

## REFERENCE

from Kino Arena

With this reference, we want to express our satisfaction with our joint work with "Stenik Group" Ltd.

In 2010, Kino Arena offered the general public the opportunity to purchase tickets online. Since then, we have collected numerous comments and recommendations, paid attention to criticisms, and followed the development of the web space and e-commerce in the country. When starting the project for building an entirely new website for the cinema chain, we proceeded from the information gathered so far, our main goals, and the desire to provide viewers with the most comprehensive, informative, and functional web experience possible. The opinion prevailed that it was necessary to conduct in-depth research and select a profitable partner with whom to outline and implement a long-term strategy for Kino Arena's digital presence, in line with the growing importance of the web space.

The selection of a partner was carried out through an open type competition, held in three phases. More than ten specially selected Bulgarian and foreign companies with many years of experience in the development of corporate websites, media portals, and online stores, companies that have won numerous awards and distinctions in the respective categories, were invited to participate in the competition. During all phases of the competition, the Stenik team distinguished itself with its proactivity and professionalism and was accordingly chosen as the project executor.

In the implementation of the project, the Stenik team showed great diligence and enthusiasm in familiarizing themselves with the many specifics of the cinema market. With the help of their rich experience in implementing online stores, we created a completely new website for our viewers, both in terms of feeling and experience, which meets their needs and is maximally useful for the business. Since the chain's customers have a very diverse profile, one of the main challenges was for the site to offer something new and innovative while maintaining continuity with existing user paths in order to avoid negative reactions from more conservative users. The motivated work of the allocated project manager from Stenik contributed immensely to overcoming this task.

In conclusion, we can say that in Stenik, we found a long-term partner with whom we continue to work on site maintenance, further development, and consultations on various issues related to e-commerce.

We recommend the team of "Stenik Group" Ltd. to all who are looking for an innovative technology company with a professional attitude towards work and an unadulterated creative spirit.

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**Sofia**

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/Strategic Operations Manager/

