
Albania						
Belarus	10,550.6	2,383.7	2,009.9	3,622.9	1,446.1	623.9
Bosnia-Herzegovina	4,896.2	980.1	730.9	2,241.6	836.6	784.4
Bulgaria	7,317.9	1,376.1	867.6	6,619.0	1,102.1	1,559.5
Croatia	12,528.8	1,497.5	2,296.5	6,478.1	1,776.6	1,060.9
Czech Republic	13,438.7	9,397.3	2,874.3	27,772.3	5,456.9	2,568.7
Estonia	2,268.6	992.2	578.0	2,437.8	454.8	329.9
Georgia	4,747.3	594.4	496.4	1,619.8	375.7	1,233.2
Hungary	11,219.2	5,235.8	1,795.7	16,147.6	2,975.7	3,042.5
Latvia	3,301.2	1,202.1	862.4	4,746.9	597.6	643.2
Lithuania	7,009.5	2,304.6	1,924.5	4,210.1	1,149.0	1,570.0
Macedonia	2,571.0	262.0	353.2	1,379.9	295.5	210.8
Moldova						
Montenegro	1,219.5	113.1	226.5	727.2	173.3	94.8
Poland	58,120.1	19,416.6	12,143.5	73,699.0	13,251.3	13,056.5
Romania	29,547.5	3,463.7	4,231.0	24,220.9	5,167.8	3,089.7
Russia	303,267.1	74,390.2	91,298.1	108,459.9	49,724.7	36,911.1
Serbia	7,568.6	1,491.1	1,045.0	7,028.0	1,155.9	1,512.8
Slovakia	8,663.1	2,519.9	2,069.6	13,229.2	3,297.9	2,117.5
Slovenia	4,367.7	1,585.5	1,447.2	5,865.5	1,767.6	1,170.2
Ukraine	46,726.5	8,397.9	7,030.5	16,231.3	5,528.5	6,229.4

Figure 1 - source: [http://www.euromonitor.com/medialibrary/PDF/Book\\_EMDAS\\_2014.pdf](http://www.euromonitor.com/medialibrary/PDF/Book_EMDAS_2014.pdf)

## Visits on Vybaven.cz

We have started this website at the beginning of September 2014 and it is growing rapidly:



**Visits:** around 1k per day

**New visits:** 41%

**Time spent:** 3:11

**Countries:** As we have a Czech written website, most visits come from the Czech Republic and Slovakia (Slovak and Czech are very similar languages):

Country ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	19,099 % of Total: 100.00% (19,099)	41.67% Avg for View: 41.57% (0.24%)	7,959 % of Total: 100.24% (7,940)	70.06% Avg for View: 70.06% (0.00%)	2.42 Avg for View: 2.42 (0.00%)	00:03:11 Avg for View: 00:03:11 (0.00%)
1. Czech Republic	14,996 (78.52%)	41.09%	6,162 (77.42%)	69.62%	2.46	00:03:14
2. Slovakia	3,083 (16.14%)	43.79%	1,350 (16.96%)	71.42%	2.41	00:03:00
3. Russia	148 (0.77%)	6.08%	9 (0.11%)	60.81%	2.11	00:08:39
4. United Kingdom	141 (0.74%)	42.55%	60 (0.75%)	77.30%	1.91	00:02:01
5. Germany	123 (0.64%)	42.28%	52 (0.65%)	72.36%	1.88	00:01:34
6. Indonesia	106 (0.56%)	37.74%	40 (0.50%)	54.72%	2.13	00:02:49
7. United States	89 (0.47%)	60.67%	54 (0.68%)	83.15%	1.36	00:00:32
8. Austria	45 (0.24%)	28.89%	13 (0.16%)	71.11%	1.53	00:01:58
9. Poland	43 (0.23%)	62.79%	27 (0.34%)	76.74%	2.23	00:03:24
10. Ireland	30 (0.16%)	46.67%	14 (0.18%)	73.33%	1.83	00:02:21

## Sources on Vybaven.cz

So far, we are active mainly on FB, but we are also getting some referrals and starting cooperation with other partners.

<input type="checkbox"/>	Default Channel Grouping	Acquisition			Behavior		
		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
		19,099 % of Total: 100.00% (19,099)	41.67% Avg for View: 41.57% (0.24%)	7,959 % of Total: 100.24% (7,940)	70.06% Avg for View: 70.06% (0.00%)	2.42 Avg for View: 2.42 (0.00%)	00:03:11 Avg for View: 00:03:11 (0.00%)
<input type="checkbox"/>	1. Social	11,537 (60.41%)	31.30%	3,611 (45.37%)	75.88%	1.91	00:02:19
<input type="checkbox"/>	2. Organic Search	3,509 (18.37%)	68.57%	2,406 (30.23%)	63.92%	3.27	00:04:10
<input type="checkbox"/>	3. Direct	3,201 (16.76%)	49.27%	1,577 (19.81%)	60.01%	2.84	00:03:51
<input type="checkbox"/>	4. Referral	852 (4.46%)	42.84%	365 (4.59%)	54.34%	4.27	00:08:20

## Referral websites for Vybaven.cz

**Vybaven.cz** was created as a logical step in our evolution. We first started with websites **Bushcraft.cz** and **Postapo.cz** that grouped strongly engaged community with interests in outdoors and military. Since there was no website where could people interested in outdoors and military read unbiased reviews of gear (there are some websites in Czech Republic with gear reviews but many of them publish paid marketing articles that has no value for reader interested in gear quality), so we created **Vybaven.cz**. Both websites, Bushcraft and Postapo, has its own social profiles on FB that are used to make visitors flow to **Vybaven.cz**.

To briefly describe the two referrals, **Bushcraft** is aimed more on the nature, traditional techniques and hiking. **Postapo** is strictly considered as a mutation of American preppers' websites – however it is staying out of the conspiratorial theories, it gives people feeling that they should be prepared for potential threats that could come.

- **Bushcraft**

Visits on the website are difficult to analyze as people are using social media and when we publish new article there is a one-time peak in number of visits and then it goes down again.

On FB we have 7,200 fans which are actively engaged in group discussion. The competition for this website is small and targeting on slightly different segment (old-school nature lovers).

- **Postapo**

Similar statistics for the website visits as Bushcraft. Postapo's FB profile has 9,050 likes. This site is the only one in this segment of the Czech market!