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Úvod

V průběhu května 2023 proběhla mezi studenty a zaměstnanci MFF UK anketa ohledně propagačních předmětů (merche). Cílem ankety bylo vytipovat o jaké předměty by byl mezi studenty a zaměstnanci zájem, včetně přibližných cen, které by byli ochotní za daný předmět zaplatit. Celkově se anketě zúčastnilo **392 respondentů, z toho 373 studentů a 19 zaměstnanců**. Respondenti hodnotili následující předměty:

Mikina s kapucí, Mikina na zip, Mikina bez kapuce a zipu, Hrnek standardní, Hrnek cestovní, Termohrnek, Ručník, Batoh, Plátěnka, Matfyzí Dobble, Diář, Láhev, Zástěra, Kulich, Kšiltovka, Půllitr, Placka, Brož (pin), Motýlek, Kravata, Košile, Tričko, sada panáků, Placatka, sešit A4, sešit A5, flash disk, Power banka, Pouzdro na notebook, Pouzdro na telefon, Herní karty, Rýsovací pomůcky, Sklenička na víno, Půldecák, Propiska, Pero,

na škále:

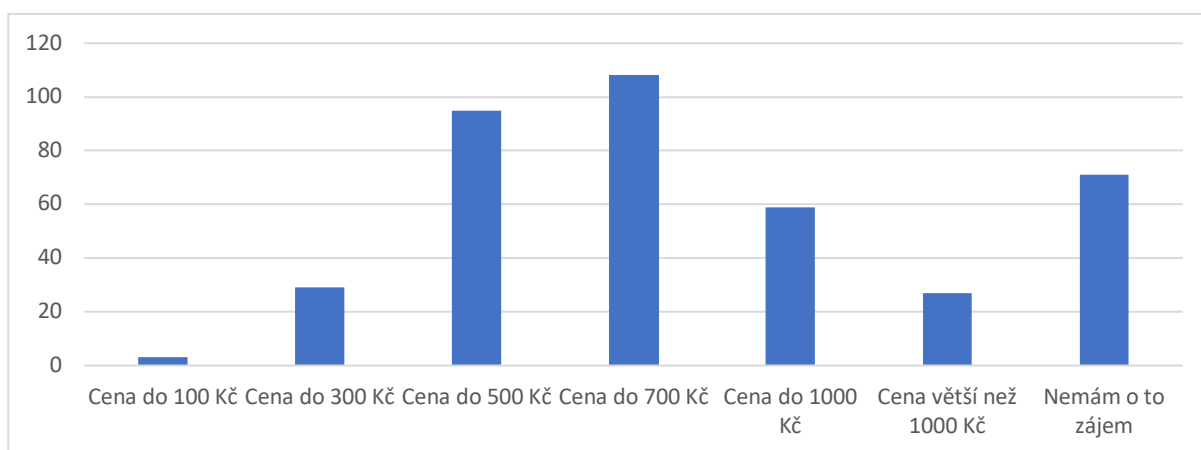
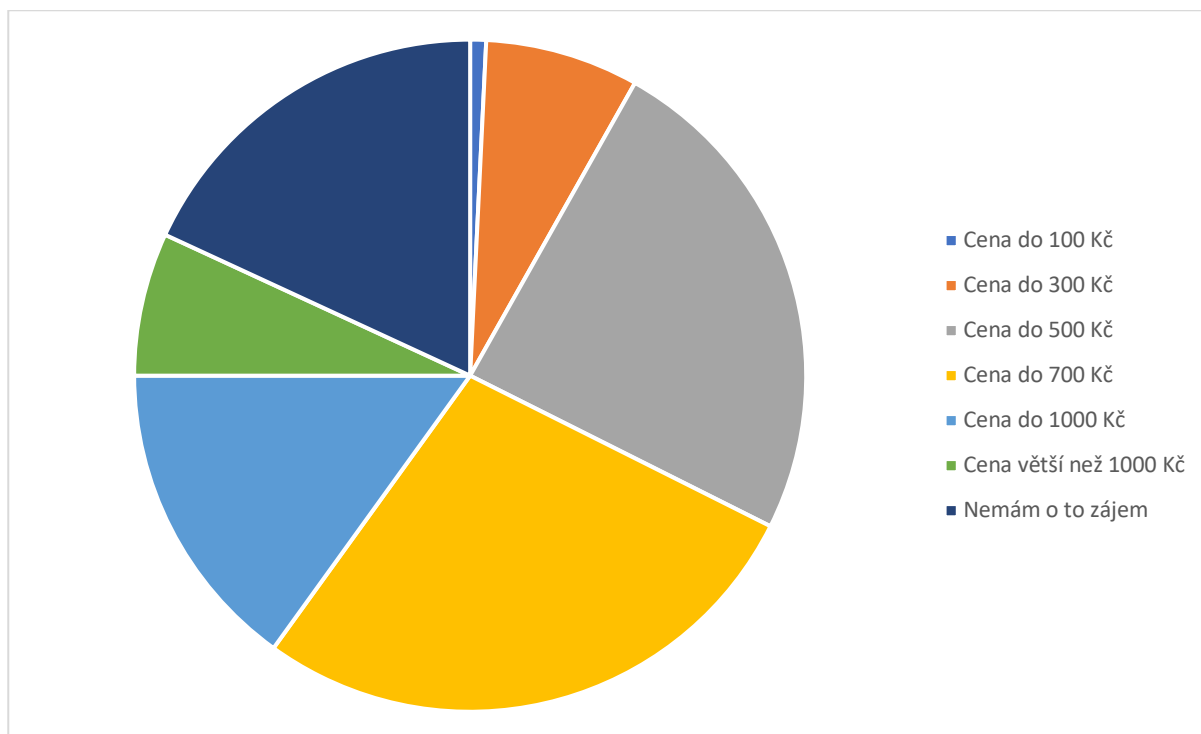
Cena do 100 Kč, Cena do 300 Kč, Cena do 500 Kč, Cena do 700 Kč, Cena do 1000 Kč, Cena větší než 1000 Kč, Nemám o to zájem.

Na následujících stranách jsou postupně ukázány výsledky pro jednotlivé předměty ve formě dvou grafů, koláčový a histogram.

Pokud je možnost, tak je uvedená cena obdobných předmětů na PŘF a FF UK pro srovnání.

Výsledky

Mikina s kapucí

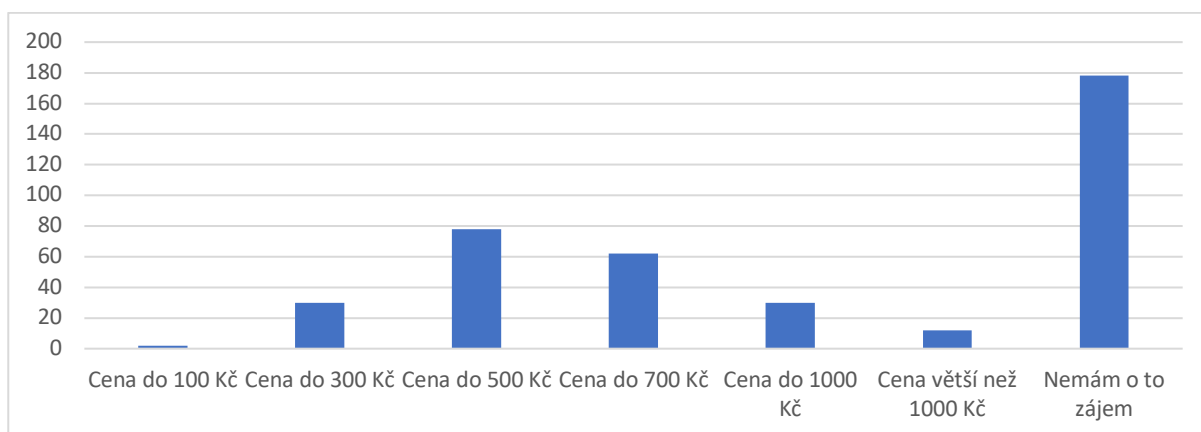
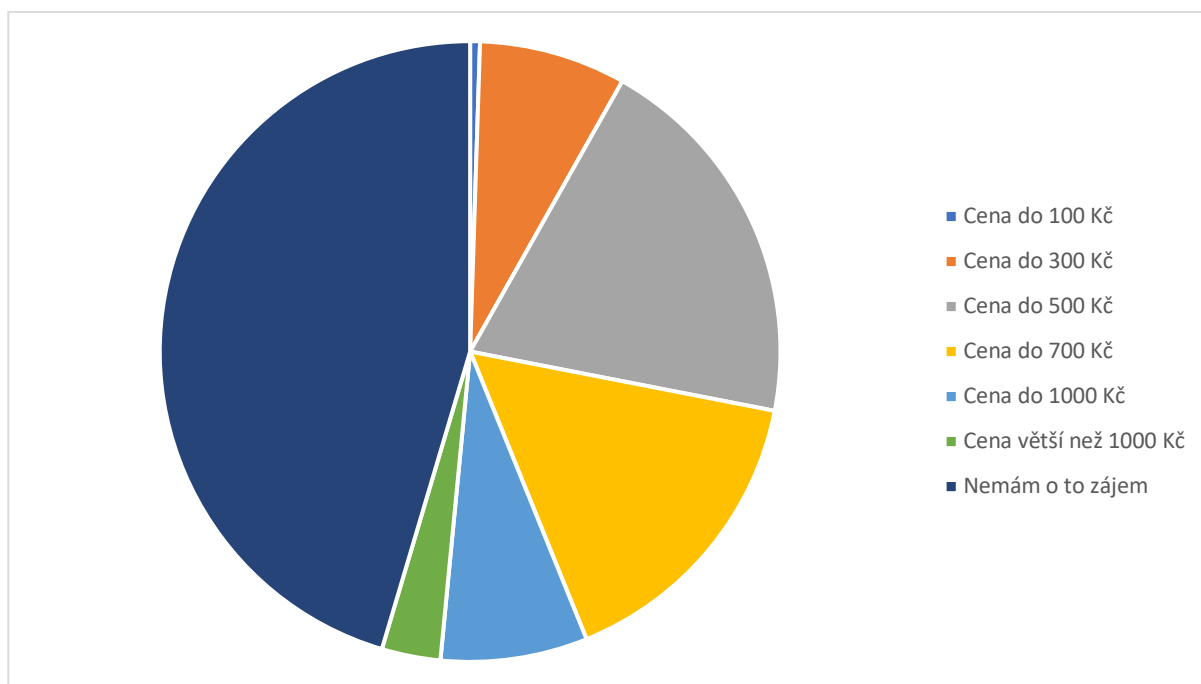


Cena na PŘF UK je 650 Kč, resp 688 Kč na FF UK, přibližně polovina respondentů by byla teda ochotna zaplatit tuto cenu.

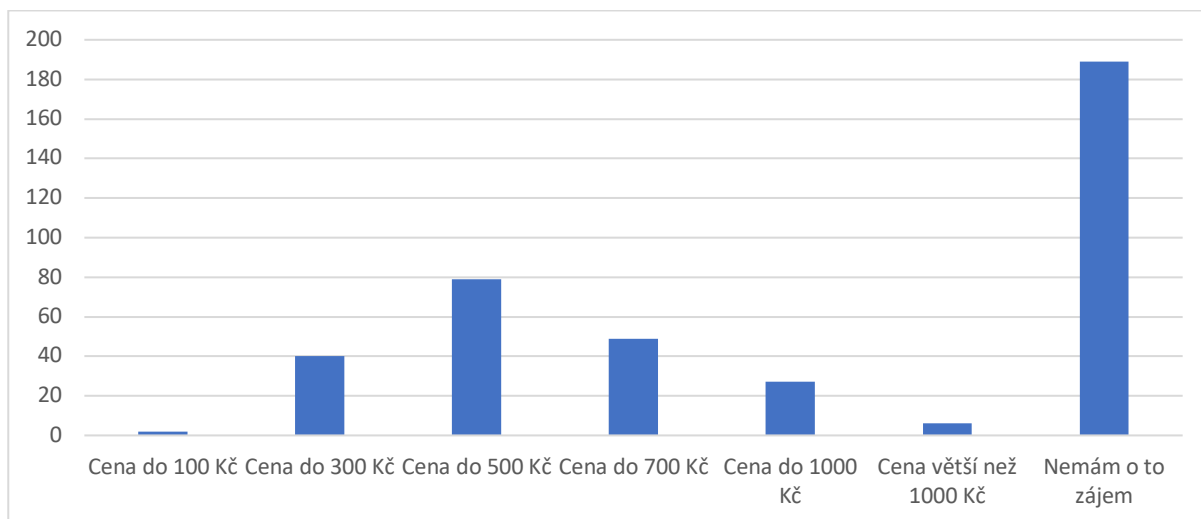
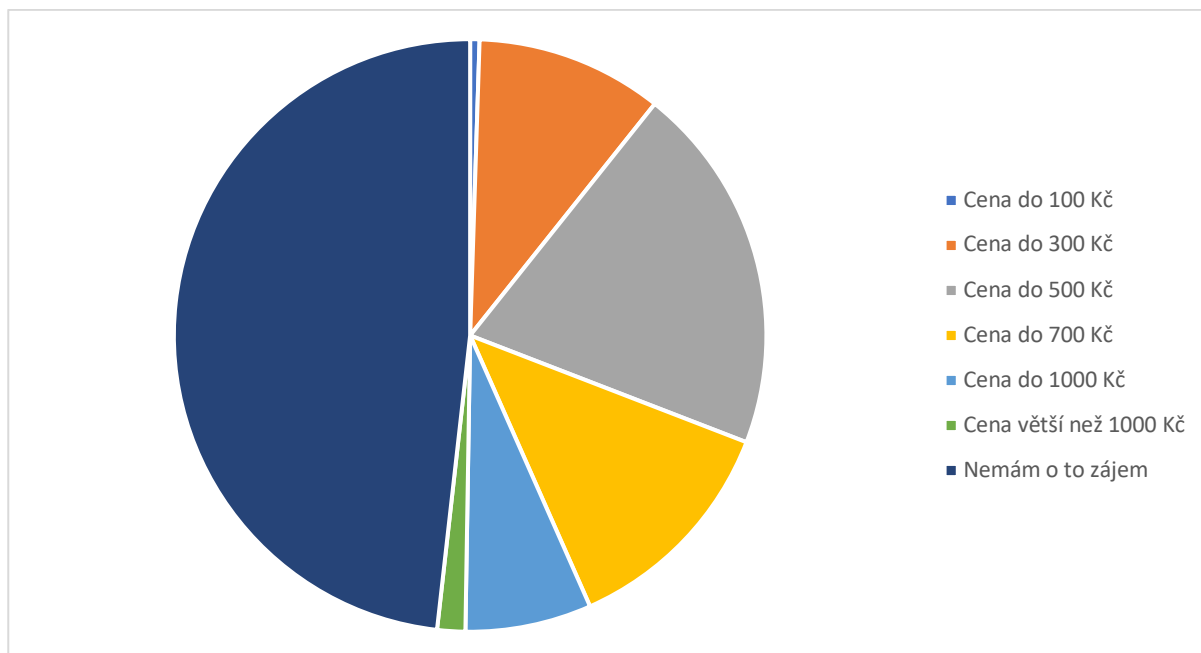
Množství	Varianta / Složení varianty	Cena za kus	Výroba bez dopravy	Celkem bez DPH	Celkem s DPH
<input checked="" type="radio"/> 30 ks	do A5	474,44 Kč	10-15 pracovních dní	14 233 Kč	17 222 Kč
L 5 ks	 Unisexová mikina s kapucí AWDIs Just Hoods Varsity, barva New French Navy / Heather Grey, vel. S	404,50 Kč		2 022,50 Kč	2 447,22 Kč
L 10 ks	 Unisexová mikina s kapucí AWDIs Just Hoods Varsity, barva New French Navy / Heather Grey, vel. M	404,50 Kč		4 045 Kč	4 894,45 Kč
L 10 ks	 Unisexová mikina s kapucí AWDIs Just Hoods Varsity, barva New French Navy / Heather Grey, vel. L	404,50 Kč		4 045 Kč	4 894,45 Kč
L 5 ks	 Unisexová mikina s kapucí AWDIs Just Hoods Varsity, barva New French Navy / Heather Grey, vel. XL	404,50 Kč		2 022,50 Kč	2 447,22 Kč
L 30 ks	Motiv č.1: Potisk textilu - BAREVNÝ textil, velikost do A5, síťotisk 1 barva	45,44 Kč		1 363,20 Kč	1 649,47 Kč
L 30 ks	Motiv č.1: Příplatky: Potisk textilu - antiskublimační vrstva pro potisk textilu s více jak 20% umělých vláken	10 Kč		300 Kč	363 Kč
L 30 ks	Motiv č.1: Příplatky: Potisk textilu - síťotisk / Potisk na umělá vlákna	5 Kč		150 Kč	181,50 Kč
L 1 ks	DTP práce: Kontrola podkladů a korektura - max. 30 minut	285 Kč		285 Kč	344,85 Kč
<input type="radio"/> 30 ks	do A3	489,38 Kč	10-15 pracovních dní	14 681 Kč	17 764 Kč

Pro představu je výše přibližná cena mikin a potisku.

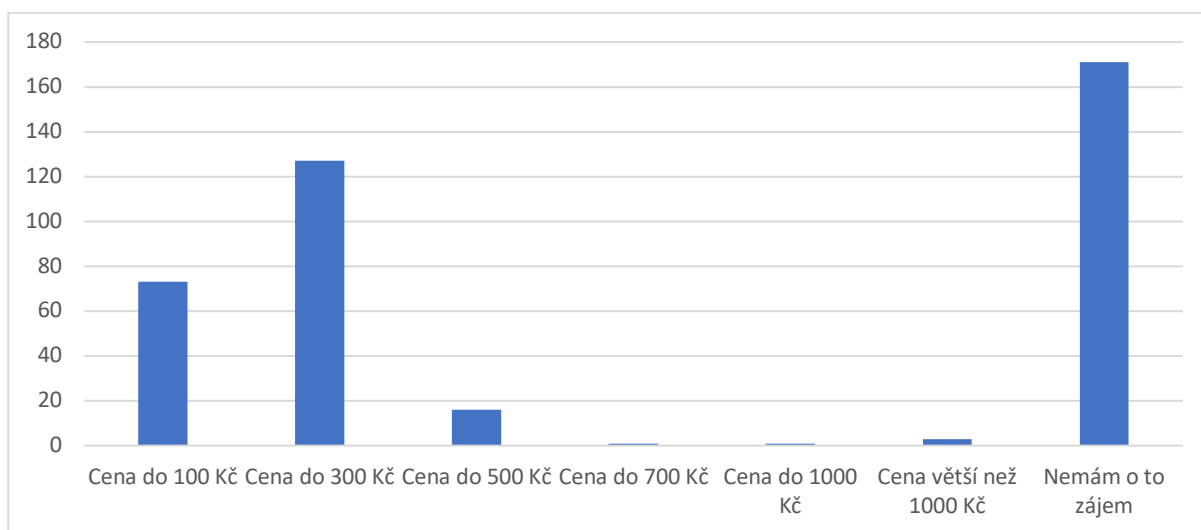
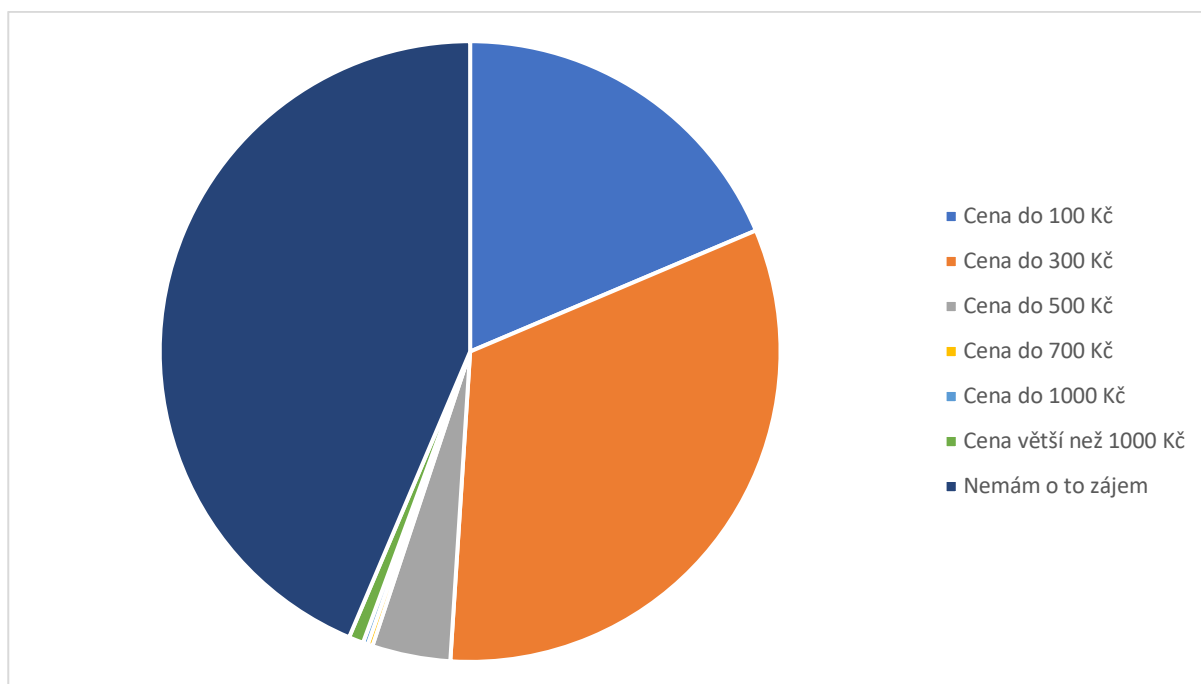
Mikina na zip



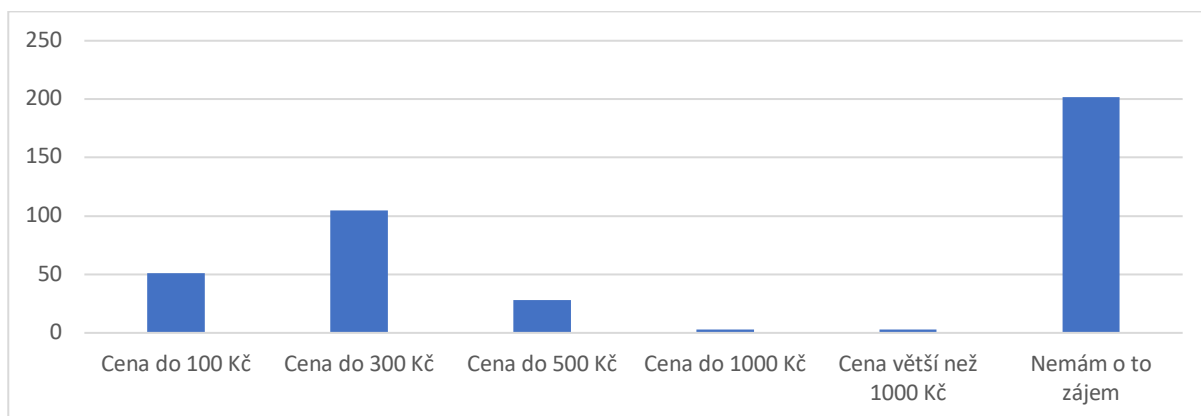
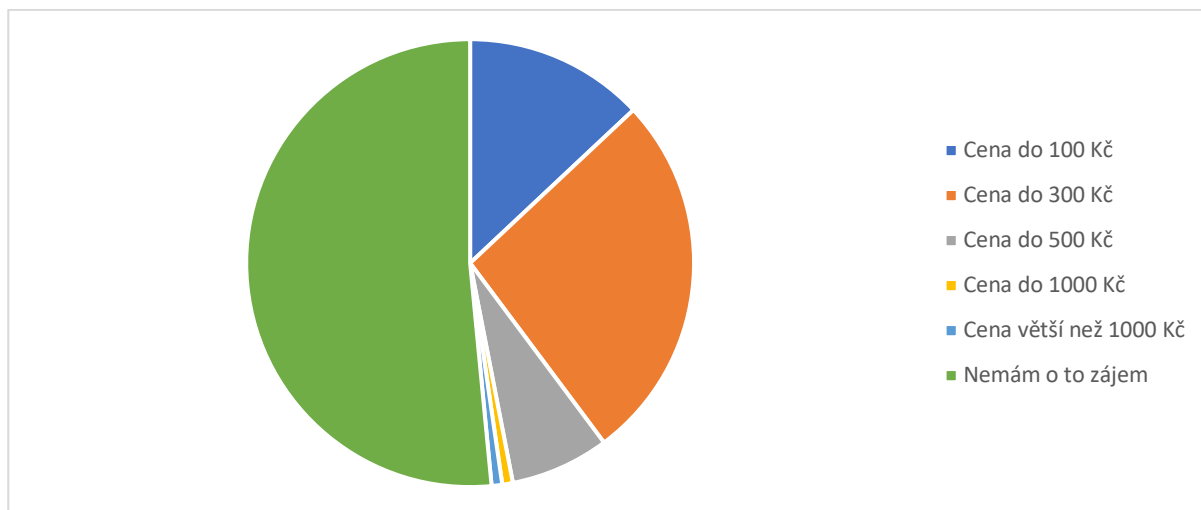
Mikina bez kapuce a zipu



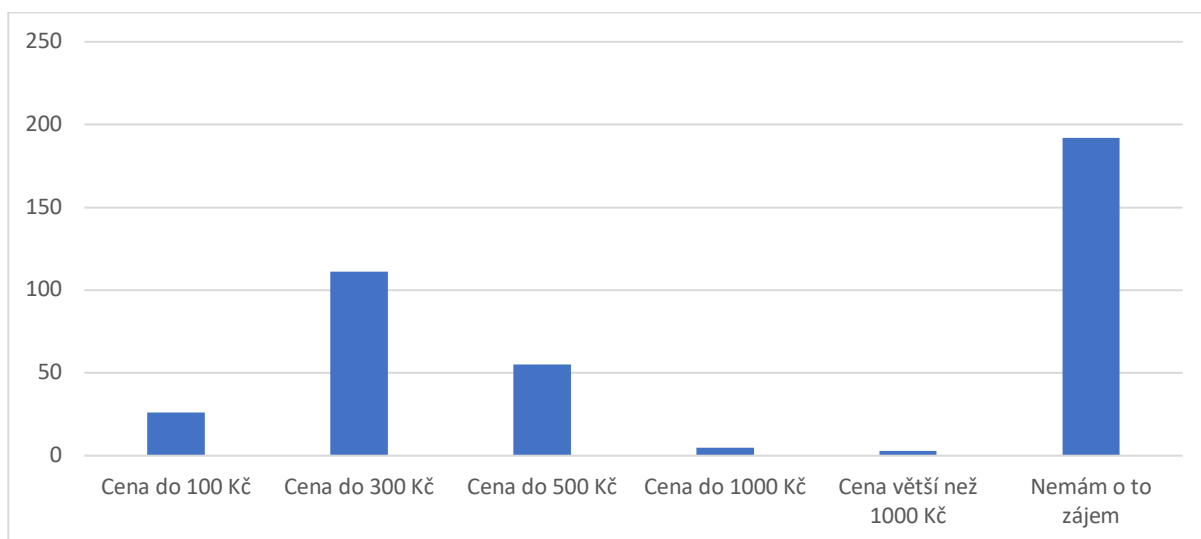
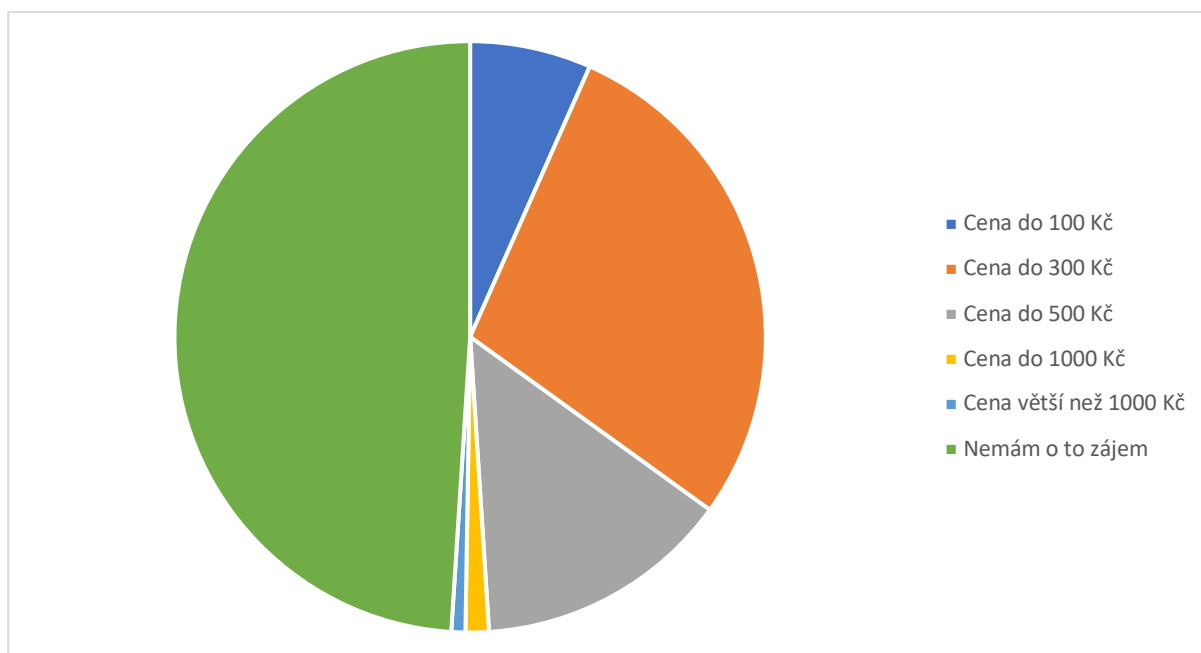
Hrnek standardní



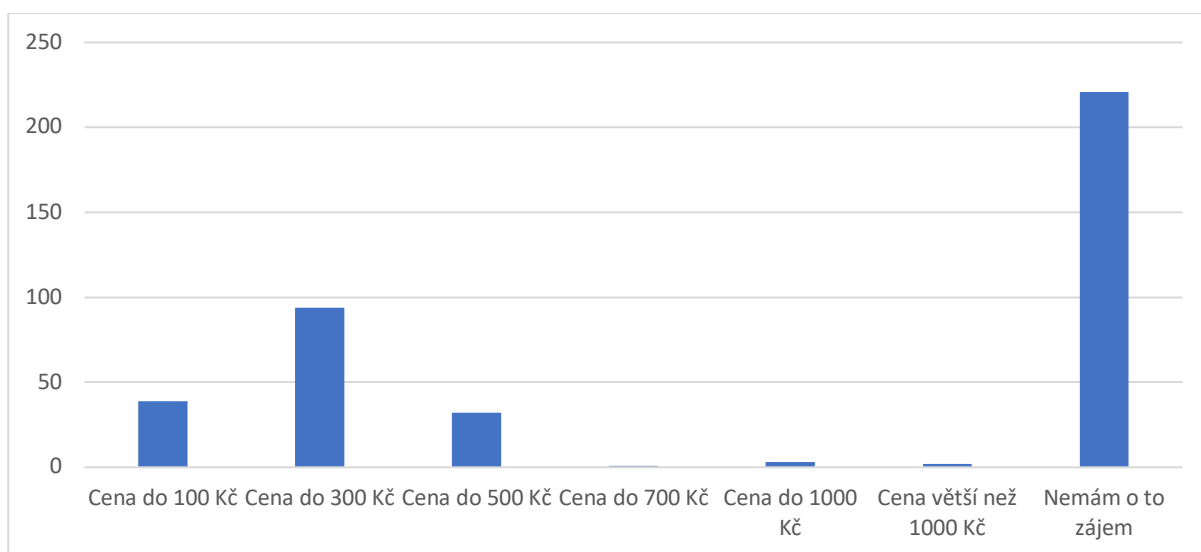
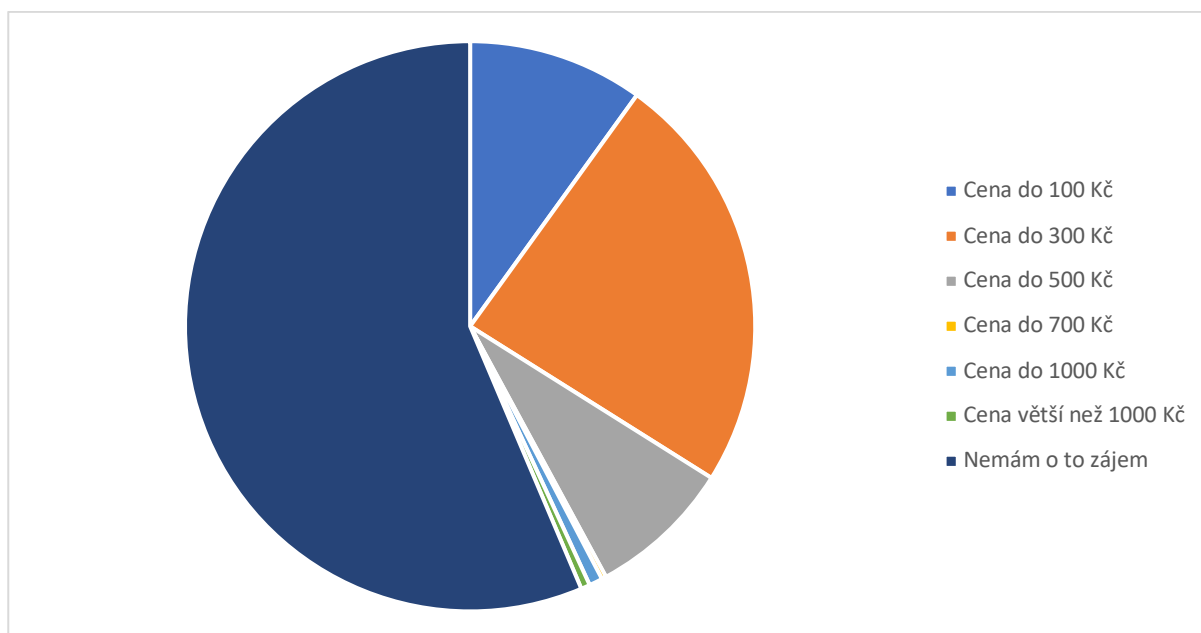
Hrnek cestovní



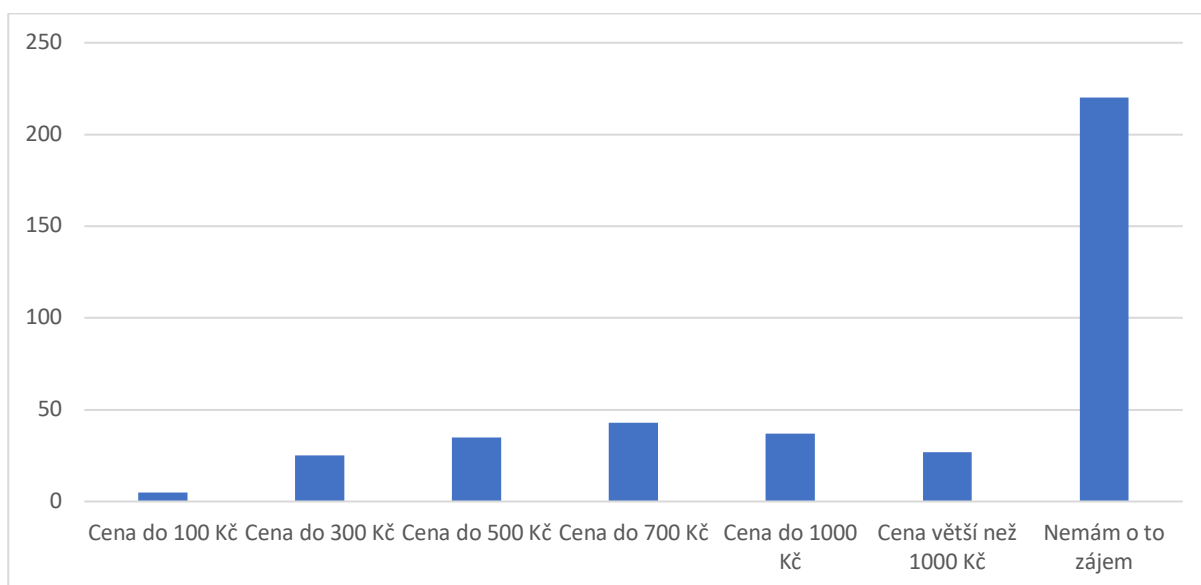
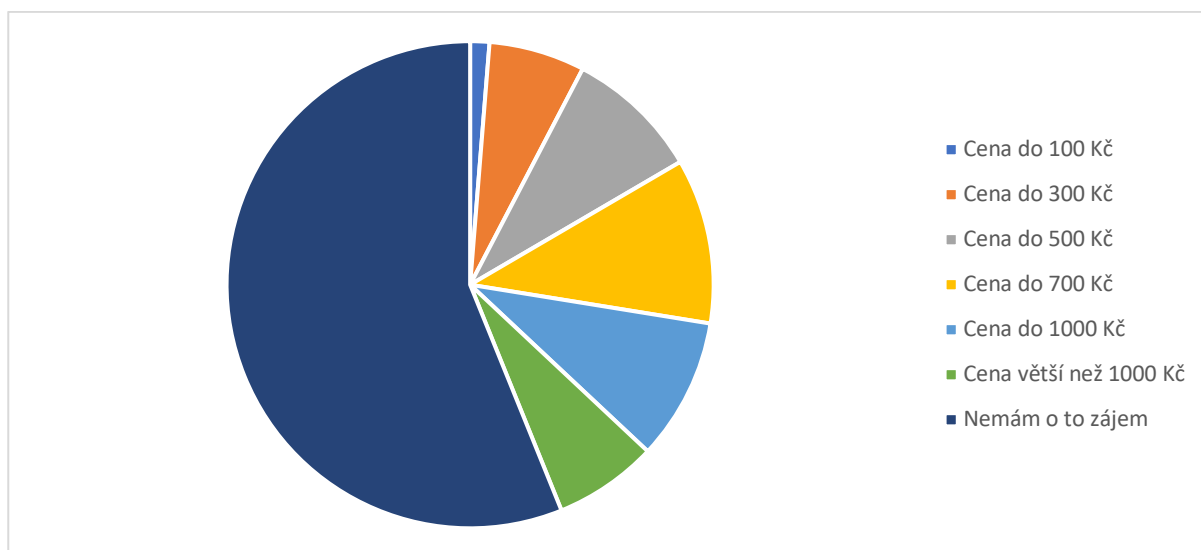
Termohrnek



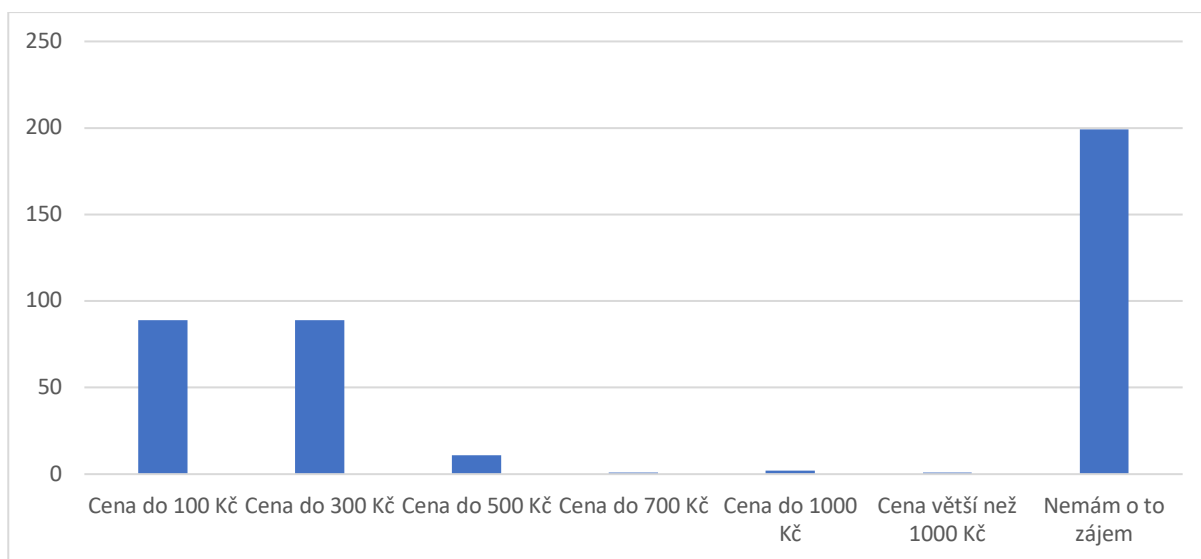
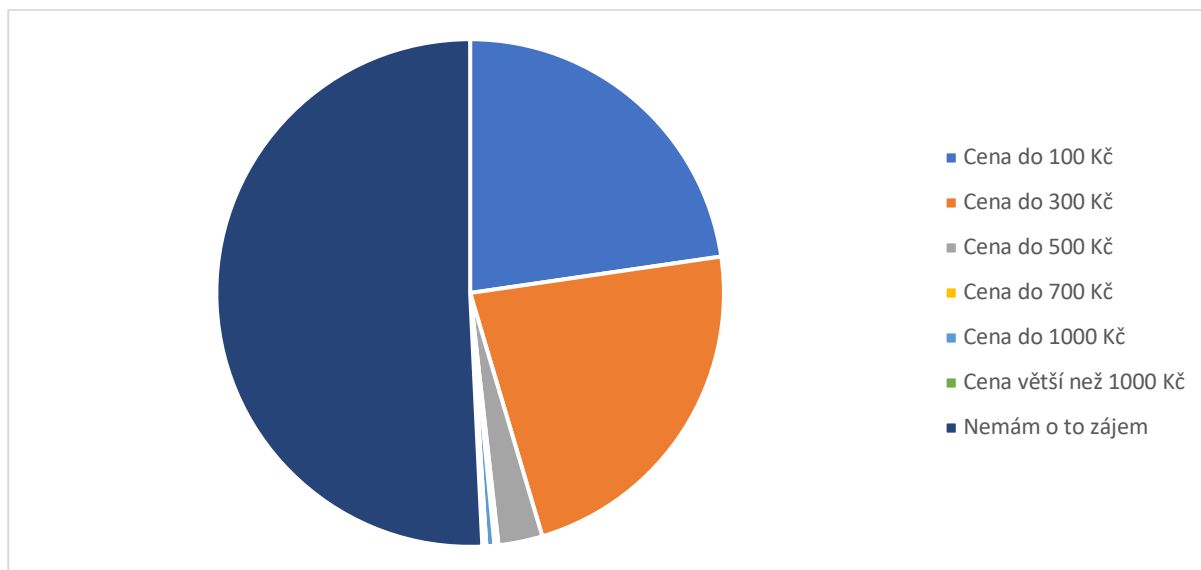
Ručník



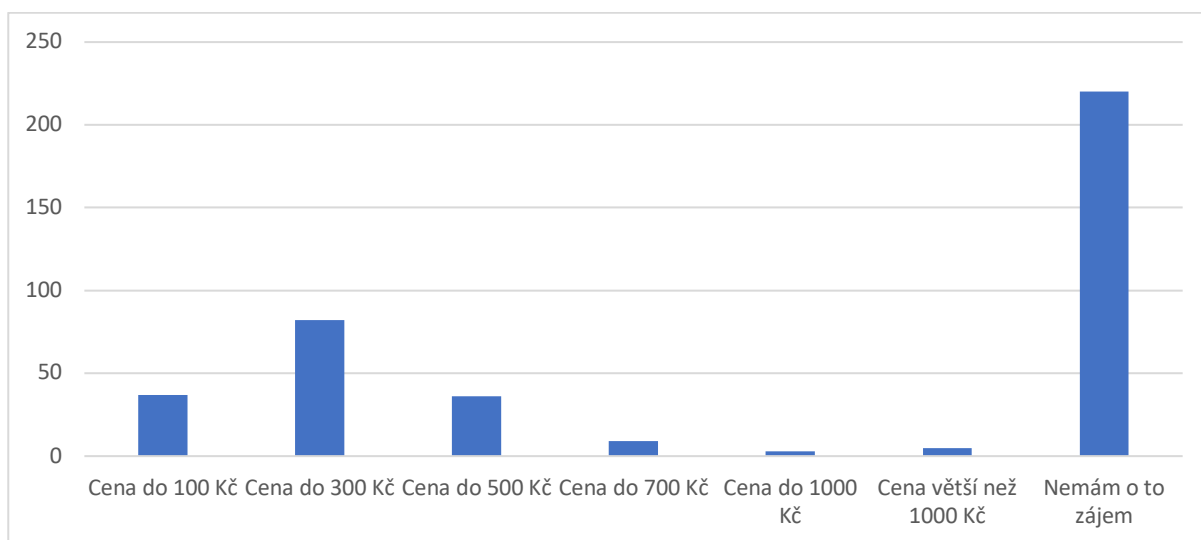
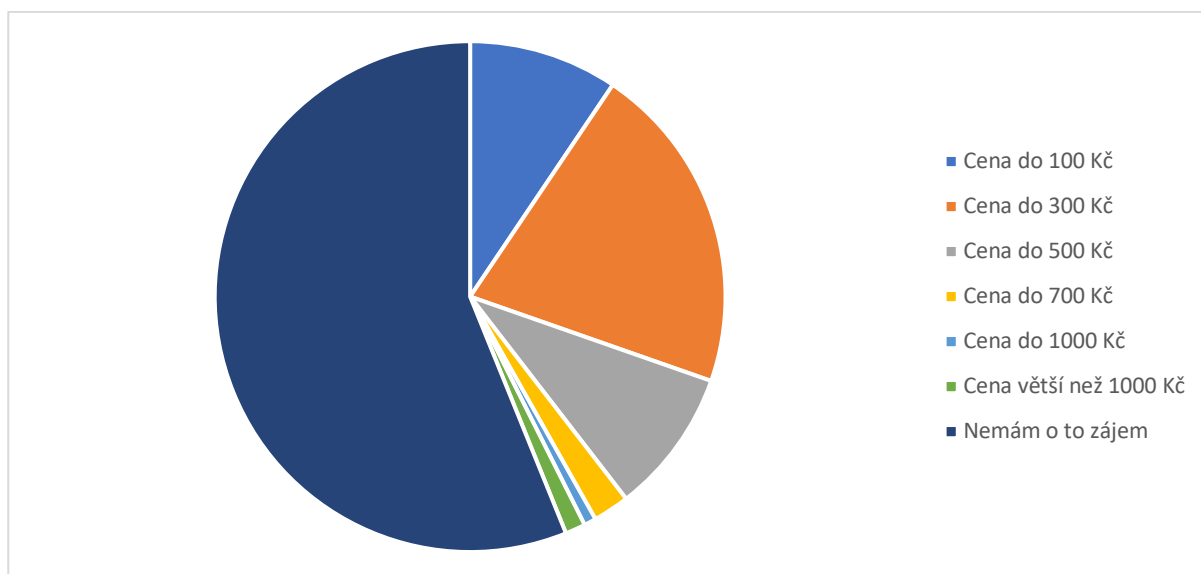
Batoh



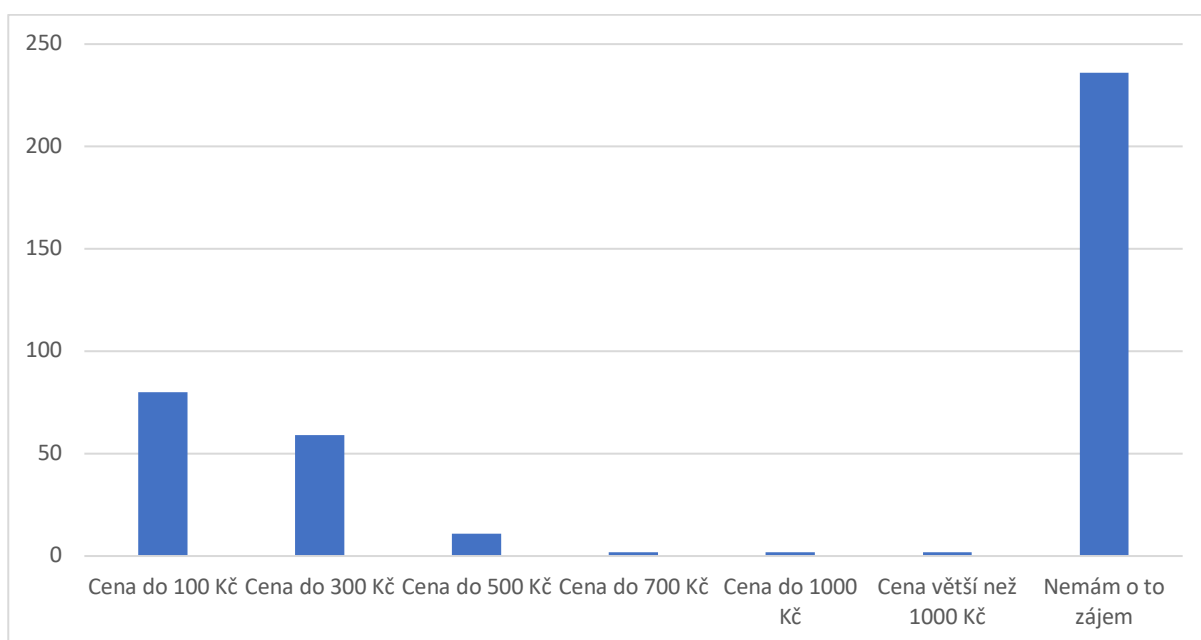
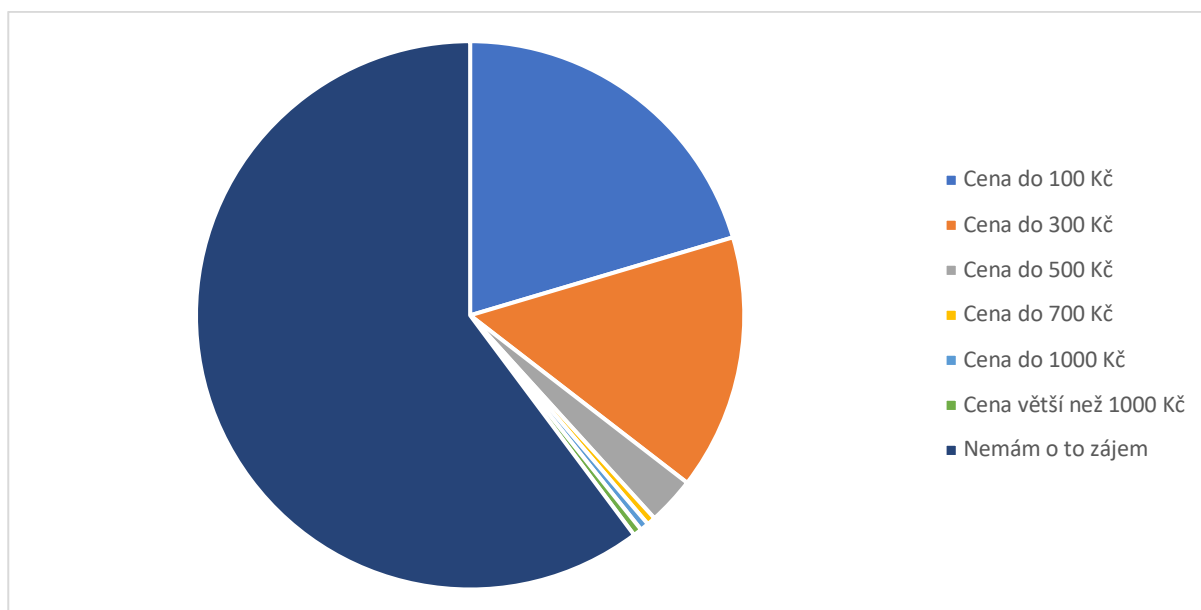
Plátěnka



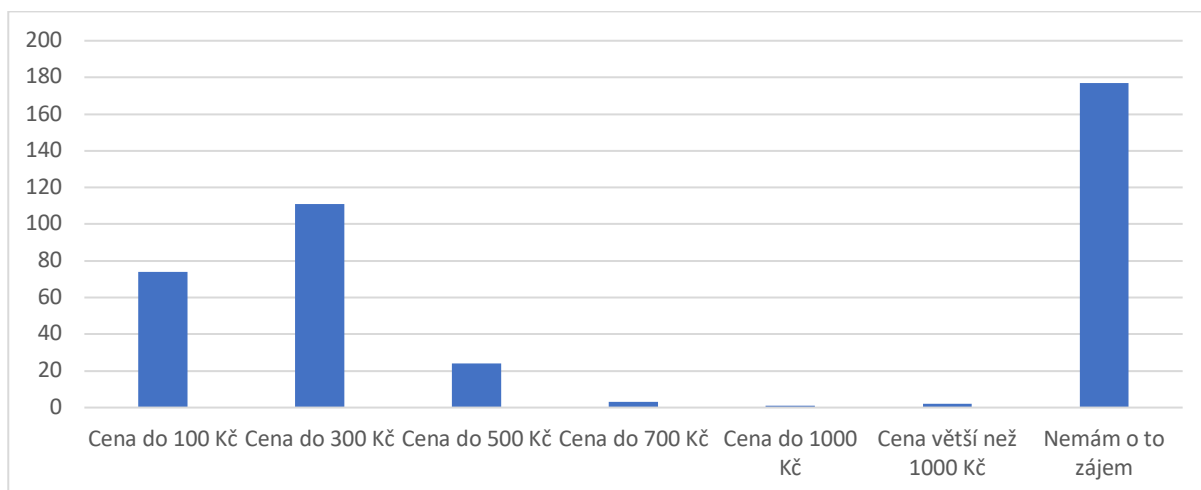
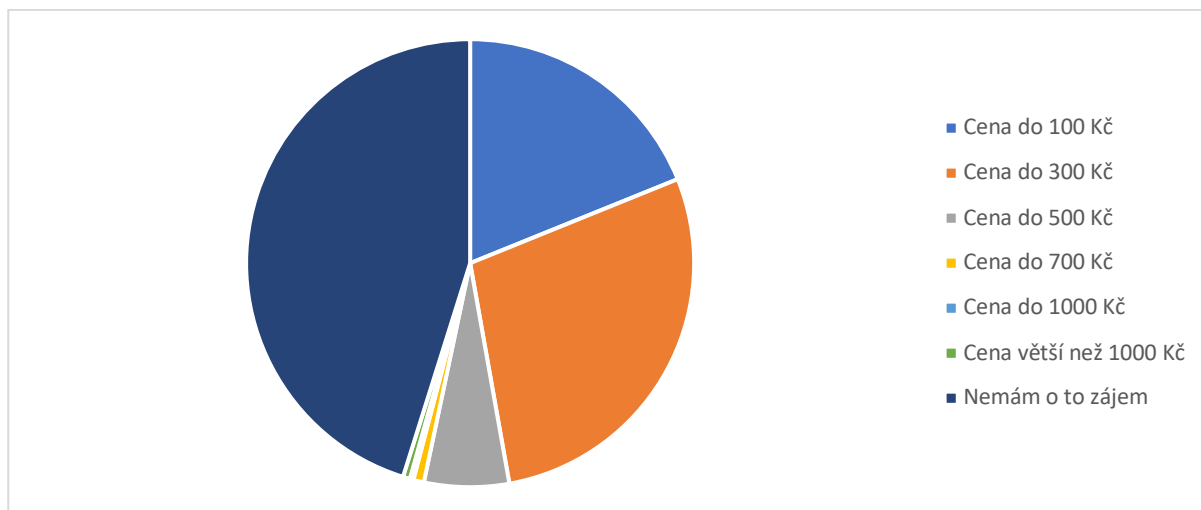
Matfyzí Dobble



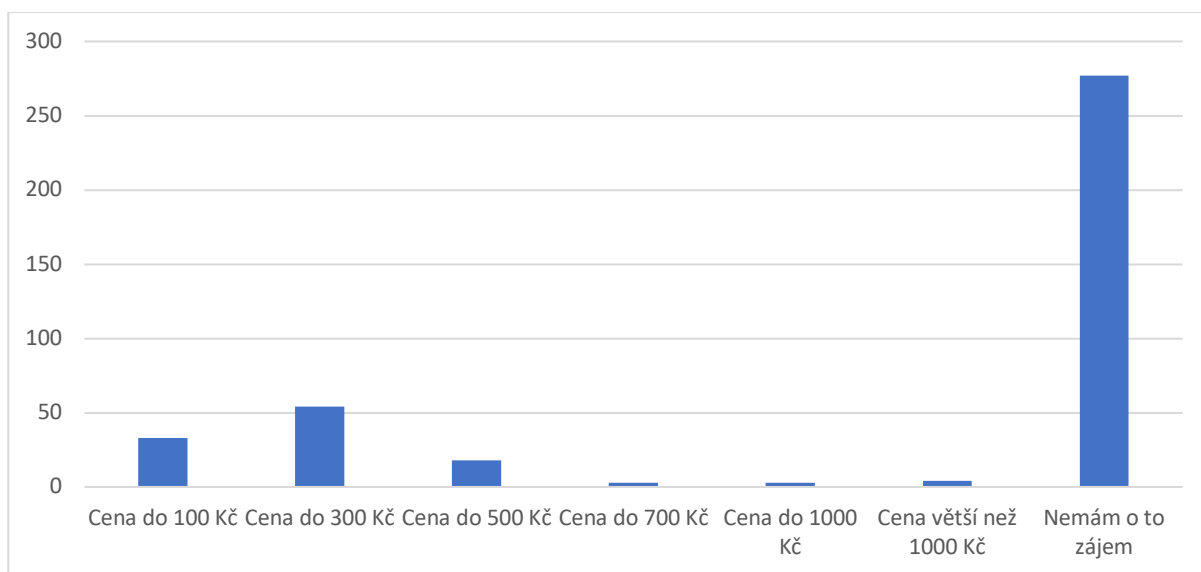
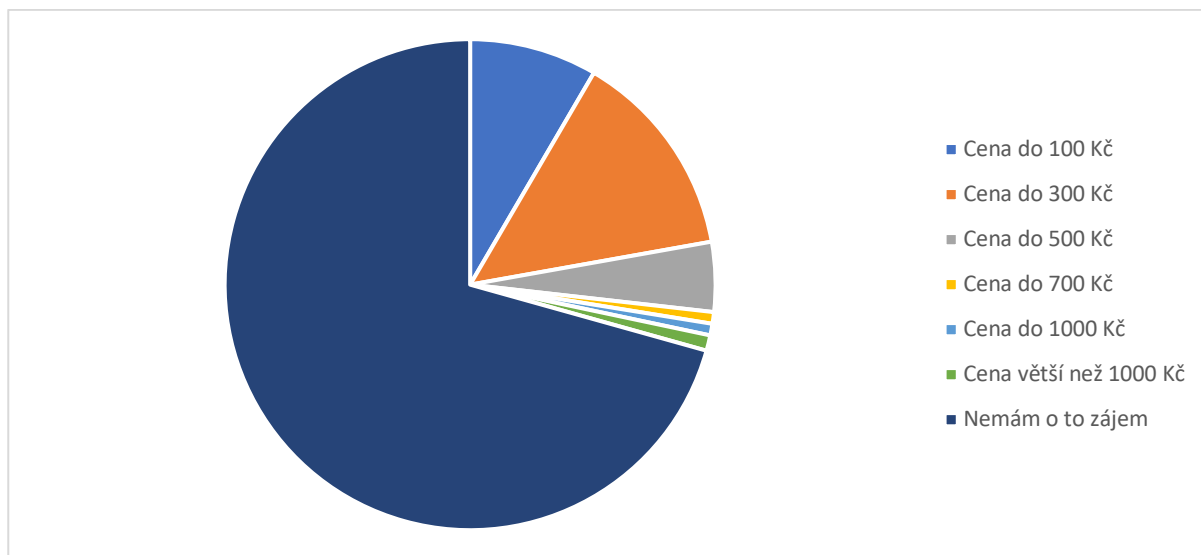
Diář



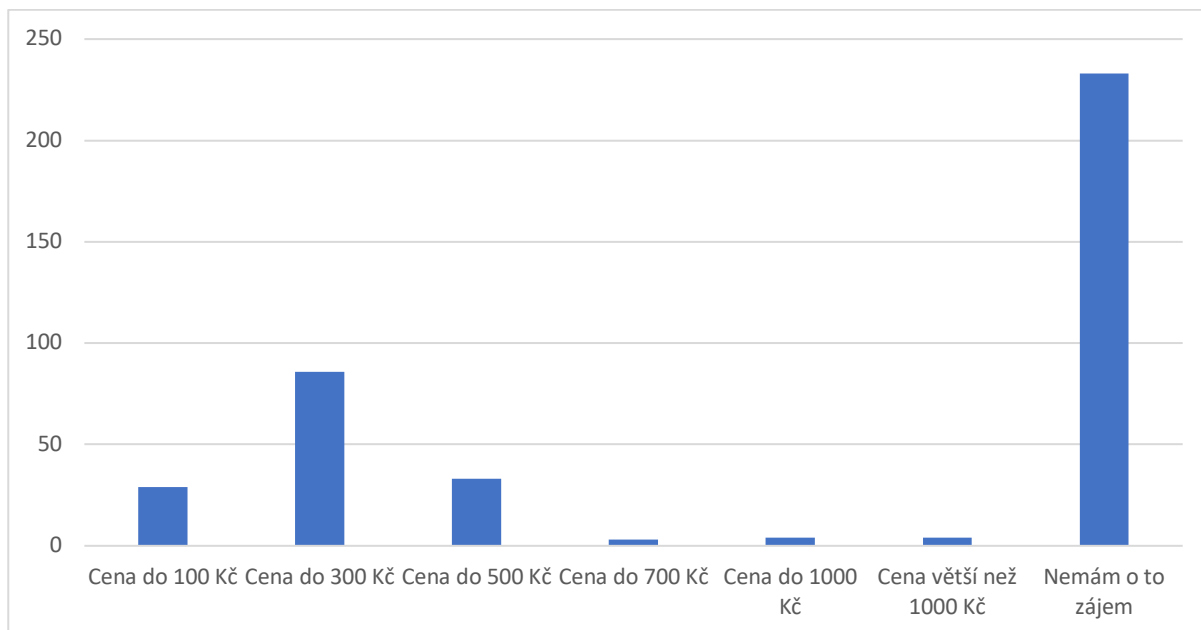
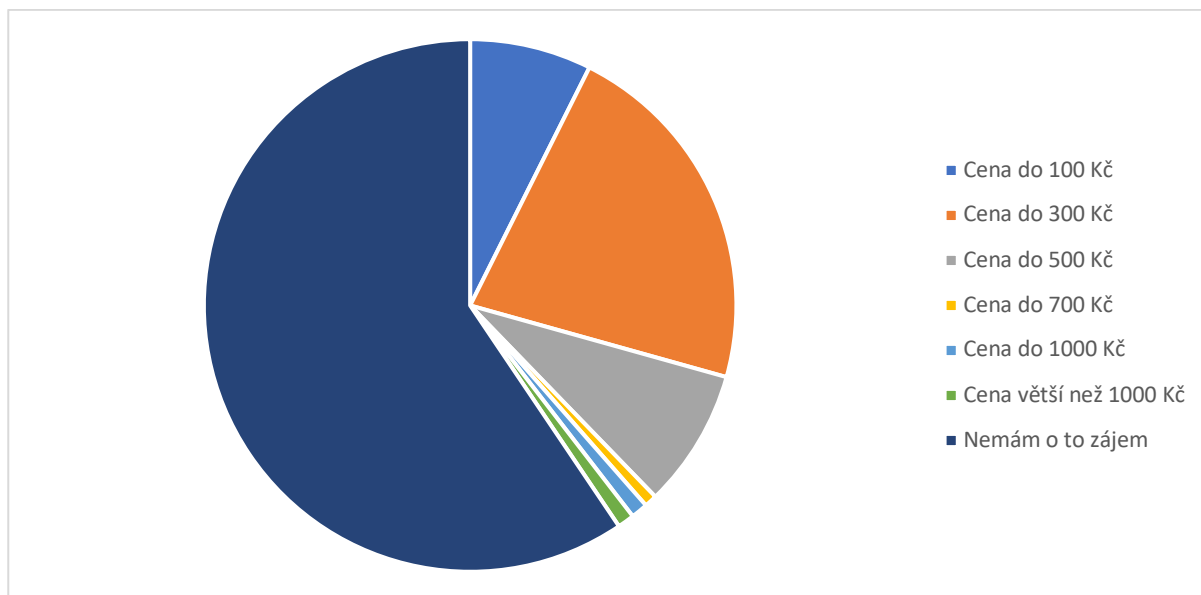
Láhev



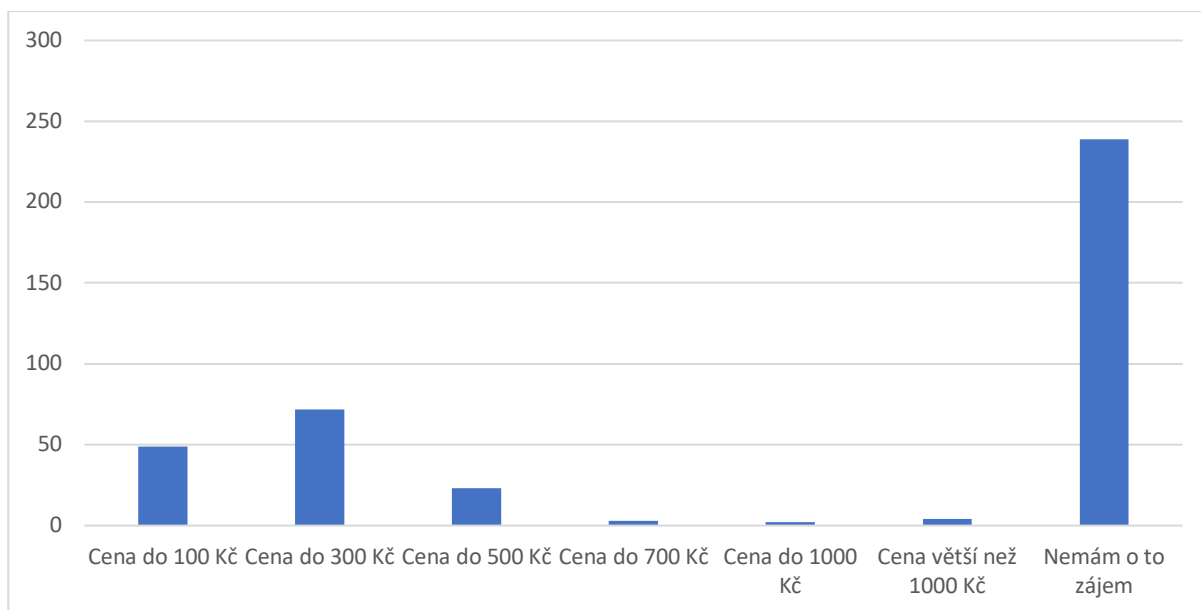
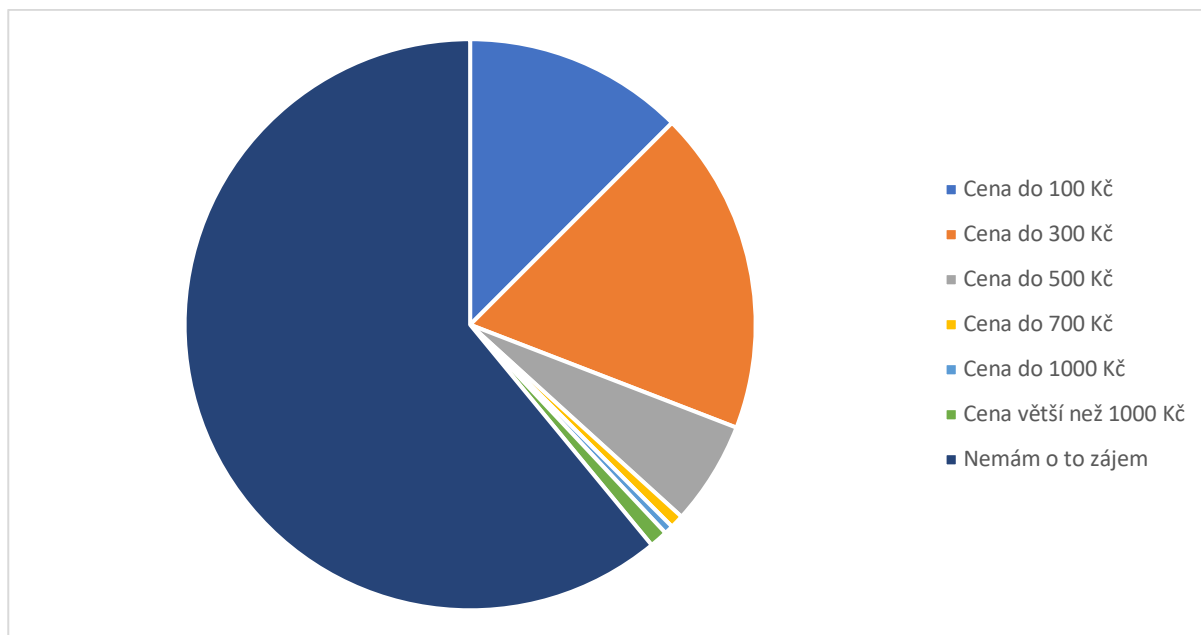
Zástěra



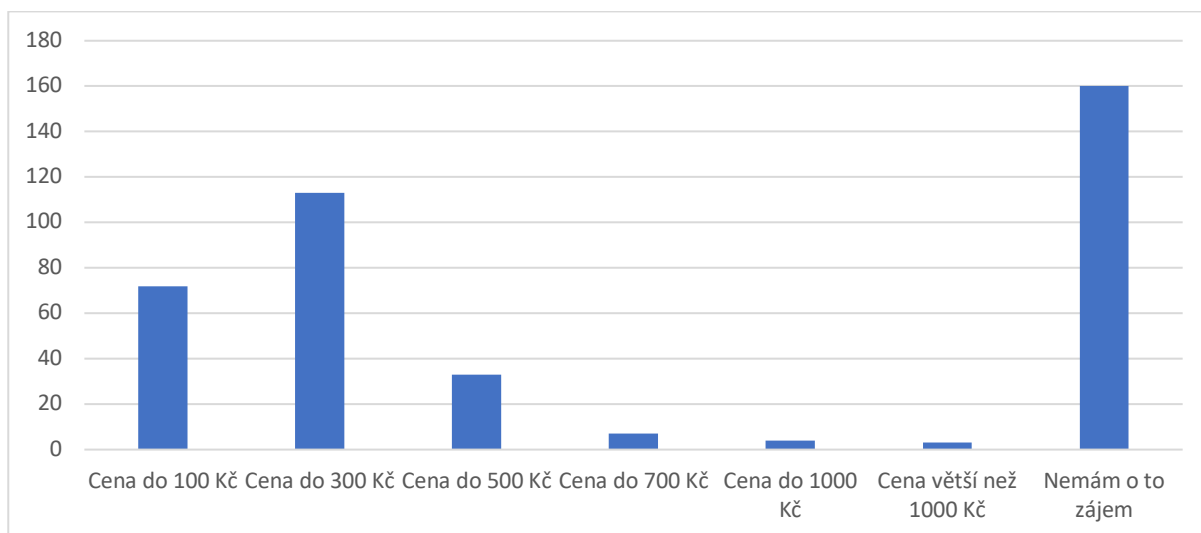
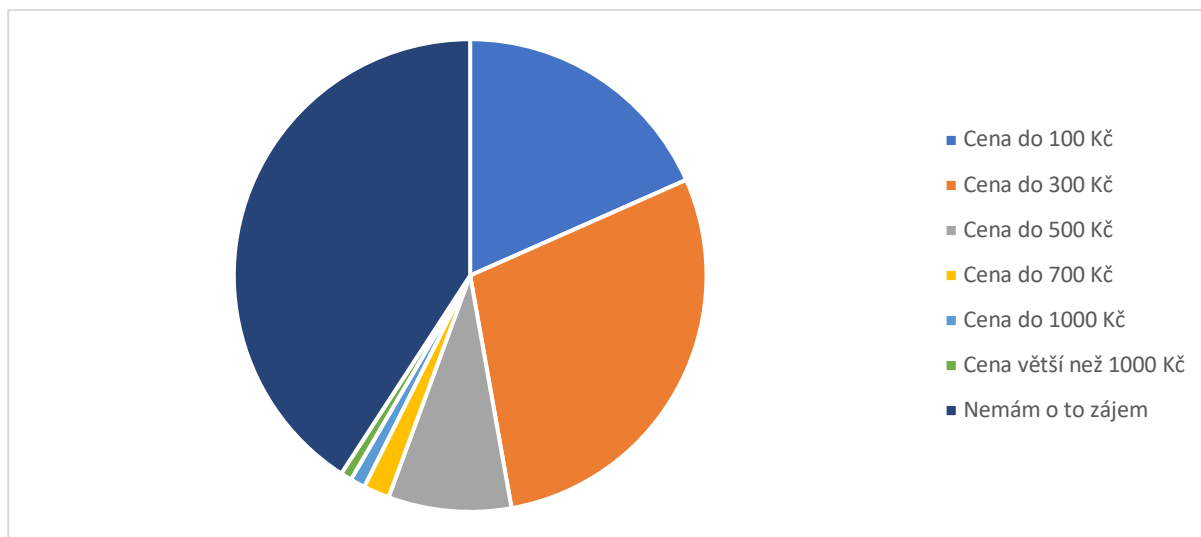
Kulich



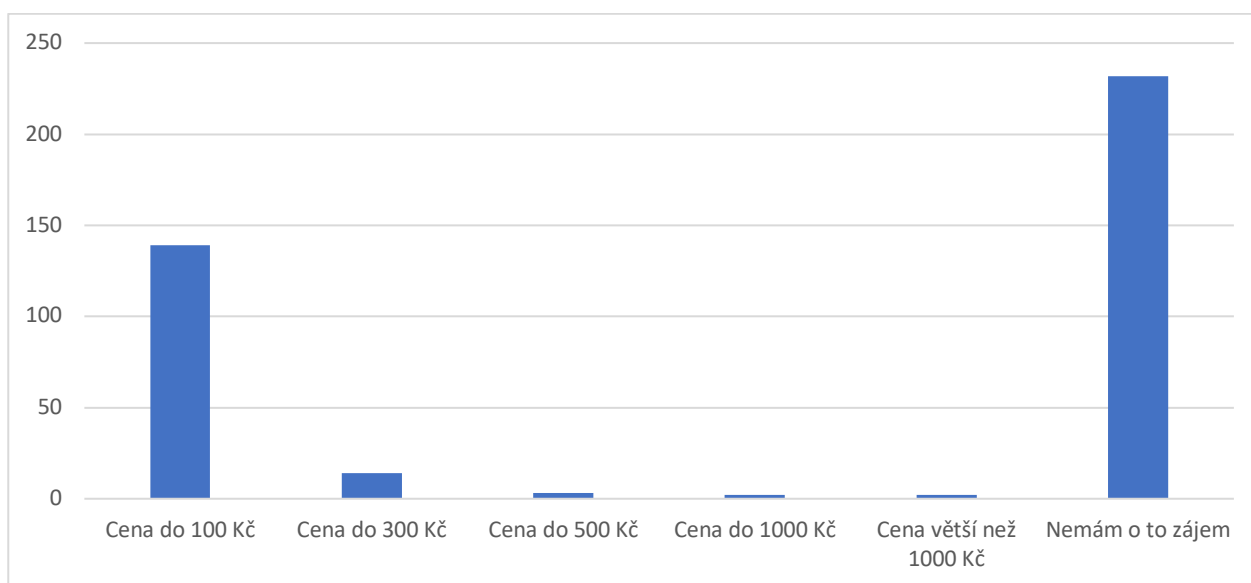
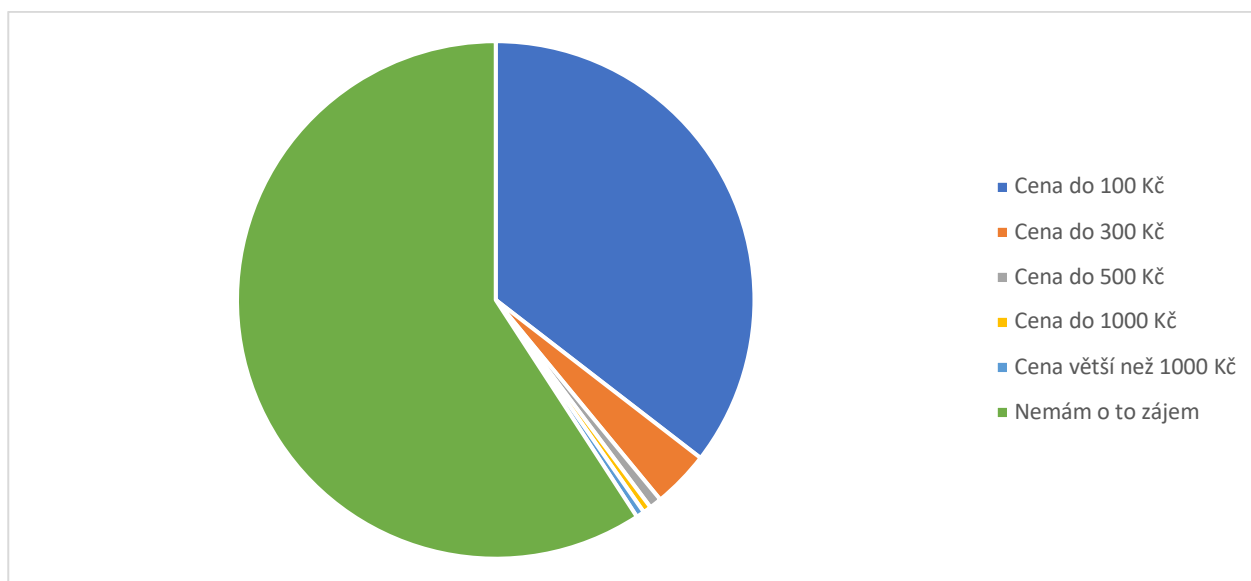
Kšiltovka



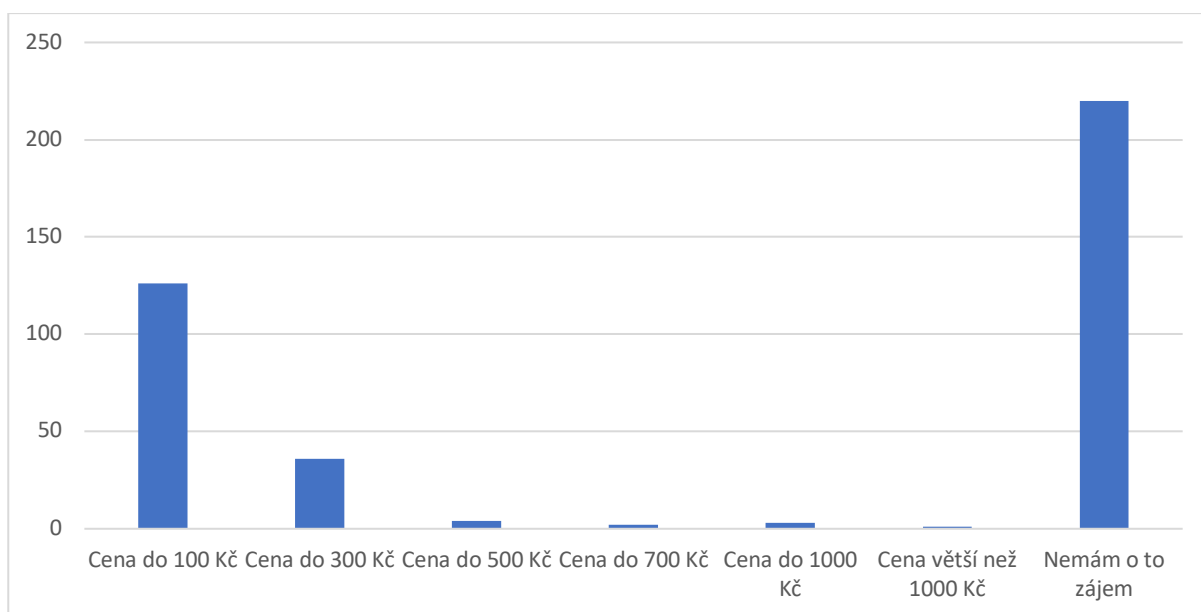
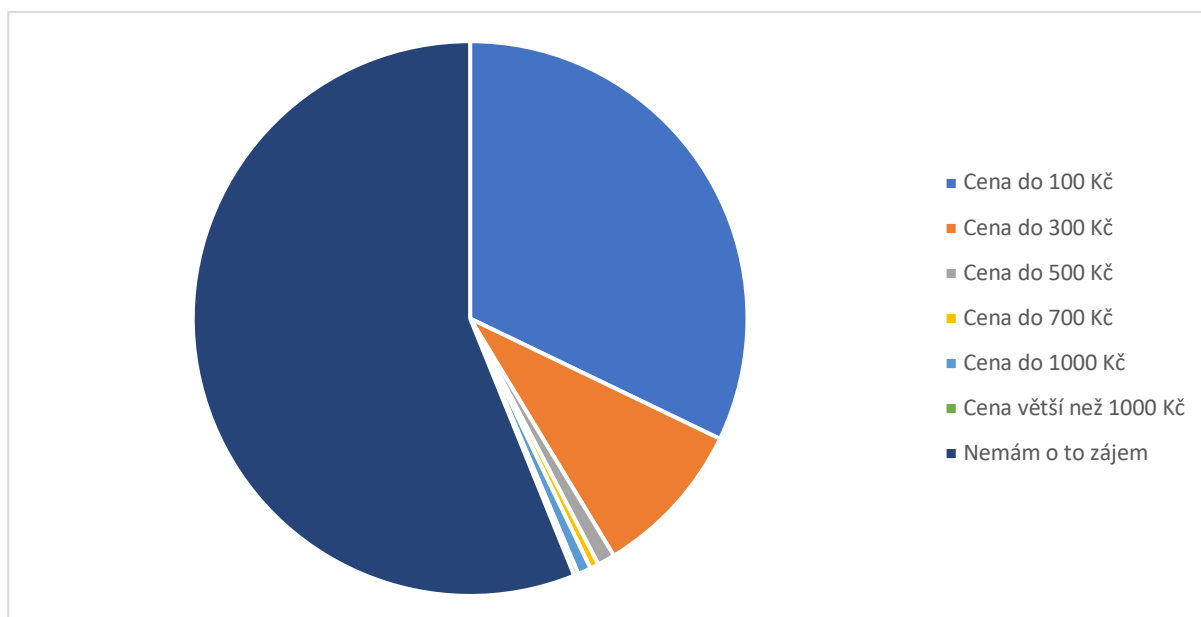
Půllitr



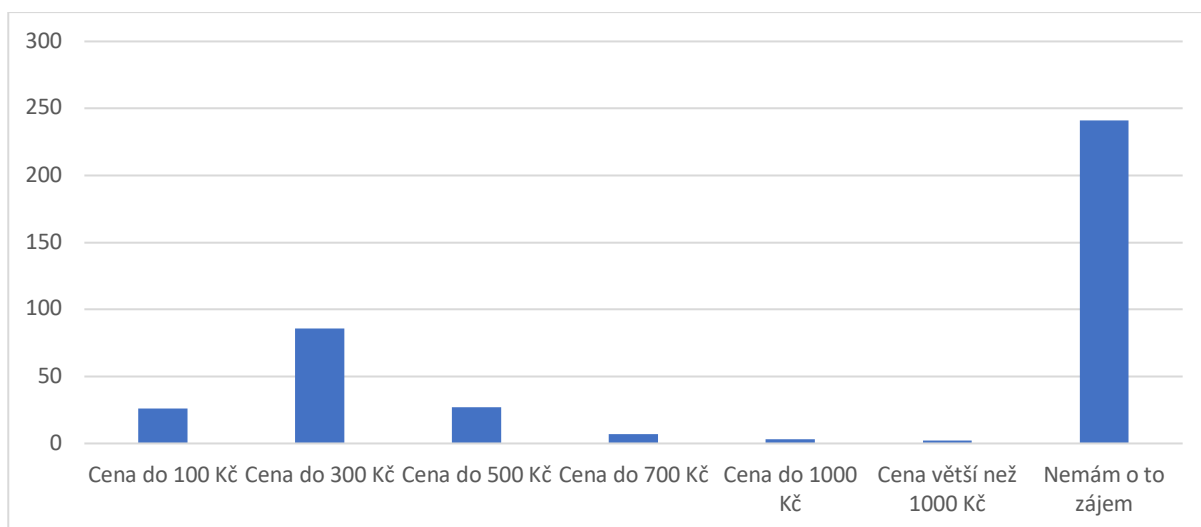
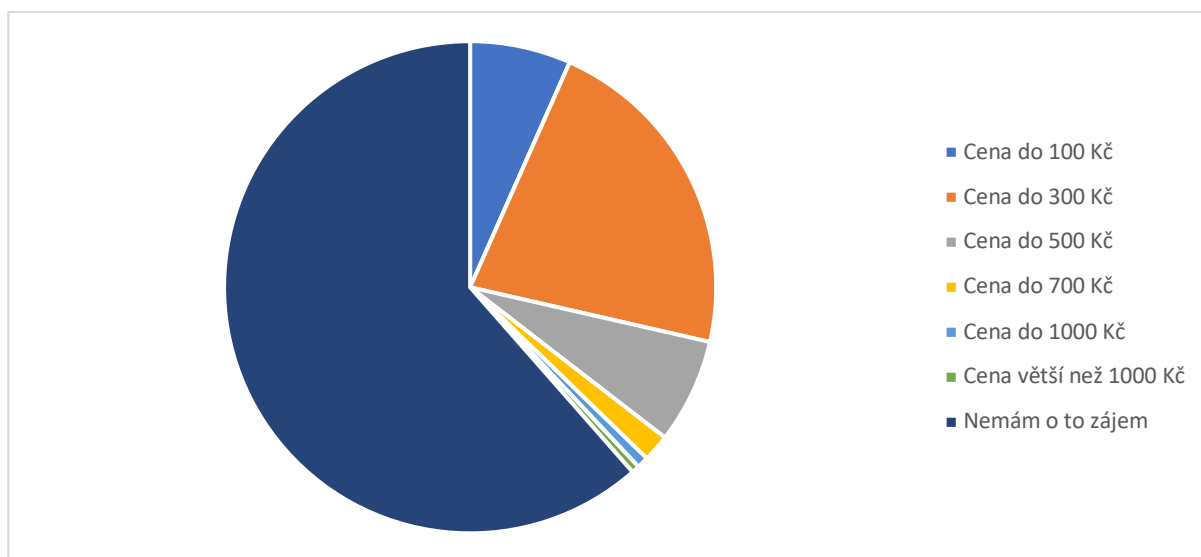
Placka



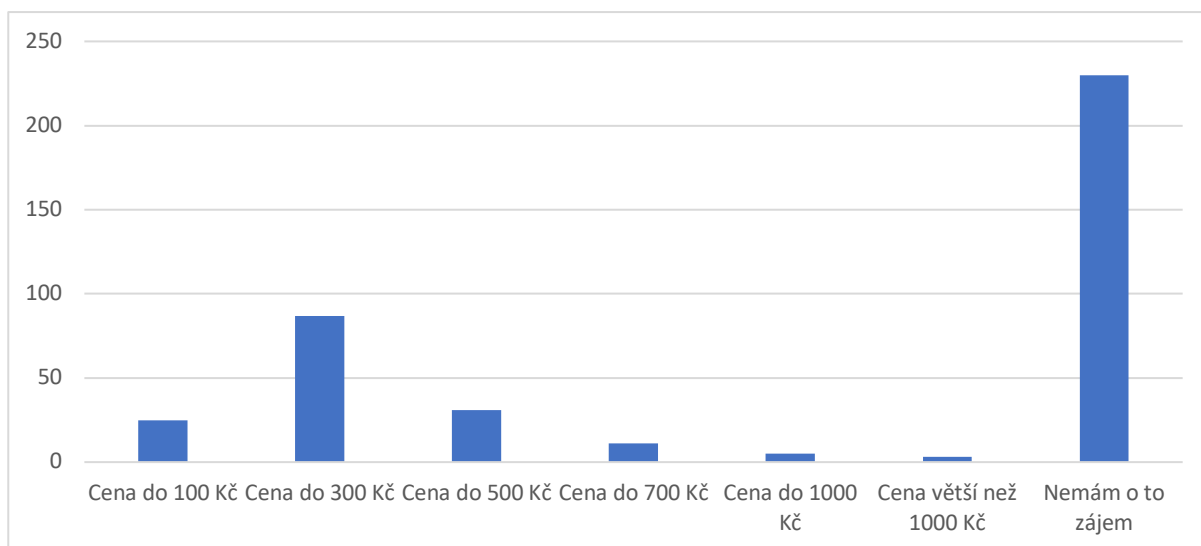
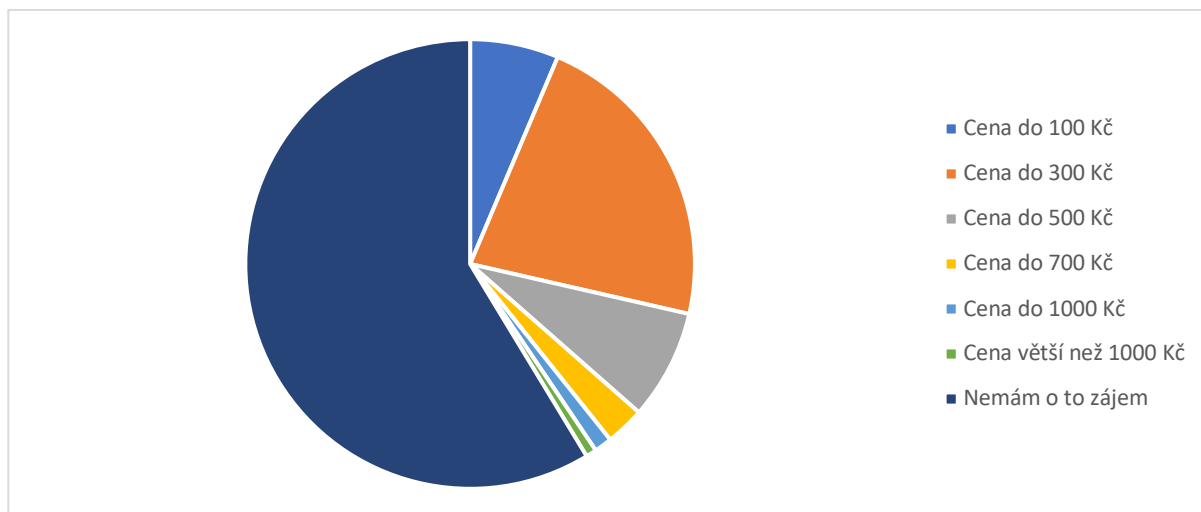
Brož (pin)



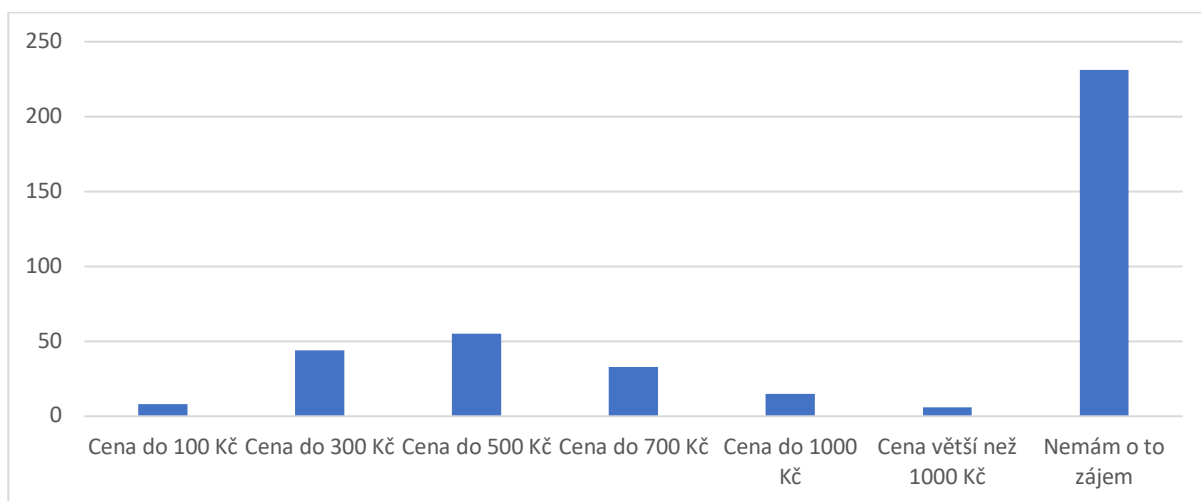
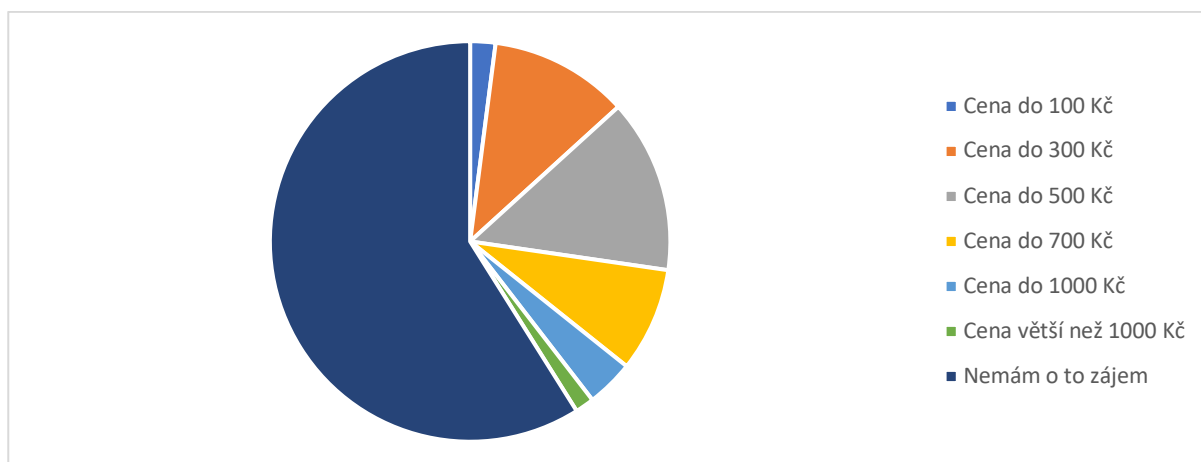
Motýlek



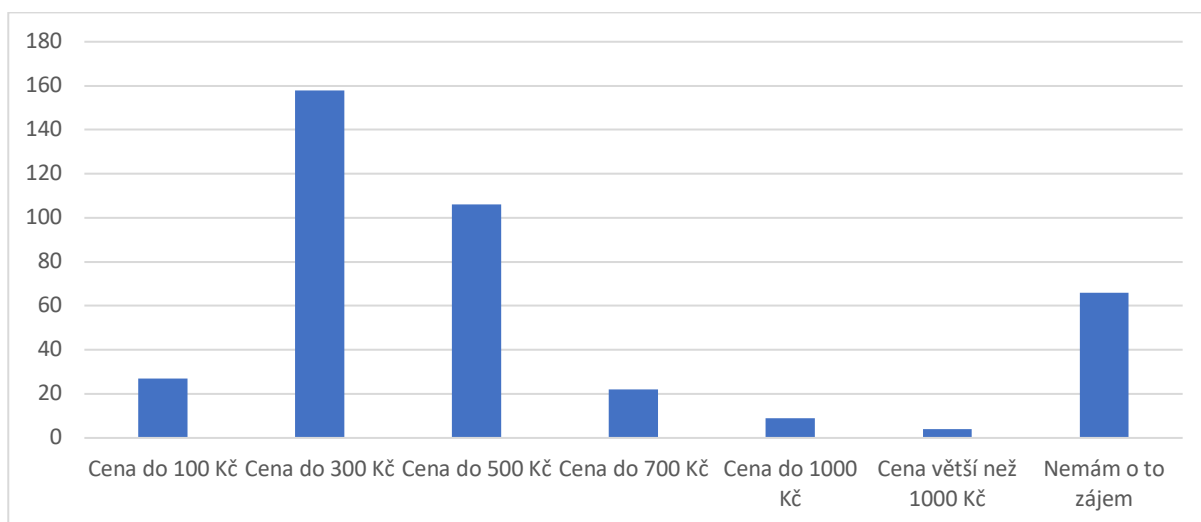
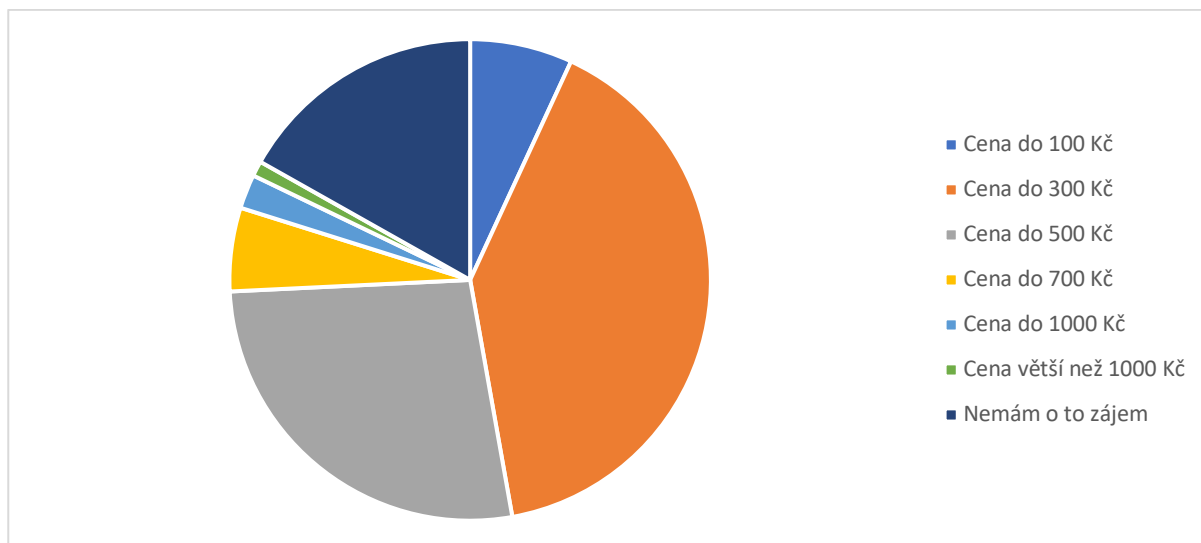
Kravata



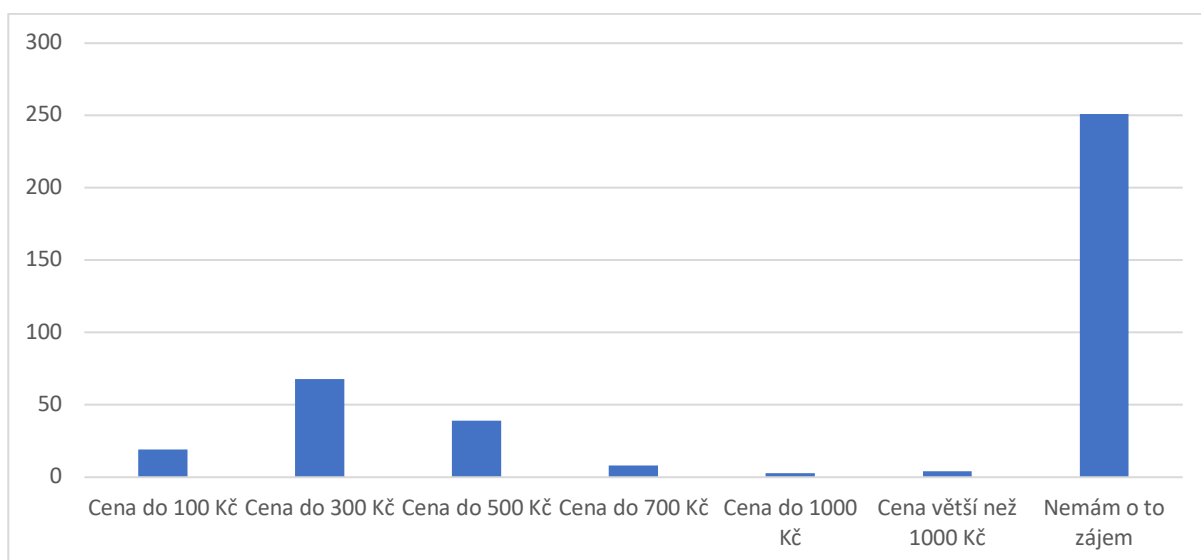
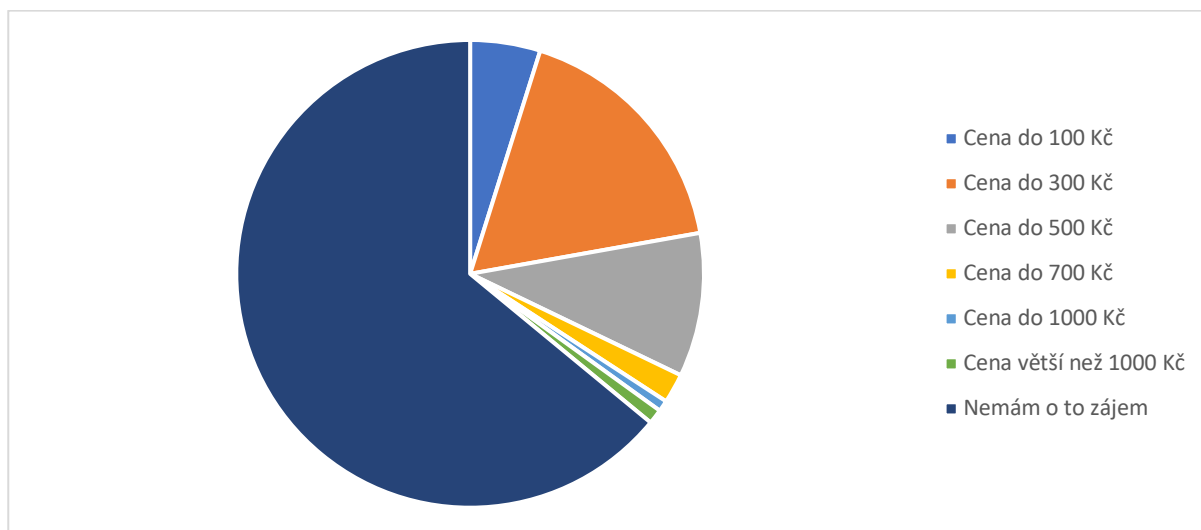
Košile



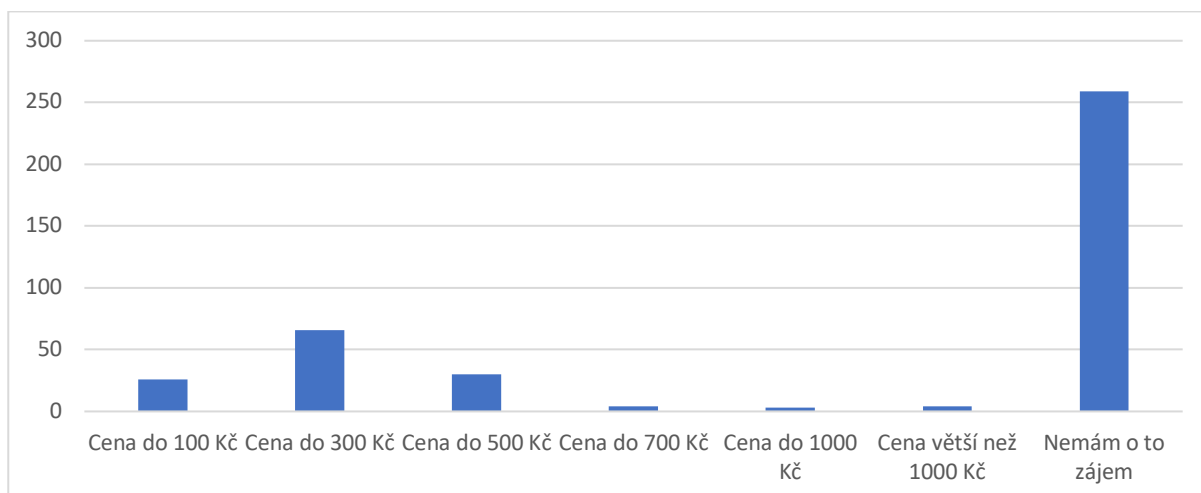
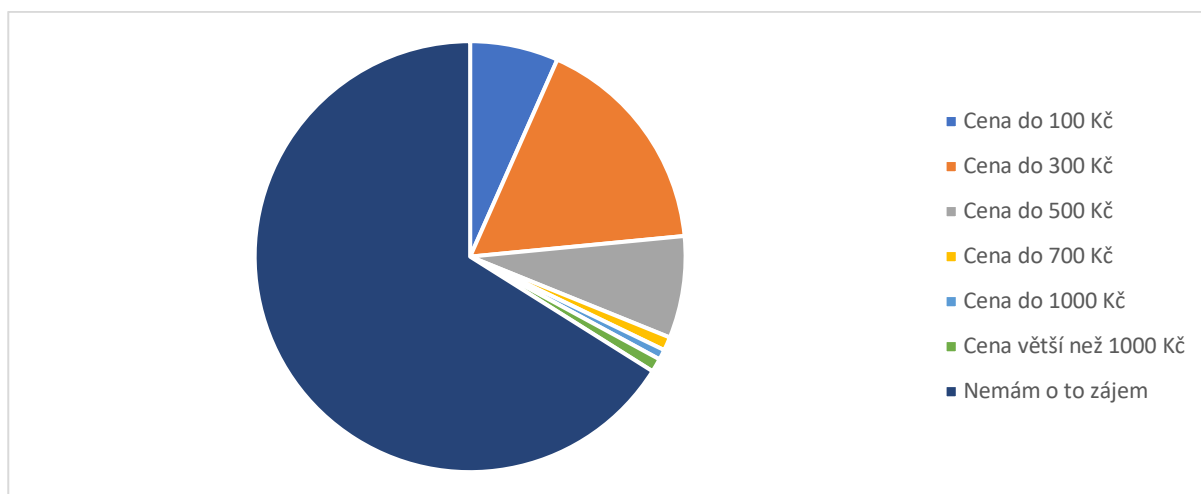
Tričko

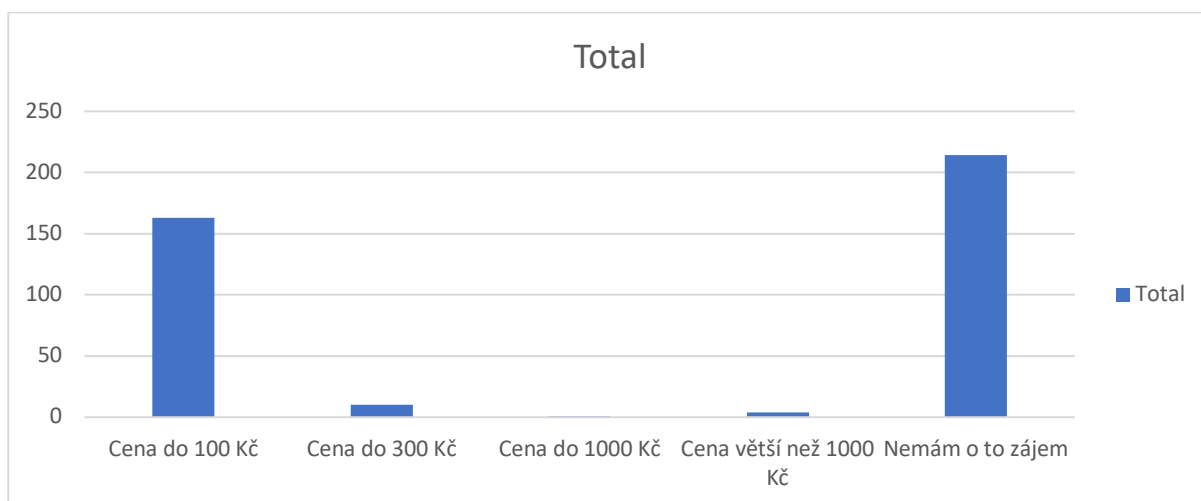
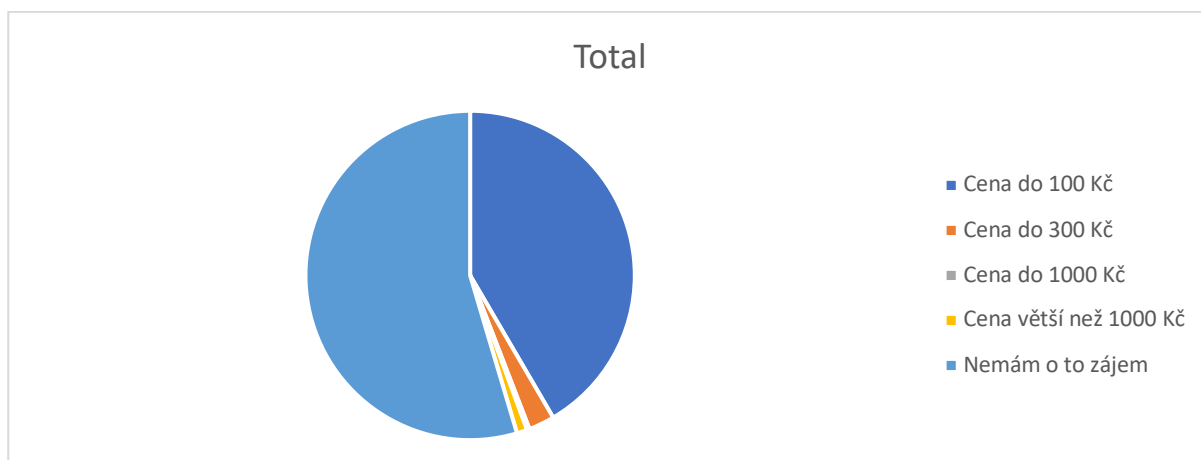


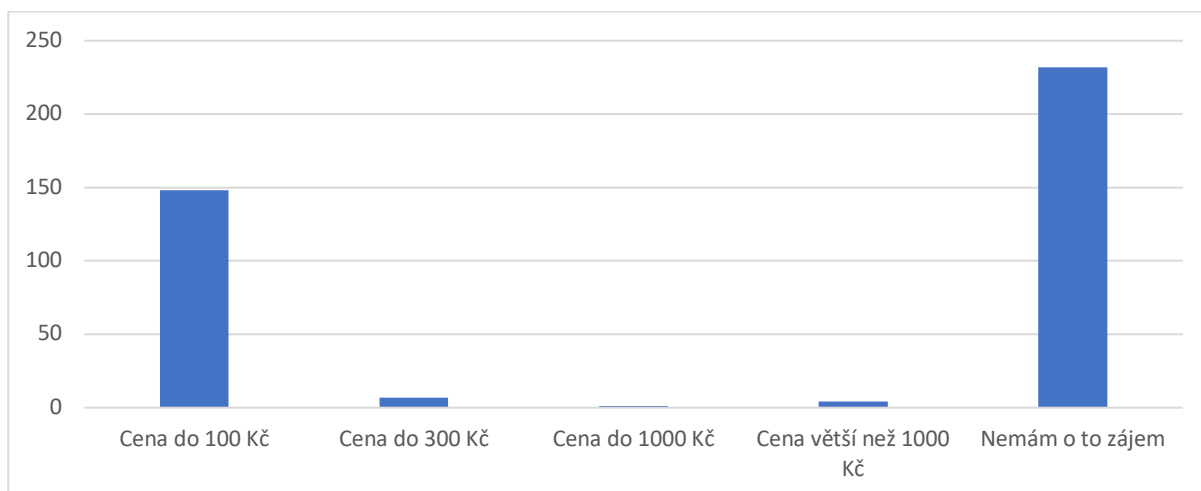
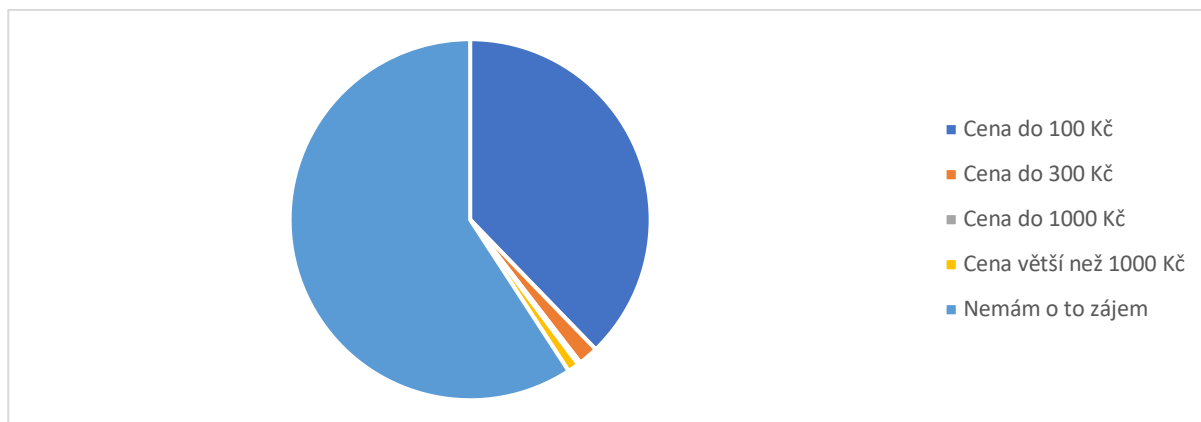
Sada panáků



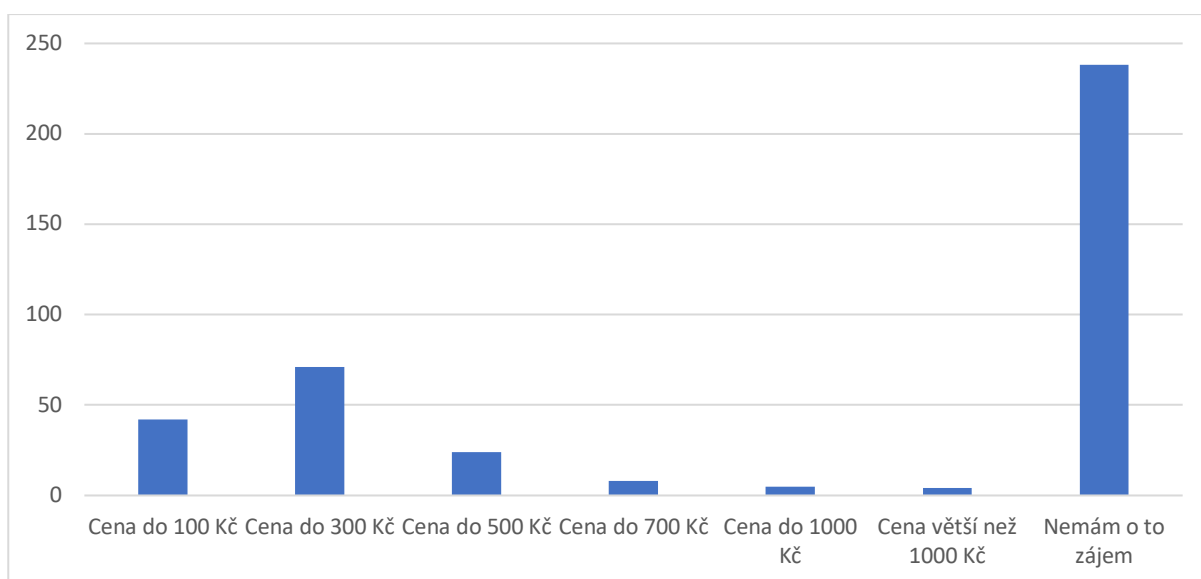
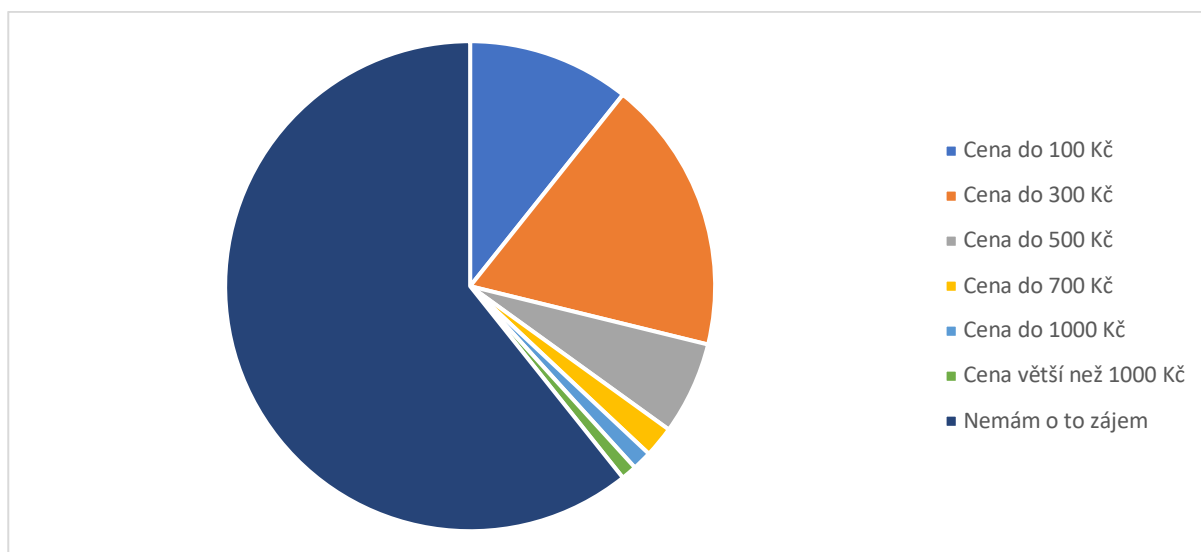
Placatka



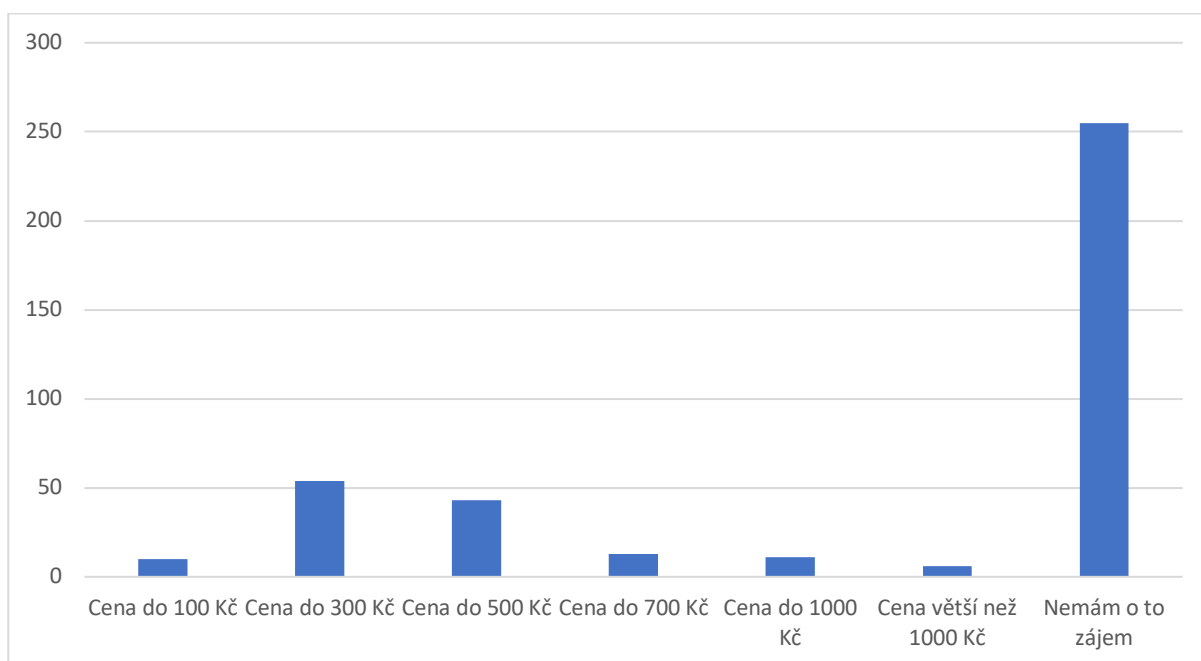
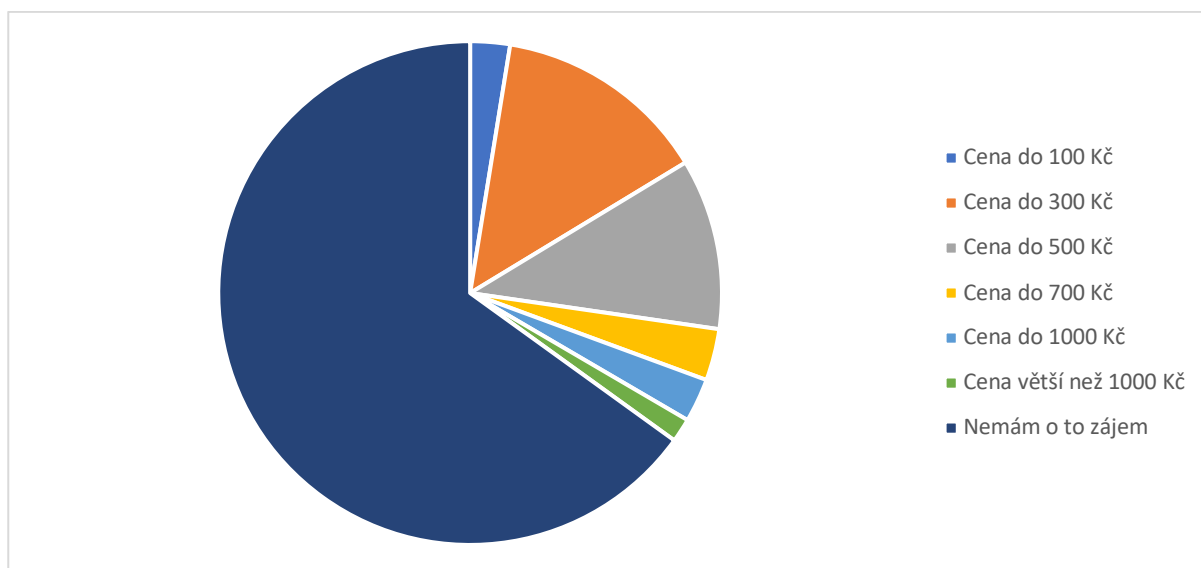




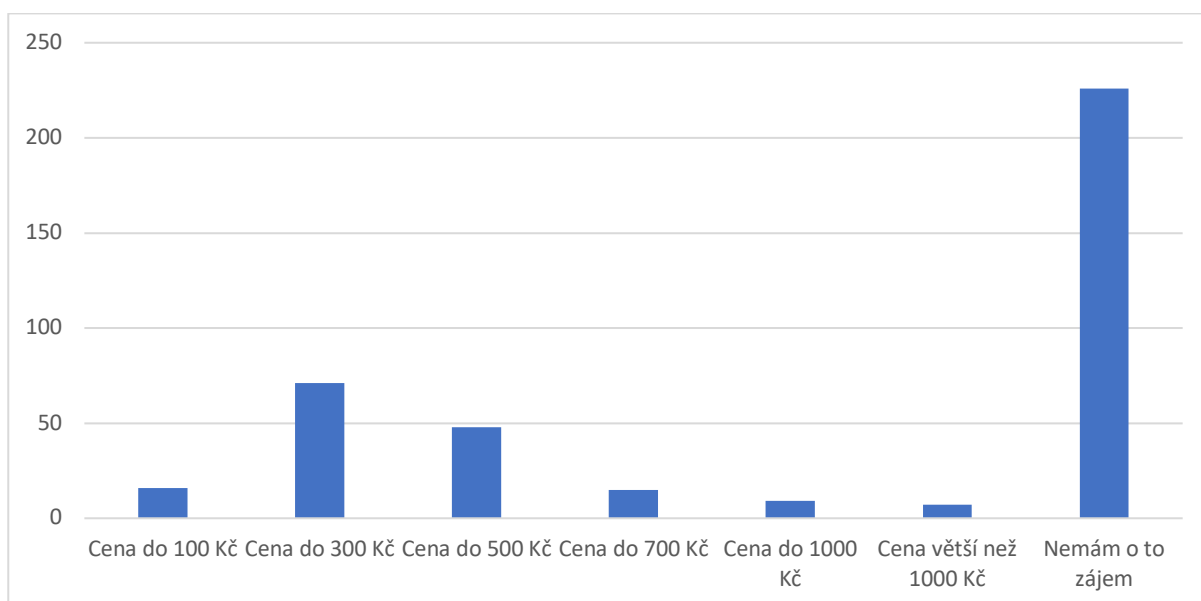
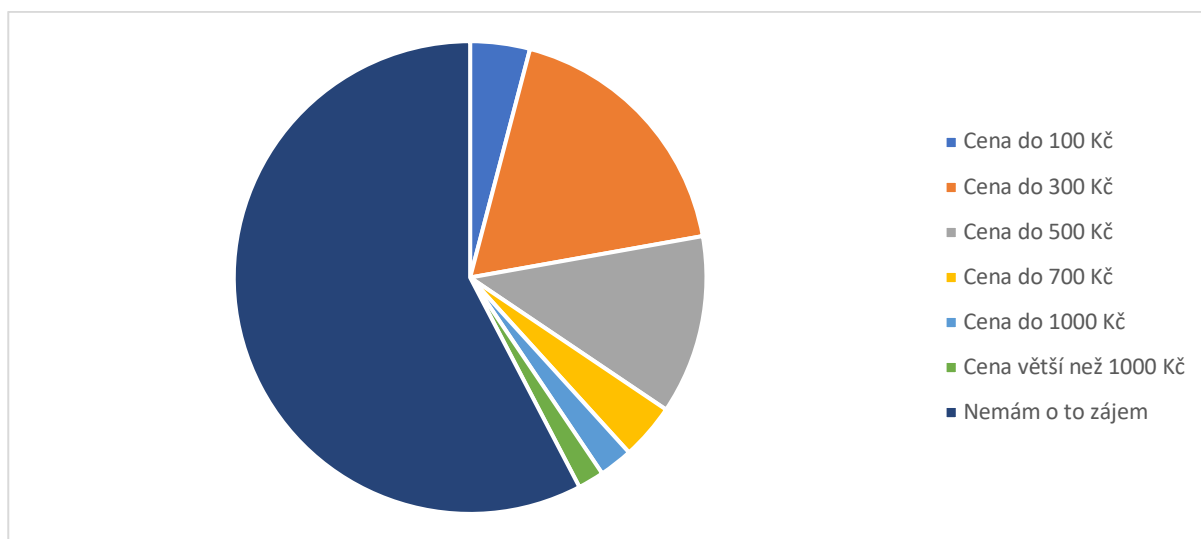
Flash disk



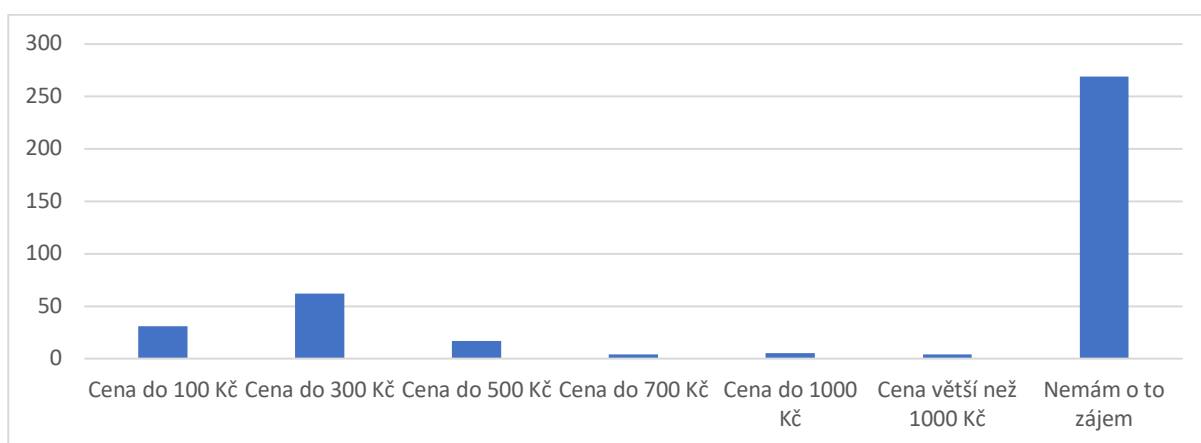
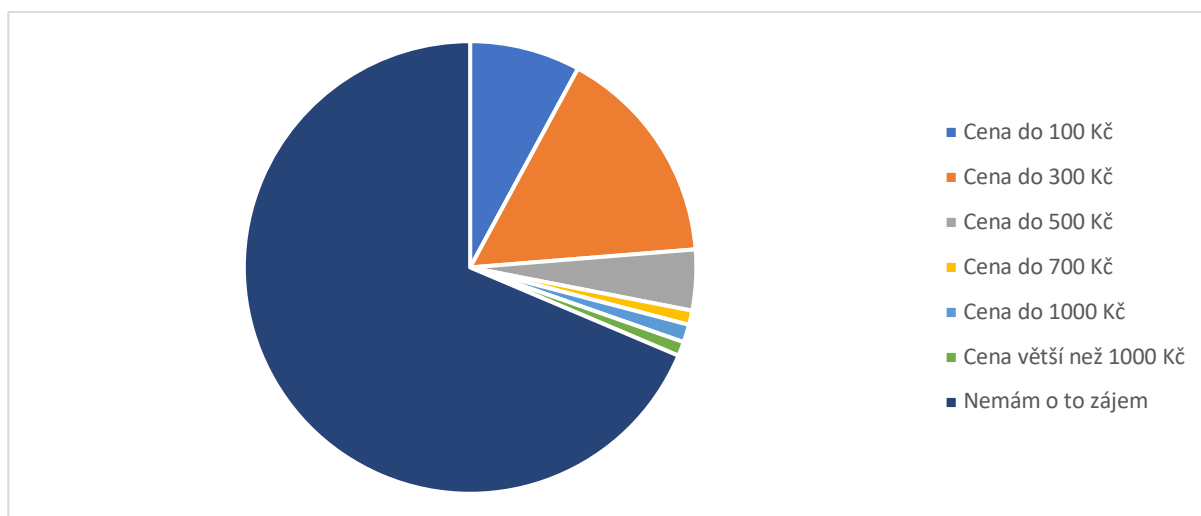
Power banka



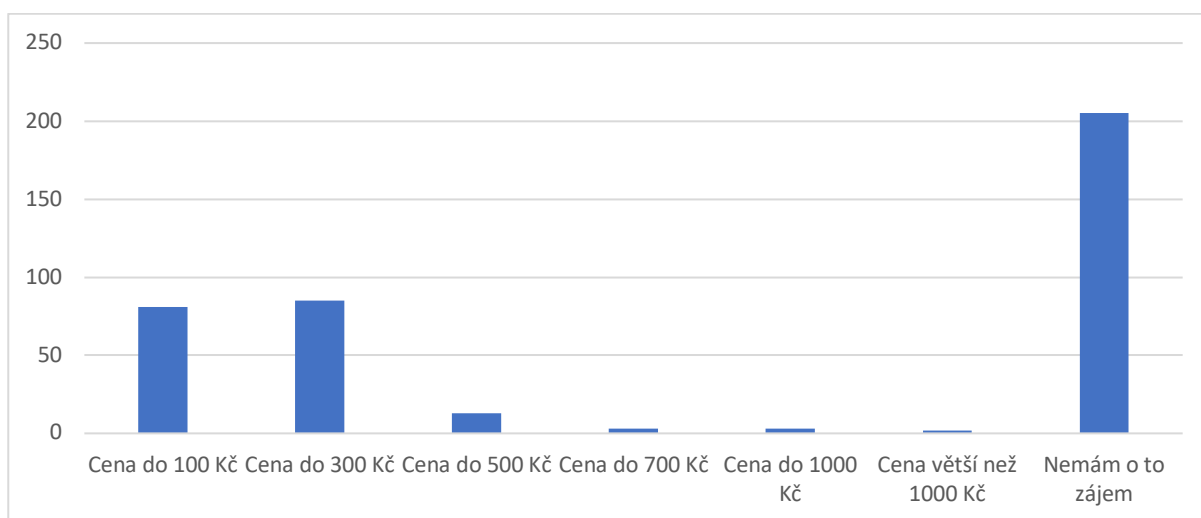
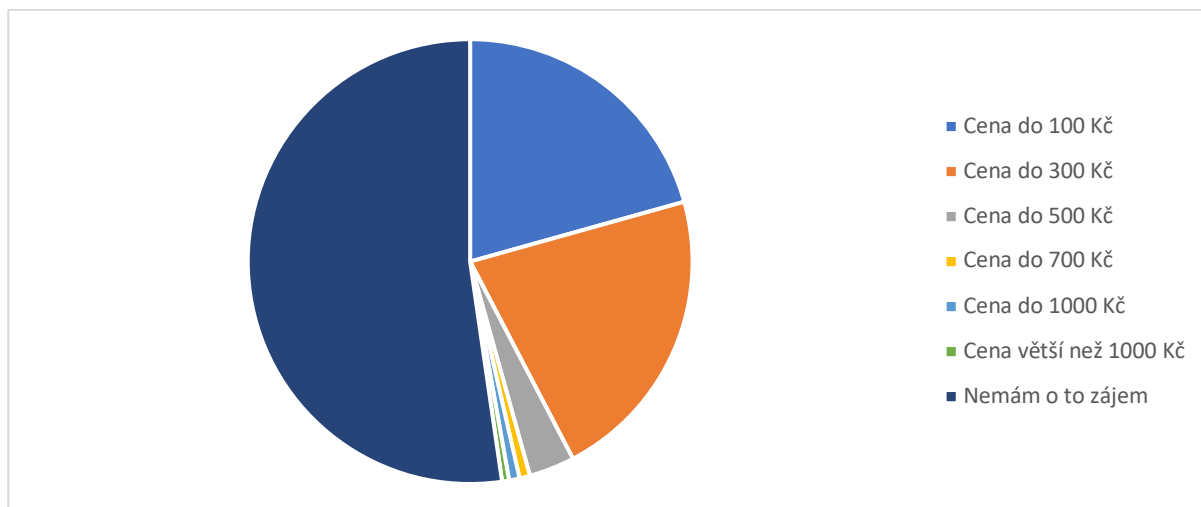
Pouzdro na notebook



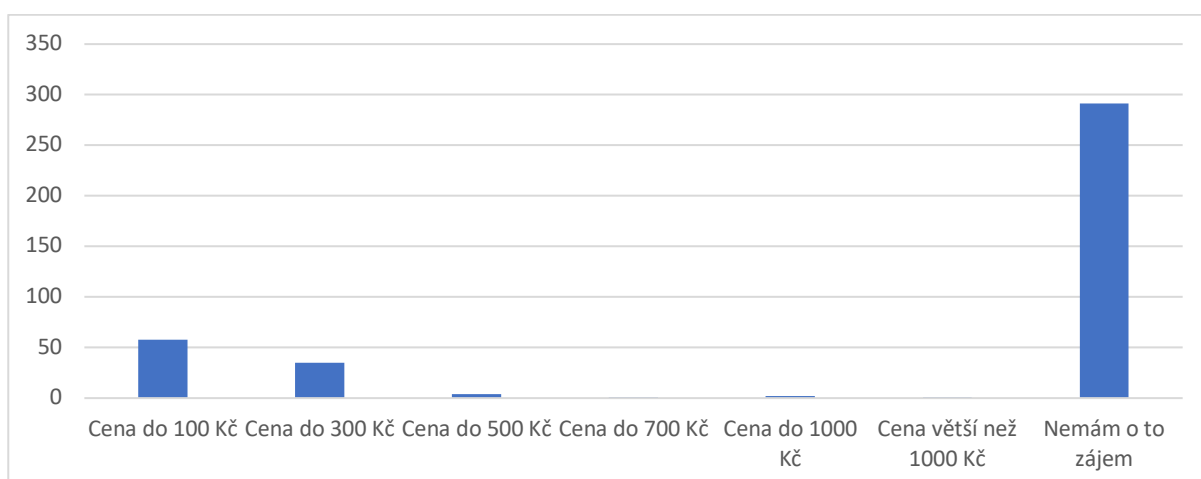
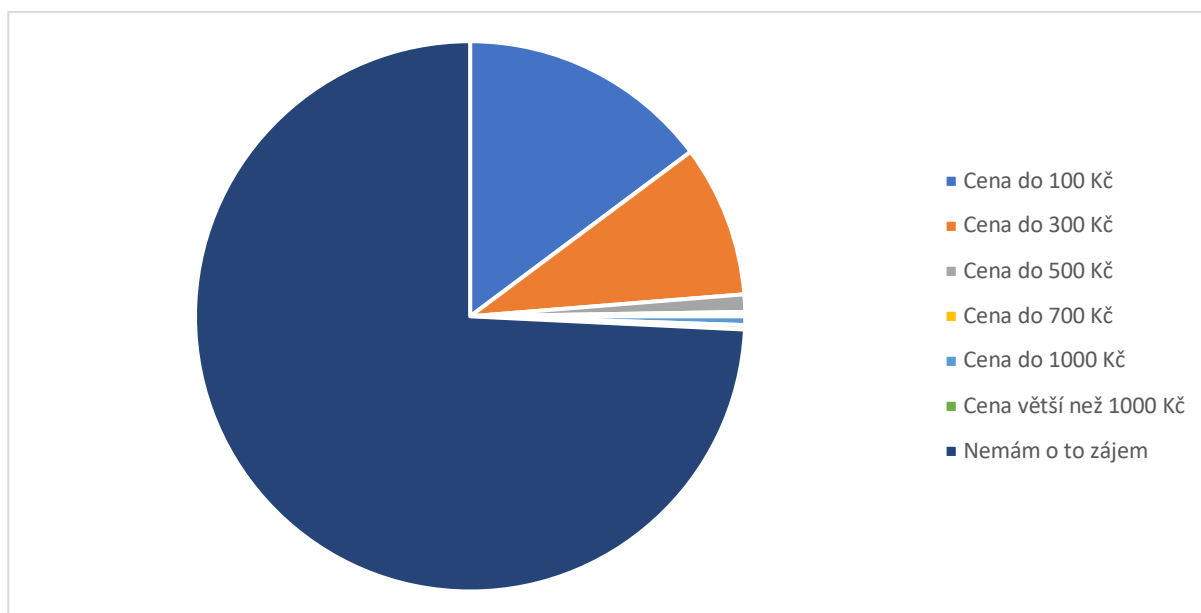
Pouzdro na telefon



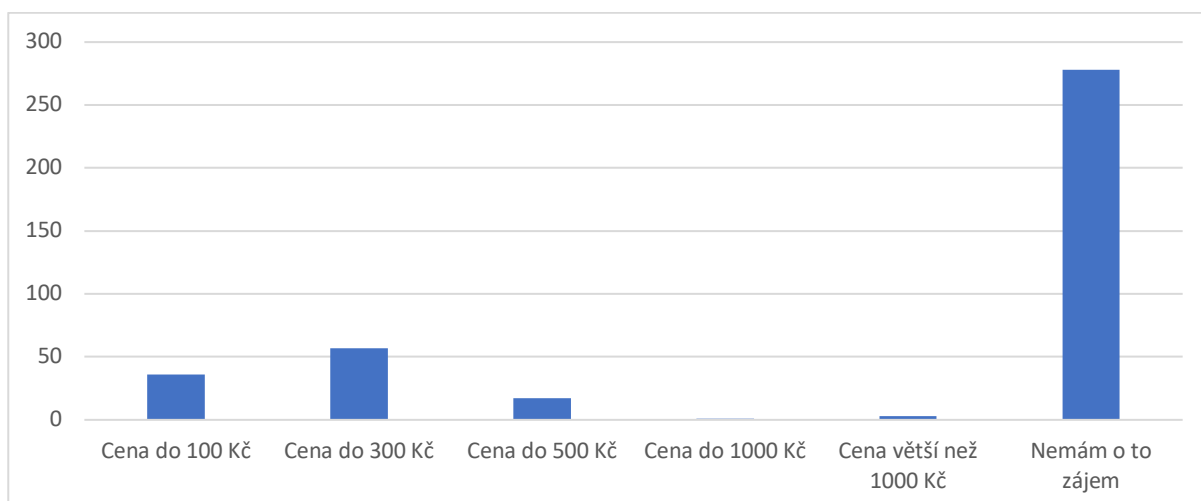
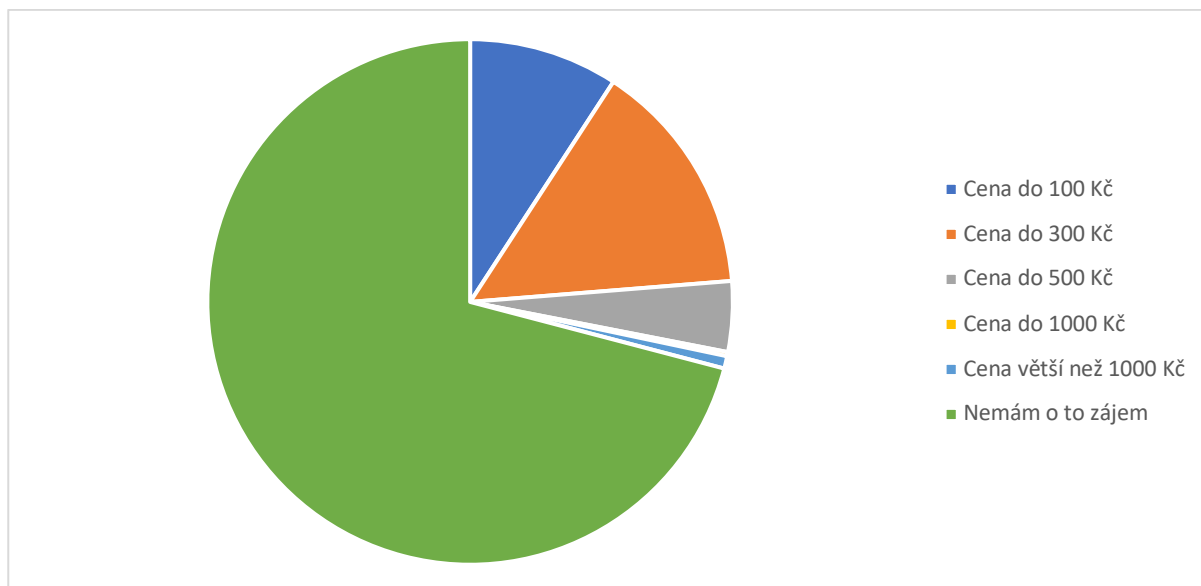
Herní karty



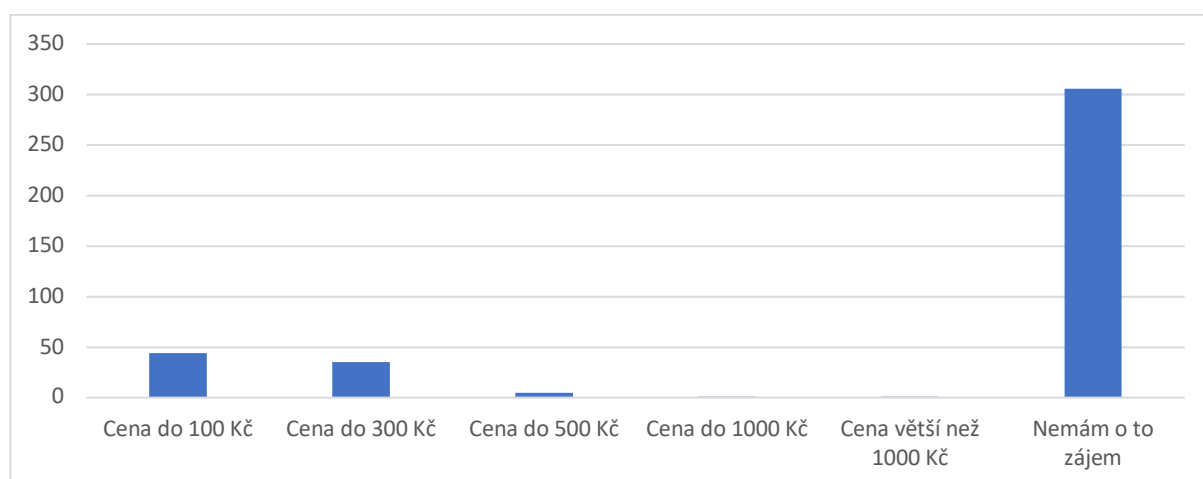
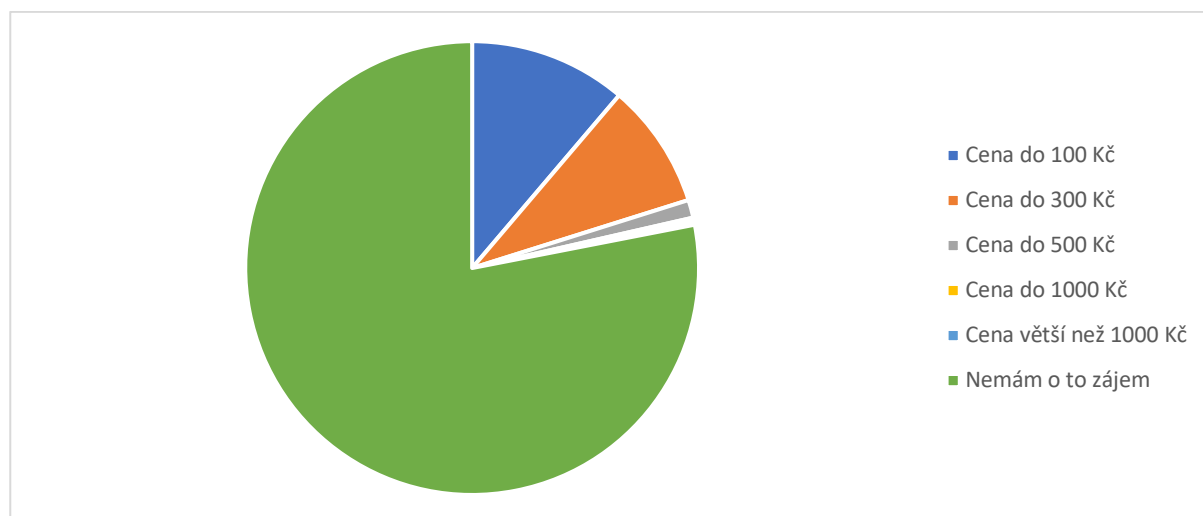
Rýsovací pomůcky



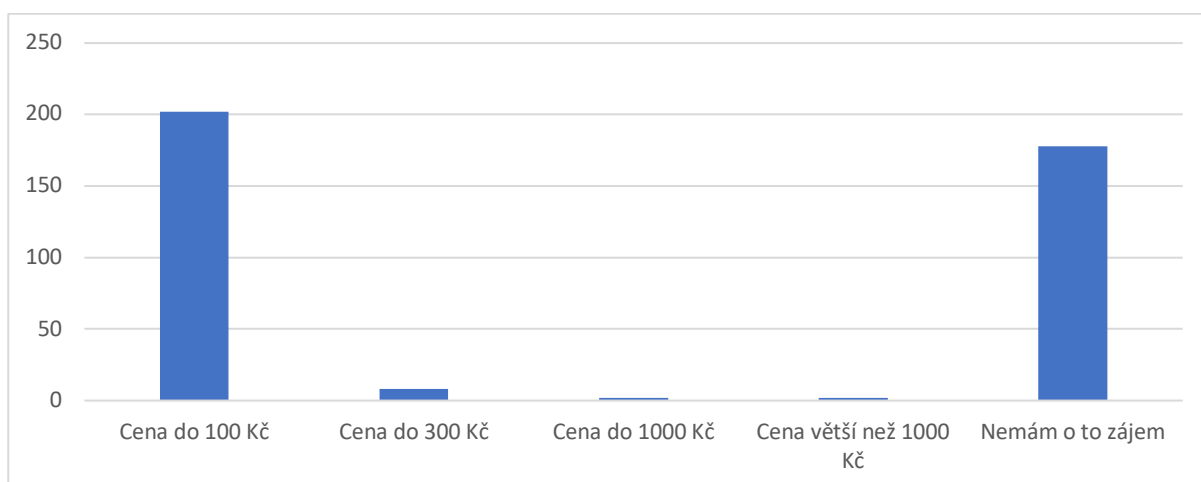
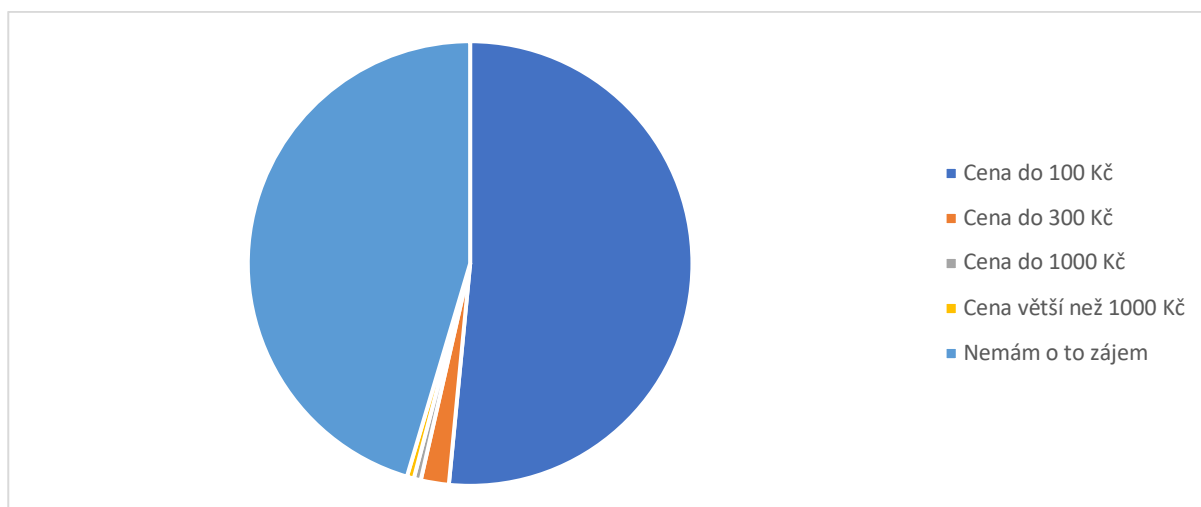
Sklenička na víno



Půldecák



Propiska



Pero

