



# ArabHorsePromotion.com

(not only) European Leader in Arabian Horse Designs

photos from AHP archives

*How the small project of one website created by two students developed into one of most recognised design and promotion company worldwide...*

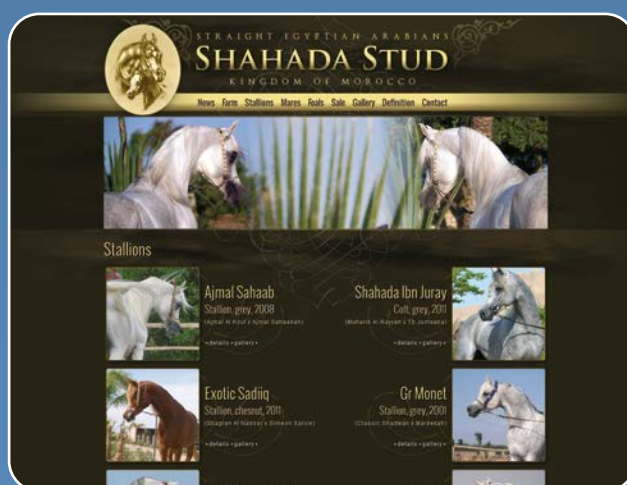


*I*t has all began in 2003 with small Polish breeder request to design for him the website for his horses – says Urszula Łeczycka, establisher of ArabHorsePromotion.com – I believe it has been one of very first websites for Arabian horse farms in Poland ever. It was a time when using the Internet in this community, at least in our country, was still at its early stage. It was also far before Facebook, Instagram, WhatsApp and other most popular web applications had been developed of course. Starting from one website and being recommended to other breeders – it was quite classic way of how we started. But the interest in our services was far beyond our expectations, especially that we were – and basically we still are – working as a two-people team: Urszula Leczycka – as the idea-maker and customer relations and Tomasz Skierski – the designer. And – first of all – ArabHorsePromotion was our free time activity only, not a regular job.

Although it was just a matter of few years when we started to receive regular designs requests from abroad and what I have to admit – we also started to get a (big) clients who used to have their websites and ads done by much more experienced and bigger competitors of ours.

## **QUALITY AND FASTNESS IS A MUST**

Raising expectations of the customers required the raise of our standarts. What make us different from other companies of our branch – in my opinion - is the quality of service: we are mostly admired by the fastness of our work – average time from first request to publish the website is rarely longer than one month, care for details – our designs are always like a cizelling the sculpture – there is a strict check of the whole work and responsibility for no fails and, first of all – in case of any problem or question – our customer is rarely waiting longer than few hours to our response. We used to advertise ourselves as „24h/day and 7 days/week” open



company and it is still how we used to work even despite weekends and holidays - you can always count on our fast service. The advantage of having a website with us is also our custom made own web administration panel – enabling our customers, even those being not very familiar with computer works, to easily update their website themselves!

### WEBSITES

The result of hard work progressed with over 100 websites done for such a big names of breeders and organisations in the Arabian horse community as: Sweden Arabian Stud of Kathleen Olsson and their Uddevalla reproduction centre, Woody Arabian of Woody Gubbiotti, Victor Arabians of Italy, Bautista-Vich Stud from Spain, Prestige Straight Egyptians from Belgium, Darius Arabians of Claudia Darius and Family, Shahada Stud from Morocco, Murana Stud from Germany, Arabian Obsession from Belgium – just to name really a few as the full list of our customers would

fill a few pages of this magazine. Our recent website works that we are especially proud of are those for Heritage Arabian Racing Club (HARC) of HH Sheikh Sultan Bin Zayed Al Nahyan that we also run the Facebook official profile for, as well as the website of Polish Arabian Horse Breeders Association. We also used to run a famous Tersk Stud website for a couple of years which was a challenging project made in 3 languages – English, Russian and Chinese. Thanks to our friend Igor Bochkarev, President of Russian Arabian Horse Breeders Organisation we are soon starting with a new, huge equine project in Russia.

### SHOW SITES

Another interesting and very different way of work is creation and running the show websites – Jaroslav Lacina with his Prague Intercup is our steady and honorable customer so since a couple of years you can meet ArabHorsePromotion.com as a web designer and sponsor of





beautiful Prague event. We also used to run the show websites in Italy (Arabi a Milano) and in Denmark (DSAH Event).

#### ON-LINE SHOPS

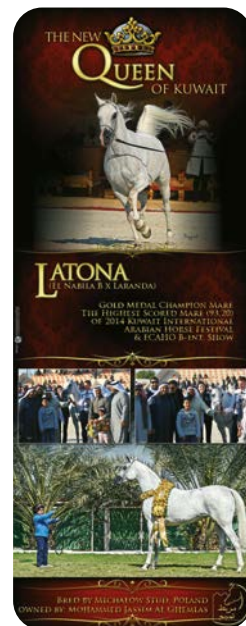
Our recent interest is also focused on developing user (and owner) friendly on-line shops: we are just about to issue one for the US customer and one for Polish non equine company from Poland is in production.

#### OTHER DESIGNS & MARKETING PROJECTS

ArabHorsePromotion.com is not only about website designs! One of our first – and still a flag product was

Polskiearaby.com – first web portal and discussing forum that we have created in 2004 following request of group of Polish Arabian horse enthusiasts willing to have their own place to discuss and follow the news from the community of our beloved breed. Since 2006 Polskiearaby.com has the new owners that are developing it into a worldwide „brand” themselves.

We are also proud to have one of world's biggest database of email addresses of Arabian horse community in co-operation with our US partners – Arabian Select and Arabian Origins Marketing, so our customers can be sure that the e-blast made and spread by ArabHorsePromotion.com will reach every corner of the globe. The proof of this successful promotion with AHP can be a fame of such horses as Mexx – re-discovered by Ghassan Stud of Saudi Arabia in Germany, brought back to the rings, successfully shown, promoted and sold for huge amount within Saudi Arabia or Latona – the mare found with our help in Poland for her proud Kuwaiti owner – Tameem Stud and probably not without our promotional influence – lead to the Gold medal in Kuwait as well as class winning in Aachen this year. We also had our „finger on” promoting beautiful stallion Hassan Ashiraf while leasing in Poland, Primero Marc – while in leasing for 6 years to Brazil and now one of our very successful client growing fast up is Polia Arabians of Poland – that you can read about in this issue of Tutto Arabi.



We have also been proudly working on promotional photo session and video of Salayel Arabians in Saudi Arabia, as well as we helped to promote – by making websites of such Arabian horse „celebrities” as Magic Magnifique, HS Pirandelo, HS Piranesi or EF Simply Marvelous.

The work of Arab Horse Promotion.com can be nowadays found on every continent – almost every country breeding Arabian horses. But as Arabian horse community is gathering the people of many different professions the Arabian horse designs is not our limit! We have made beautiful websites for dog breeders (Sunset Pom Poland, Kennel Valera Norway, Shadow of Oak Kennel Denmark), for miniature horse breeders (Mini Arabs from Germany), stable



**Around 100 websites  
for equine industry  
in over 14 countries around the world!**

**fully responsive, modern sites:**

- mobile accessories adapted
- containing pedigrees
- photogalleries
- show careers
- videos
- including self-administration panel
- social media promotion in the price

**Polish quality - international spread  
for your breeding!**

**[www.ArabHorsePromotion.com](http://www.ArabHorsePromotion.com)**

*builders (Kuisl), tourism (Afflet Naturby Sweden) or artists (Lasse Fabel of Sweden, Ewa Imielska-Hebda photography, Jolanta Gradus – art painter).*

*Looking through the pages of past and current Tutto Arabi magazine you may also find a touch of ArabHorsePromotion.com art work – we used to help with magazines and articles designs – Tutto Arabi, Desert Heritage Magazine and Arabian Horse Couture are closely co-operating with us too. And – believe it or not – we are still a two person team and yes – we have time for sleep and relax as well!*

***Feel invited to ArabHorsePromotion.com world – we are for you whenever needed.***

