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WEB STRANICE HRVATSKIH LOGISTIČKIH TVRTKI: PREDNOST ILI NEDOSTATAK?

Sažetak

Na temelju postojećih spoznaja o prednostima internetskog marketinga provedena je analiza sadržaja web stranica hrvatskih logističkih tvrtki čiji je osnovni cilj utvrditi postojeću razinu kvalitete web stranica odabranih tvrtki kroz odgovore na pitanja o identitetu tvrtke i promociji, uslugama, sadržaju, korisnosti, upravljanju, održavanju i lokaciji web stranica hrvatskih logističkih tvrtki. Prema saznanjima autorice do sada nije bilo prethodnih istraživanja aktivnosti internetskog marketinga te njegove zastupljenosti u marketinškoj strategiji hrvatskih logističkih tvrtki, stoga je svrha rada doprinijeti postojećim spoznajama.

Ključne riječi: *logistika, logističke tvrtke, web stranice, analiza sadržaja, internetski marketing*

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CROATIAN LOGISTICS COMPANIES WEBSITES: ADVANTAGE OR DISADVANTAGE?

Abstract

Based on the existing knowledge about the benefits of Internet marketing content analysis of Croatian logistics websites was conducted and its primary objective was to determine the current level of quality of analyzed websites through the answers to questions about the identity of the company and its promotion, services, content, usability, management, maintenance and location of the websites. According to the author's knowledge there is no previous research of activities of Internet marketing and its share in marketing strategy of Croatian logistics companies until now therefore the purpose of the study is to contribute to the existing knowledge.

Key words: *logistics, logistics companies, website, content analysis, online marketing*

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