

# Vianočný problém a jeho optimalizácia

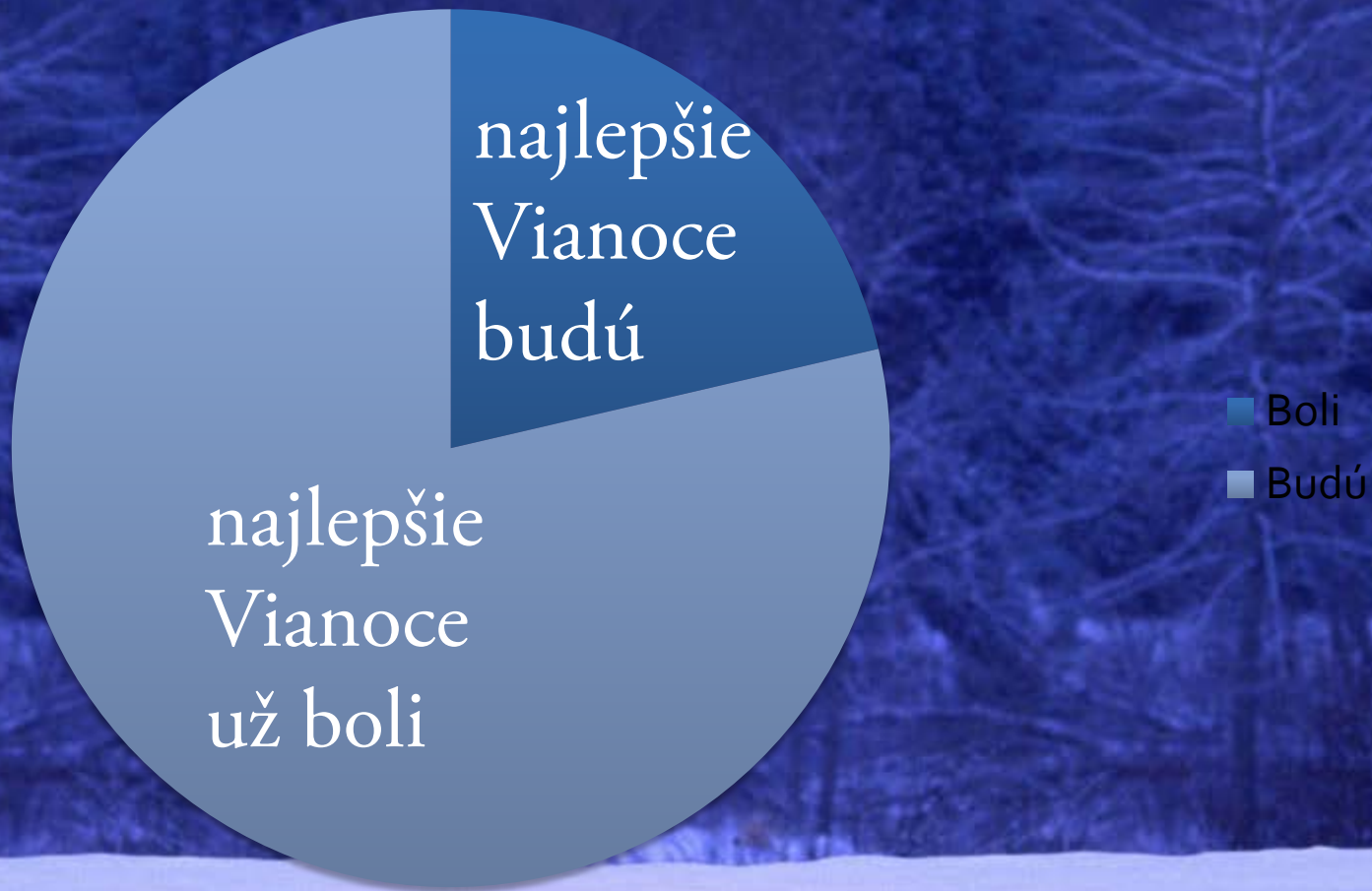
ŠTRK 2015



# Prieskum verejnej mjenky



# Postvianočný pesimizmus





Vianoce.  
Garantujem  
každý rok.

A blue-tinted photograph of a snowy winter landscape. The foreground is a flat, snow-covered ground. In the background, there are several bare, snow-laden trees. The overall scene is serene and cold.

Dôvody?

Zlé priradenie  
darčiekov

Náklady

vs

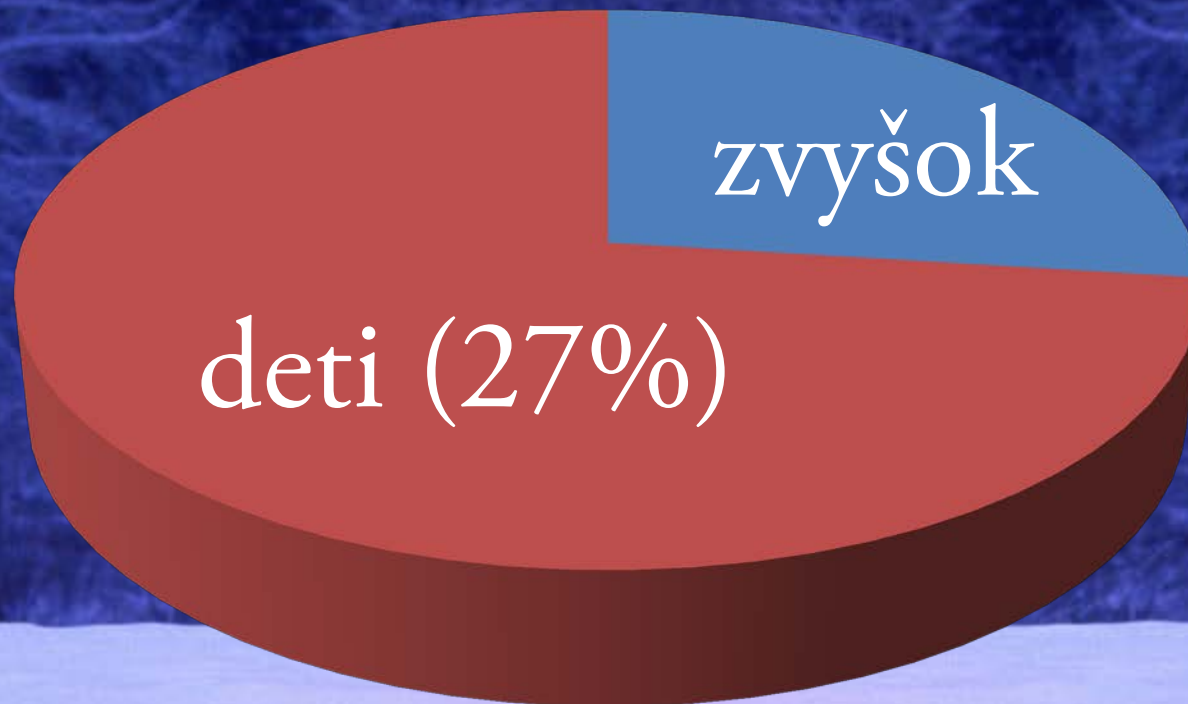
radosť

Neskoré  
doručenie

A blue-tinted photograph of a snowy winter landscape. The foreground is a flat, snow-covered ground. In the background, there is a dense line of bare, snow-laden trees. The overall scene is quiet and serene.

1,9 miliardy dětí

1,9 miliardy detí






A blue-tinted photograph of a snowy winter landscape. The foreground is a smooth, white snow-covered ground. In the middle ground, there is a dense line of bare, snow-laden trees. The background is a dark, dense forest of evergreen trees, also covered in snow. The overall scene is serene and cold.

Rýchlosť obsluhy?

Rýchlosť obsluhy?

2060 km/s

Highfield, R.: Can Reindeer Fly?: The Science of  
Christmas ISBN 978-0753813669

A blue-tinted photograph of a snowy winter landscape. The foreground is a smooth, white snow-covered ground. In the background, there is a dense line of bare, snow-laden trees. The overall scene is serene and wintry.

Priemerné náklady  
na darčeky?

Priemerné náklady  
na darčeky?

217 eur

<http://www.aktuality.sk/clanok/267145/slovaci-minu-na-nakupy-darcekov-394-eur-vyplyva-z-prieskumu/>

Celková hodnota darčkov?

$$(1,9 \text{ mld}) \cdot (440 / bc_1) \\ + bc_2$$

Celková hodnota darčekov?

440 mld €!

A blue-tinted photograph of a snowy forest. The foreground is a flat, snow-covered ground. The background is filled with bare, snow-laden trees, their branches creating a complex, web-like pattern against the sky. The overall mood is cold and serene.

HDP Slovenska

75 mld €

A blue-tinted photograph of a snowy winter landscape. The foreground is a smooth, white snow-covered ground. In the middle ground, there are several bare, dark trees with intricate branch structures. The background is a dense forest of similar trees, all rendered in shades of blue and white, creating a serene and cold atmosphere.

Fort Knox, USA

\$380 mld

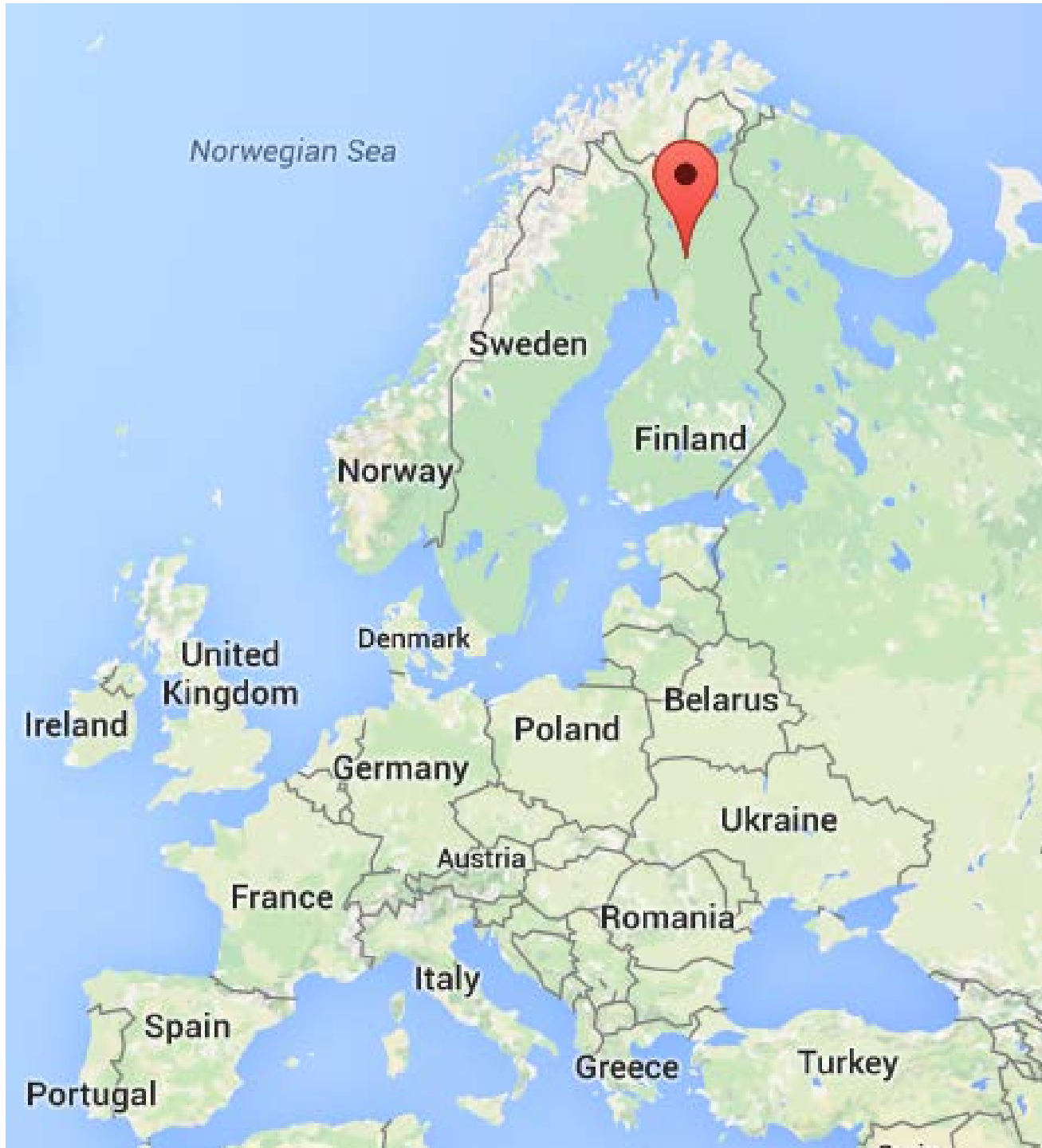





DANNYHO ŠTRNÁSTKA:  
ROVANIEMI



**ODKIAL' NA TO BERIE  
PENIAZE?**





Projekt APVV:  
Metódy poskytovateľov  
vianočných služieb



1. Hĺbkový audit


2. Priebežný monitoring

3. Návrh riešenia

1. Hĺbkov  audit

2. Priebe n  monitoring

3. N vrh rie enia



System pre analýzu  
vianočného obchodovania

Zlé priradenie darčiekov?





Zlé priradenie darčiekov?

Portál objednávania  
darčiekov

Zlé priradenie darčiekov?

<http://list.jezisko.vy>

# Rýchlosť doručenia



# Zrýchlenie doručenia



Zlé priradenie darčiekov?



Zlé priradenie darčiekov?

Informačný systém

# Manuál návštevy

1. Pristátie
2. Lokálna distribúcia
3. Kontrola správnosti

Podpísal  
si výkazy?





A blue-tinted photograph of a snowy winter landscape. The foreground is a smooth, white snow-covered ground. In the background, there are several bare, snow-laden trees with intricate branch structures. The overall scene is serene and cold.

Prebytok vede!

A blue-tinted photograph of a snowy forest. The foreground is a flat, snow-covered ground. The background is filled with snow-laden evergreen trees. A large, white, stylized question mark is centered in the image, overlaid on the trees.

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