

Annotation of the paper

1. Title: Hungaricum promotion – Pick Salami exporting plan to European Union countries

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5. Content (max. 25 lines)

a, Nowadays we often forget about our nation's values what we should share for other. In this report, I would like to describe the export plan of top class Hungarian meat products of Pick to European Union countries.

b, Therefore firstly, I would like to introduce the general and business information of the product. The second part is a analysis about the market for meet. I will compare European Union countries business situations. I make a plan for Market entry strategy of Pick Salami. The question who is enquire about Hungarian meat product, where can be successful our products.

c, Mission of Pick Szeged:

Pick mission is to fulfil the needs of the consumers for a great quality product, and maintain it's name homeland and worldwide.

6. Key words (3-5 words): exporting, hungaricum, marketing, strategy