



ABK Asociación Barakaldo
de comercio, hostelería y servicios

ANNUAL MAGAZINE
OF STORES AND SERVICES
OF BARAKALDO
EDITION 2023

LIVE ABK LIVE BARA KALDO

THE BEST
ESTABLISHMENTS
AND SERVICES
IN BARAKALDO



Barakaldo
CIUDAD-HIRIA

inguralde

Euskadi, auzolana, bien común

EUSKO JAURLARITZA
TURISMO, MERKATUJITZA
ETA KONTSUMO SAILA



GOBIERNO VASCO
DEPARTAMENTO DE TURISMO,
COMERCIO Y CONSUMO

radio



tele



THREE DECADES BRINGING YOU
THE CLOSEST INFORMATION



President's letter



WELCOME TO NEW EDITION OF OUR SECTOR MAGAZINE!!

Dreams are a funny things. When they arise in our minds they are just that, images of impossible realities that we would love to achieve, but we are content to just imagine them up.

When we give ourselves permission to try, they become goals to pursue, to work towards, and from being completely impossible, they become just very difficult.

At some point along the way, the question always arises, am I foolishly struggling with the thought that my dream can be fulfilled? The answer is always no.

Sometimes, because you are only a few steps away from achieving it. Other times, because even when you get there it, the learning along the way will be priceless.

In the five years that ABK has been working for local commerce, we have asked ourselves this question only few times. From the very beginning it was clear to us that the establishments of Barakaldo needed, but above all deserved, an association that would work for them.

We have lived through a pandemic, the effects of which are still lingering, we continue to fight with giants and sometimes our strength fails us.

But we are still here, in our fifth year and we are doing what we wanted: to do innovating more and more, always trying to offer you a little bit more and with more desire than ever to fight for local commerce.

Dreams come true, without a doubt. It all depends on how much effort, love and soul you are willing to put into them.

And all of us who are part of ABK are clear that we will leave every last drop of it so that in 2024 another little piece of what we are dreaming of will come true.

For the moment, you have in your hands the second edition of a magazine that was born last year to give a voice to those businesses that we don't always listen to, that we don't always see.

We hope you like it as much as we liked creating it. And, while I'm making wishes, I hope that next year we have the courage to continue dreaming that a stronger local commerce is possible.

Because the desire to fight to achieve it... we have plenty of it!
Thank you for joining us for another year and....

we'll read you soon!!

Esther Magaz

PRESIDENT OF ABK



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A trip around the world

SANDWICHES TASTING

IT IS SAID THAT DURING HIS REIGN, ALFONSO X ESTABLISHED A RULE THAT INNS HAD TO SERVE SOME FOOD WITH THE WINE. IN THIS WAY, ALCOHOL WAS PREVENTED FROM RISING SO QUICKLY AND PART OF THE CONFLICTS BETWEEN DRUNKARDS.

OTHERS SAY THAT SANDWICHES WERE ALREADY BEING EATEN IN THE ROMAN, ARAB OR BYZANTINE EMPIRES.

The truth is that we may never be certain of the exact moment when someone looked at the lonely bread and decided they needed company. But ... blessed instant!

Our childhood would not have been the same without the chocolate bread, the chorizo sandwich or that mortadella that tasted like glory after school.

There are blood sandwiches, meatball sandwiches and sour apple sandwiches. But the most classic ones are still in force, the potato omelette, pepitos or chópé.

FIRST OF ALL, THE BREAD

It may seem that any one is valid for any elaboration. And yes, it's true.

But... did you read our article about pairing in the Hospitality magazine?

Well, each filling has a perfect pairing in the bread that accompanies it and, perhaps if you try it, you will discover that the loaf was more important than you thought.

- Cold meat go great with oil breads, flavoured and soft, because they enhance their flavour.
- If you are going to opt for smoked meats, we recommend that you opt for oat, rye or barley breads.
- Vegetables need a bread that is a little bit bitter, which will enhance the flavour in the mouth. Multigrain is perfect.

IN OUR COUNTRY

Do you know which are the most consumed sandwiches within our borders?

Our associates in the food sector know this well because they see us when we go shopping, although a stroll around Barakaldo is enough to find out too.



In Spain we opt for sandwiches of...

Patato omelette

With extra fillings (tuna, txaka, sausage, peas, onion,...) or with nothing but egg and potato.

Chorizo

Yes, for years it has been one of the most popular sandwich and continues to fill the doors of all schools.

Squid

Madrid is the birthplace of this invention in which alioli is usually added. It is said to have been invented to be eaten during Lent period, but... who knows!

Serrano ham

Some people eat it with oil or with slices of tomato.

NOW... LET'S GO!

One of the pleasures of traveling the world is leaving the hotel, getting lost in the streets of these new cities, and trying their cuisine.

Most countries in the world, including ours, have an offer based on the tastes of the foreigners who visit them, but what's the point of going to the other side of the world, to end up doing, eating and feeling the same as in Barakaldo?

We recommend that when you land in another country, open your mind and get ready to mix with everything local, discover it, taste it, treasure those memories.

And, if you can't travel, then do it through your most delicious sense: the sense of taste!!!!

You will find everything you need for these recipes in our partner shops. You put the desire and the hands!

Pulled pork sandwich

Typical from the USA, it is made from pulled pork and marinated for 12 hours in spices such as curry or cumin, which give it a delicious touch.



For two people | 2 individual loaves | 200 gr pulled pork (you can buy it already marinated) | 1 avocado | ½ red onion | Iceberg lettuce | Barbecue sauce

Preparation | Cut the buns in half and spread them with the barbecue sauce. Heat the pulled pork in a frying pan and place it on top of the sauce. Add a few slices of avocado on top of the pork. Julienne the half onion and cut up the lettuce, then add it all. **Put the lid on each sandwich and that's it!**

Philadelphia cheesesteak

Without leaving the American continent, we found this recipe that dates back to 1933. They say in the area that brothers Pat and Harry Olivieri created it, tired of the more traditional fast foods (hot dogs and fish cake).



For two people | Sandwich bread (better if it is soft like hamburger bread) | 300 gr beef | Cheddar cheese | Onion | Oil, salt and pepper to taste

Preparation | Toast the breads to brown them. Cut the onion into julienne strips and cook over low heat until confit. Make strips with the veal and fry them, before melting the cheese in a frying pan. Now it's time to assemble! Open the toasted bread and spread it with caramelised onion so that it soaks in. On top of it, go the meat strips and then the melted cheese. **Got it? Then enjoy!**

Bánh mì

We take a flight to Hanoi to discover this Vietnamese delicacy whose taste will surprise you. His original recipe uses pork cold meat, smoked, but you can make it with beef or even mix and match if you want to take a risk.



For two people | Crusty baguette bread | 300 gr pork tenderloin | Vietnamese chicken sausage | Pork pâté | Pickled vegetables: 1 carrot, 2 gherkins, 2 turnips, 1 onion | 200 ml rice vinegar | 150 ml water | 2 tbsp white sugar and 2 tbsp brown sugar | 50 ml soy sauce | Mahonnaise | Olive oil, black pepper, salt and coriander

Preparation | Add the brown sugar, diced onion, soy sauce and black pepper to the pork. Leave to marinate for about two hours and fry in thin slices. Cut up the gherkins and turnips and grate the carrots. Put the water, white sugar, rice vinegar and a teaspoon of salt in a bowl. Mix it all together and dip the chopped vegetables in it to pickle them in the fridge for a few hours. To assemble, open the bread loafs and spread the pork pate on the inside and mayonnaise on top. Place the pork tenderloin and a few slices of chicken sausage on top of the mixture. Top everything with the pickled vegetables and decorate with cilantro.

What did you think of this trip? No seasickness, no jet lags, but with all the flavor of a vacation in the middle of December.

And the best thing is that you can get away whenever you want, simply by visiting our partners!!!!

ESTABLISHMENTS LINKED TO THE
FEED SECTOR



Facial treatments you can do today *TO LOOK* *MUCH YOUNGER TOMORROW*

THE PASSAGE OF TIME IS SOMETHING THAT WORRIES US, FOR MANY REASONS. FIRST, BECAUSE THE OLDER WE GET, THE MORE THE CALENDAR AND THE CLOCK ARE TICKING. THIS MEANS THAT IT SEEMS THAT LIFE IS NOT GOING TO GIVE US EVERYTHING WE WANT TO DO WITH IT, FOR ALL THE DROPS OF ENJOYMENT WE WANT TO SQUEEZE OUT IT.

And, on top of all that, we have to deal with the fact that the image we see in the mirror looks less and less like what we should be.

Where are the 20's? When did the 30's pass? And my 40's?

Don't worry about those years that have already gone, and don't worry about the wrinkles, the stretch marks, the spots on skin from millions of afternoons in the sun?

Every imperfection that you see in yourself is nothing more than a sign of your learning and it is beautiful.

Even so, we are fortunate that in 2023, technology is helping us to see ourselves better. What could only be done with a scalpel in the past can now be done in a less invasive way.

But in addition, in Barakaldo our associated establishments have nothing to envy the most leading centers in aesthetics, because you do not need to change your face.

What you are looking for is to feel comfortable in your skin again, or not?

AT THE BEAUTY SALON

They have changed a lot in recent years, although they maintain sterilisation and the professionalism of those who carry out the treatments. But otherwise, they are much cheaper, simpler, have fewer risks and the results are spectacular.

Do you know that 4.0 treatments can do?

Lifting with tensor threads

These subcutaneous threads, which help to tighten the skin, are perfect for correcting loss of facial volume, filling wrinkles and deep lines.

It can be used on cheeks, jowls, neck and in recent times is widely used to redefine the jaw line.

Acupuncture facelift

Opening the energetic channels and eliminating blockages, acupuncture also promotes blood flow.

The needles in the facelift are thinner, so it is almost painless but very effective. Sometimes it is complemented with electrotherapy.

Radiofrequency

If you are looking to firm and tighten areas of the body that are beginning to show some flaccidity, you have found the solution.

It can be used anywhere (buttocks, abdomen, legs...) without risk and activates the formation of both collagen and elastin.

Hyaluronic acid filler

Hyaluronic acid is naturally present in our body, but with age we do not produce it in the same amount, so the skin begins to sag and lose firmness.

The filler that is performed in aesthetic centers, brings back hydration and volume to the areas that have lost it. It is quite interesting in the nasolabial folds, where expression wrinkles are usually generated.

IN YOUR BEAUTY SALON

That a haircut, color and hairstyle can change any face is a fact.

Think of our grandparents or great-grandparents. Always with white hair that made them look old, even if they didn't reach 50.

Grey hair is fashionable, but always well cared for, moisturized and with a cut that flatters you and gives movement to that little face that we want to stop adding years.

Take note of these cuts and colors that will help you so that your ID does not represent that you see on the street.

Cuts that will flatter you

Bangs Hair

It helps to stylize the contour of the eyes but don't forget that the best thing to do is to cover your eyebrows. Straight cuts will add years, so discard them.

Bob

Slightly shorter at the front and chin-length at the front, the rounder your face, the better it will suit you. It's easy to style and will give you a sophisticated look. In its more casual version, the bob carré adds an anti-aging fringe.

Pixie

It's fresh, youthful and can be worn from any age, with no birthday limit. In its garçon version, the sides are even shorter, giving prominence to the top strands. With or without bangs, you will look much more youthful.

Straight cut

Framing the face, with a shoulder length, it is fabulous if worn with waves

Dye your hair!

Honey or caramel

It will give a lot of luminosity to olive skins, but if your natural colour is very dark, it's better if you use it only in highlights that will soften your features.

Blonde in its warm tone

Blonde is the colour of rejuvenation, as it refines the features and conceals grey hair. It will ideally suit people with fair or pink skin.

Brown

If your skin is pale, brown is your winning choice. On very dark bases, opt for highlights that give a natural touch.

AT HOME

Going to the centre you trust, sitting down and allowing yourself to be advised by their professionals is always the best thing to do.

But, sorry... it's not enough.

If the only days you remember your body's largest organ are those when your spirits are low and you look awful, no matter what you wear, you're only adding to the problem.

The body needs your attention, your pampering and your care all the time. Not only when you see someone 10 years younger and admire their skin. Not when a blow from someone else's hair reminds you that you haven't been to the hairdresser in two years...

Between visits to your centre, follow the 5-step rule:

Step 1. Moisturise

Step 2. Live a healthy lifestyle

Step 3. Cleanse and remove make-up

Step 4. Use masks vitamins

Step 5. Massage

**Are you determined to turn back the clock?
So, start today!**



ESTABLISHMENTS LINKED TO THE BEAUTY AND PERSONAL CARE SECTOR



Science at home:

EXPERIMENTS TO HELP YOUR LITTLE SCIENTISTS

THOUSANDS OF YEARS AGO, CHILDREN WERE CONSIDERED LITTLE ADULTS. THEY WERE PROTECTED FROM ANIMALS, WEATHER AND RISK, BUT AT THE SAME TIME, THEY WERE ALLOWED TO EXPERIENCE LIFE. FROM AN EARLY AGE, THEY PARTICIPATED IN THE DAILY LIFE OF THE CLANS AND WERE ASSUMED TO HAVE ABILITIES THAT WE NO LONGER BELIEVE IN.

A study by the University of California more than a decade ago showed that children think in a very similar way to the scientists who have helped our society evolve.

When faced with problems, children's brains formulate hypotheses, make inferences and use factors such as observation, but also statistics.

They may not be fully aware of how they make decisions, but it is exciting to know that they apply the method even without a full understanding of it. Don't you think?

The question is... what happens between that moment when the mind is genuinely scientific and the total loss of interest in the subject?

You yourself have the answer. Think of your maths, physics or biology lessons. Go back to school for a second, to those hours sitting at a desk, reading a book with drawings and solving problems about trains leaving from different stations.

The way science subjects are taught has, in many eyes, turned them into complicated and boring subjects.

Basically because science is all around us, it is responsible for the fact that this planet revolves and is home to life. The laws of physics make the world the place we know it to be. Everything is science and, for this reason, trying to understand it from a book is to reduce it almost to absurdity.

To understand science is to experience it, to live it. Children must investigate, analyse, test and err hundreds of times. In this way, learning will really take hold in their cells and that innate love for the scientific world will not disappear with age.

IS THIS REALLY NECESSARY?

Letting children make mistakes, erase and start again is something very valuable and, at the same time, little exercised.

As we said at the beginning of this report, our desire to protect means that we don't allow our youngest children to try.

- * *Don't jump off that bench*
- * *Don't climb the tree*
- * *Get down from there*
- * *No*
- * *No*

Life is completely full of risks, as Peter Pan used to say:

"To live... that will be my great"

And so it is, the great adventure of life is precisely to transit it, but if we forbid children all experiences... how are they going to learn?

They will grow up knowing that they should not climb trees or jump over kerbs, but they will not understand why.

Our eagerness to protect them will have denied them the great experience that is learning.

Experimenting has many benefits in controlling emotions such as frustration, but there is more.

- *Increases concentration*
- *It triggers curiosity*
- *It fosters a critical sense*
- *Improves the ability to solve challenges and difficulties*
- *Strengthens self-esteem and work capacity*
- *Develops respect for nature and awareness of human impact*

Don't you want that and much more for your children? Then pull yourself together, because this is going to stain!

3 SCIENCE EXPERIMENTS YOU CAN (AND SHOULD) TRY AT HOME

We could tell you hundreds of options to practice science at home and we have tried many of them.

But let's start with these 3!!

The erupting volcano

You need | A disposable cup | Plasticine | Baking soda | Vinegar | Red food colouring

Experiment | Cut the glass in half and place it on a surface you can throw away later (an oilcloth or plastic). Around the glass, build a volcano with the plasticine. Don't make it too big. Pour some baking soda into the mouth of your volcano. Pour some vinegar into another container and mix it in. And now... Pour the vinegar with the food colouring into the volcano. And... Boooooom!!!

Explanation | Vinegar is acidic while baking soda is a base. So when they come into contact, a temporary chemical reaction takes place.

The lava lamp

You need | 3 effervescent tablets | Sunflower oil (about 200 ml) | Water (100 ml) | Food colouring | A glass jar | A flashlight

Experiment | Fill the glass jar with water and pour in the oil and a few drops of food colouring. Mix everything well and let it stand for a while. Put the 3 tablets in the coloured water and illuminate the jar from below with the torch.

Explanation | Water and oil never mix, because of their polarity. They are known as immiscible liquids because of this condition. The lava lamp is based on the concept of intramolecular polarity. When the tablets are introduced, A chemical reaction occurs that releases carbon dioxide and that generates the bubbles you see.

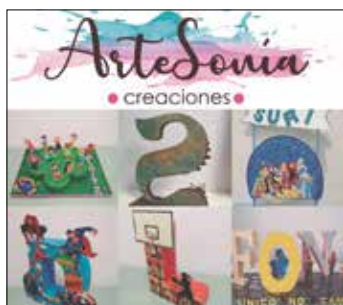
Look at those viruses!

You need | Pepper powder | A bowl of water | Herbs of your choice (parsley, rosemary, oregano...) | Liquid soap (hand or dish soap)

Experiment | Place the herbs and pepper powder (these are our viruses) in the bowl of water. Now dip your finger in the water and watch how the 'viruses' tend to stick to your skin. Wet the tip of your finger with a bit of soap. Put your finger back in the container and see.

Explanation | The wall of the virus is made up of fats, which is exactly what the soap is attracted to. What happens is that when you put your finger in the dish, the soap breaks the tension of the water molecules, making the viruses 'run away'.

ESTABLISHMENTS LINKED TO THE TEACHING AND CULTURE SECTOR



Flowers and their meaning, *FIND OUT WHAT TO GIVE*

DURING THE MIDDLE AGES FLOWERS WERE ESSENTIAL TO HIDE THE BAD SMELLS THAT WERE PRESENT AT CELEBRATIONS AND EVENTS. THEIR AROMA COVERED THE STENCH OF WASTE AND THE LACK OF HYGIENE THAT REIGNED IN THAT DARK PERIOD OF OUR PAST AND, DESPITE THIS USE, EVEN THEN THERE WAS A CERTAIN SYMBOLISM IN PLANTS.

However, it was not until the 17th century that what is known as Floriography emerged, which is basically the language of flowers, and which originated in Persia and Turkey.

Because yes, humans have given each of the natural shoots a meaning that has been lost over the years, but that continues to be collected in books that have been left for posterity.

In the British Victorian era, everyone knew this code, which became a cooperative secret for lovers, a silent religious cult and a complex web of feelings in the form of petals and colours.

Today, of that enigmatic language, all that remains is the symbolism of red roses every February 14th, but there was much more.

ONE FLOWER, ONE MOMENT

In a world where an emoticon says as much as a sentence, where there are memes, GIFs and ways of communicating encrypted in Instagram statuses and disappearing photos, perhaps we don't need to speak through flowers again.

Just as the language of the fan, which gave rise to so many taboo romances, was lost in the calendar, it seems unlikely that floriography will conquer our streets again.

But it never hurts to know ways of communicating in front of the whole world, without anyone else knowing about it, don't you think?

Before your next visit to our partner florists, find out which flower is best for which occasion.



Anemone | *Its meaning is rather sad, as it symbolises abandonment.*

Aster | *Its name comes from the word star, due to its shape. In the 18th century it was the flower of delicacy.*

Dragon's mouth | *Used to apologise, it was often sent with a hyacinth (which was the symbol of truth).*

Camelia | *Depending on its colour, the meaning changed. If it was red, love. If it was white, admiration, and if it was pink, it meant longing for the addressee.*

Cinia | *Although it is not a very well known flower, it is very long-lasting, so it was used for distant friendships that were missed.*

Carnation | *Known as the flower of Zeus, it varies in meaning depending on the shade of the petals. The red ones symbolise admiration, the white ones purity, the pink ones are a symbol of gratitude and if you receive them yellow, you are being rejected.*

Chrysanthemum | *Very closely associated with death today, the chrysanthemum was then sent to dear friends.*

Gardenia | *Secret lovers used to send them to each other to keep the promise of continuity.*

Lila | *The ancient Egyptians considered it the flower of the pharaohs for its elegance and beauty. In Victorian times it represented tenderness, kindness and the desire for happiness.*

Yarrow | Yarrow is widely used to decorate bouquets, so you've probably seen it even if the name doesn't ring a bell. In its day it was the flower sent to the sick, hoping for healing.

Narcissus | It takes its name from the Greek myth of self-love. For the people of the 18th century, however, it was the representation of requited love.

Orquid | Almost impossible to obtain at the time, the gift of an orchid denoted a deep love, as well as a high economic and social status.

Peony | It used to be given to the bride and groom to wish them a happy and prosperous marriage.

Rose | The flower par excellence and the one with the most symbolism that has reached our days. The red ones stand for love, the white ones for innocence, the roses for happiness and the yellow ones for envy!

Tulip | There was a time in history when their bulbs were so famous and expensive that they were even used as currency, but not at the height of floriography. In those years they meant feeling charity.

Verbena | Its symbolism has survived to the present day, as it is a flower closely linked to religion and always has been. When someone sent verbenas, he or she asked the recipient to pray for him or her.



A QUESTION OF COLOUR

We have already seen this with some of the best known specimens, but the study of the hidden meaning of flowers went beyond their species.

In fact, even the combination of different flowers indicated complete messages... it was like sending an SMS or a WhatsApp!

And, as if that wasn't enough, the colour of each flower marked differences that could change the message a lot. Don't get the colour wrong!!!

White flowers | Synonymous with purity and tranquillity, they show respect for the person who receives them and concern for their wellbeing. Transparent and clean feelings.

Blue flowers | Their main symbolism is that of trust, but also affection, relaxation and fluid communication.

Green flowers | They are given to people to whom we wish emotional growth, well-being and, above all, fertility.

Mauve flowers | Or lilac, purple, violet... The tones in this range reflect peace and harmony, so they are a message of hope and calm in the face of adversity.

Yellow flowers | Many people associate them with bad luck, but in fact they have always been the opposite. They represent joy, youth and life. But, depending on who gives them to you, there can be jealousy and selfishness...

Pink flowers | It is said to be the colour of femininity but, centuries ago, it was associated with gentlemen. What is true is that it is useful to calm the nerves and that it is related to unselfish love, fantasies and dreams.

Red flowers | It goes without saying that they are the colour of love, passion and seduction, but did you know that they also show unconditional and true affection, outside of relationships?

Orange flowers | You may never have received or sent them because they are not the most common, yet they are the best to praise each other's beauty, strength, lift your spirits and improve your mood.

Have you already decided on your next bouquet?

ESTABLISHMENTS LINKED TO THE
FLOWERS AND PLANTS SECTOR



Ideal dog breeds

FOR PEOPLE LIVING ALONE



IN THE LAST STATISTICS, CARRIED OUT A COUPLE OF YEARS AGO, IT WAS STATED THAT ALMOST 5 MILLION PEOPLE LIVE ALONE IN OUR COUNTRY. MOST OF THEM ARE WOMEN UNDER 65 YEARS OF AGE.

The evolution of our society has led us (and thank goodness!!) to have families of all kinds. There are houses in which only one person lives, single-parent homes, flatmates, young people who help older people in exchange for company, widows and widowers who move in together to alleviate loneliness.

It is true that with interest rates soaring and house prices well above wages, living alone is complicated. But that's not the only problem.

Surely you have heard of what has been called the single tax, because yes, living alone is more expensive than living as a couple (and even as a family).

You may think that if the expenses are for one, it reduces the bills, but that's because you're not appreciating the way our consumer society is made.

If we look only at household expenses (electricity, water and gas) a person living alone pays 60% more than those who live alone. But the difference is not only in the basics. Taxation is a waste of money, travelling is up to 80% more expensive and the shopping list goes through the roof.

The Aragonese Institute of Statistics put the annual expenses of a single person at 8,345 euros (basic expenses only), while in the case of a couple the total was 5,207.87 for exactly the same.

Despite this increase of almost 38% in the lowest needs of Maslow's pyramid, **there are many people who decide that they are compensated for the extra cost, as long as they have the freedom to do and undo in their home, as they please.**

Because living alone is not being alone. You can have a full life, a job you love, a supportive family, friends who won't let you stay at home for a single day and, above all, you can have the unconditional company of a dog to share your life.

Have you ever thought about it?

DEBUNKING MYTHS

Living alone means, in most cases, that your house is empty for many hours a day.

In addition to the 8-hour working day, you have to add the time you spend commuting to and from work, the time you spend at the gym, shopping, at your parents' house or enjoying your leisure time.

This leads many people to think that **having a dog is unfeasible, because of the time it will have to stay at home without company.** What they don't realise is that there are many activities in which your pet can accompany you.

Why not swap a couple of days at the gym for a jog along the cycle path next to them? How about paying your parents a visit by taking them to the joy of your home?

What you should bear in mind is that not every breed of dog is going to get used to being left without you while you work and that not all of them will be happy in a small space without much physical exercise.

But there are some breeds that may be perfect for you, because having a dog will...

- *It will help you reduce the stress of everyday life.*
- *It will boost your serotonin production.*
- *It will make you socialise with new people.*
- *It will boost your self-esteem. It will boost your self-esteem.*
- *It will force you to do physical exercise and get outdoors.*

It will also... make your house a home.



YOUR BEST COMPANION

You're already seeing the benefits of having a furry friend, and you've shattered the belief that you won't be able to take proper care of them.

Perfect, it's time to adopt!!!

In a country where more than 400 dogs are abandoned every 24 hours, it seems ideal to be able to give them a new home.

However, there is a risk involved in adopting, and that is that you may get carried away by emotion, pity or anything other than common sense.

Find out if it has health problems that you will not be able to take care of, know its history to detect its fears and eliminate them.

And, above all, **bear in mind that each breed has its own way of being and living.**

According to our partner vets, these are the 7 best breeds for people living alone.

English Bulldog

*You will fall in love with his slobbery face as soon as you see him, but he doesn't need too much exercise, so **he won't suffer if one day you are exhausted from work and you are too lazy to go for a routine walk.** As if that wasn't enough, his bark will protect you from any intruder and he will be patient and calm with you.*

Dalmatian

*One of the most independent breeds, they will have no problem being left alone while you go to work, as **they do not develop separation anxiety.** Keep in mind that they are big dogs so they need some space and a lot of cuddles!*

Schnauzer

*Just like Dalmatians, they have no problem spending hours without you and, despite their reputation for being surly, **they are calm and emotionally balanced dogs.** Ideal for living in apartments that are not too large.*

Boxer

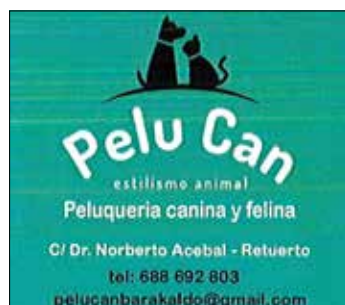
*If you have an active lifestyle, the Boxer will be your best ally. With **high energy levels, they love to socialise and will accompany you on any adventure.***

Maltese Bichon

*They are adorable and that is already a plus but **they are also exceptionally affectionate once they develop a bond with you.** Being quite small they don't need too much space and won't expect special care from you.*

Which breed do you choose for your home?

ESTABLISHMENTS LINKED TO THE PETS SECTOR





Your vehicle's *NID*

(NATIONAL IDENTITY DOCUMENT)

AS MUCH AS IT MAY SEEM THAT THE NID HAS EXISTED AS LONG AS THE WORLD HAS EXISTED, THE TRUTH IS THAT NOT SO LONG AGO, IDENTIFICATION WAS LEFT IN THE HANDS OF ACQUAINTANCES AND NEIGHBOURS WHO ACCREDITED OUR NAME.

Even in the 1940s, personal passports or personal cells were used to show, when they were requested. But Decree 2-III-1944 established a national identity card for all Spaniards and since then it has been adapted to the new times.

If we ask you what it is for, perhaps you don't think much of it. They used to request it when paying with a card and, sometimes, when making some purchases, but this practice is increasingly out of use.

However, **you couldn't exercise your right to vote without it, you would have no way of filling a complaint if you didn't have it, and your identity would always be in question if you didn't have it in your wallet.**

In the same way that people have an identification document, which can be used to look up all our legal mishaps, to find out our real age (and not the one you count for flirting) or where we come from, the vehicle you drive also has a DNI.

Did you know that?

Surely you have thought about the number plate, but no. The number plate is the first thing thieves change when they steal a car. It's like if you change the shade of your hair, have a chin job or shave your head. Your appearance changes, you are unrecognisable, but your ID card still shows the real you.

In the same way, **the number plate of a car can change thousands of times, but its identification will never change.**

Let's talk about the frame number

BREAKING DOWN THE VIN

What is called the frame number is the vehicle's VIN, or Vehicle Identification Number. Like ID cards, it is a number that is unique in the world, assigned to each vehicle.

There is no car, truck, motorbike or other model on the planet without it.

It will seem like a random combination of numbers and letters, but there is a meaning in each part of the digit.

In this report we are going to show you, from the hand of our partner workshop, how to read it and the data it can provide.

To begin with, we will tell you that this code is quite recent, as although it was used for the first time in 1954, it was not until 1981 that it was generalised and standardised.

Since its inception, it has been a 17-digit alphanumeric code, which can only be repeated after 30 years. This means that your current car may have the same VIN as one your father or grandfather had, but this is unlikely.

Before I explain further, it would be interesting to have yours in front of you, so go and look for it. Where?

It is mandatory that it be stamped on the chassis or on some of the body plates, but it is also usually on the lower part of the windshield to make it easier to locate.

If you can't find it, your vehicle's manual will tell you the exact place where your model has the VIN inscribed (it could be in the boot, under the front seats,...).

Still can't you see it?

Then you can resort to the third option, which is to read it in the vehicle's technical data sheet, section E, or in the registration certificate.

Now that, hopefully, you have it, the question is, can you tell anything by looking at all these digits?

The answer is obviously yes, and not just something, but almost everything! The VIN provides valuable information about the vehicle that we would otherwise be unaware of.

Any debts or charges it may have
Actual details of date and place of registration
Vehicle ownership
Accident history
Odometer
Repairs carried out
Professional use

Complete equipment (From the original colour to the engine, gearbox, transmission, brakes...)

For you as an owner it is interesting to know that all these data are reflected, but if at some point you are considering buying a second-hand car, do you realise the value of this information?

DIGIT BY DIGIT

When it comes to coding, there are certain differences between American and European regulations, but we are going to focus on the second, which is the one that affects us.

Our system is governed by the ISO 3779 standard, which has been in force since 2009.

The 17 digits are classified into

WMI | These are the manufacturing data.

VDS | They indicate the homologation of the vehicle.

VIS | Production data.

With this clear, you can start looking at your VIN data. Have you got it? Then let's move on!

WMI

Formed by the first 3 characters of the VIN, the first of its digits indicates the continent where it was manufactured.

1,4 or 5: USA | **2: Canada** | **3: Mexico**

6- 7: Oceania | **8-9: South America**

A: Africa | **J-K-L-M: Asia** | **S-V-W-X-Y-Z: Europe**

The second digit indicates the country of manufacture and the third digit the manufacturer, some codes are:

A: Audi | **B: BMW** | **F: Ford** | **D: Mercedes**
N: Nissan | **H: Honda**

VDS

It goes from the fourth digit to the ninth digit and unravels like this:

The 4th is the vehicle model

From the 5th to the 8th digit we find all the information regarding the characteristics of the engine (the type of power supply, displacement, etc...), transmission and other data.

The 9th digit is considered to be a control or verification digit.

All these digits vary according to the manufacturer, who chooses the cipher and uses it throughout production.

VIS

Finally, we have the numbers that are the actual chassis of the vehicle.

The tenth digit is the year of manufacture, coded from A to K, repeating the letter every 10 years. In other words:

A corresponds to 1980, 1990, 2000, 2010 and 2020.

B stands for 1981, 1991, 2001, 2011, 2021.

And so on.

Between the 11th and 17th we find the manufacturer's production number, which is different for each vehicle.

Workshops benefit the most from the existence of this number, since thanks to it they can access information about previous inspections or repairs, saving their employees time and you, an unnecessary cost.

Blessed frame number!!

ESTABLISHMENTS LINKED TO THE
MECHANICS SECTOR



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Add a unique touch to your looks *WITH THE IDEAL ACCESSORIES*



TALKING ABOUT FASHION TAKES OUR BRAINS TO THE SAME PLACE: THOSE IMPOSSIBLE-TO-IMITATE CATWALKS, WHERE DESIGNERS WHO DON'T KNOW US TELL US WHAT WE SHOULD WEAR. IT FEELS US HOW IT FEELS US.

They were responsible for the shoulder pads XXL that fill our photo albums, the shiny tracksuits that travelled to every school trip and the impossible backcombing that filled the ozone layer with hairspray effluvium.

Is it possible to be fashionable without falling into the eccentricities that populate Paris, Cibeles or New York? The answer is...

Of course yes, handsome!!

And it can also be done for little money, if you know where to invest. Because you don't need a ready-to-wear dress or a 4-figure suit that you could never wear to go buying bread.

What you do need is a capsule wardrobe full of basic garments that you can combine in a thousand ways and, above all, perfect accessories that represent you and give your touch to every look.

And you know who has all the secrets to achieve it? That's right! Our partners in the sector.

If you still doubt the importance of a good accessory, we propose an exercise.

- Cleopatra's straight wig with her snake tiara
- The inseparable umbrella of the geishas
- The 18th century white wig
- The horned helmet of the Vikings...

They have stuck in our minds as your looks will.

DRESS YOUR FEET

For some people shoes are part of the clothes, for others they are a complement.

Whichever way you look at it, here we tell you what kind of shoes you need to have to make your wardrobe functional.

Salon shoe | Don't relegate it only to parties, you can wear them with jeans, skirts or dresses, but yes, look for one with a comfortable heel (stilettos are better) and black ones so that they combine with everything.

Ballerinas (or Parisians) | They are the perfect footwear for the mid-season and will give you an elegant yet casual look. We recommend you opt for a neutral tone, such as beige or camel.

Sneakers | For years they have been used to exercise, to dress in a more casual way and even in the most elaborate looks. Sneakers have stopped living in the gym and have taken the streets by storm. You can opt for white sneakers that will go with everything and will give a very personal touch to your outfits.

Sandals | Although summer is far away, sandals are a must in our wardrobe. Better with a low heel to wear them with everything and, if you want to give them an extra touch, choose them with rhinestones.

Ankle boots and boots | No, they are not the same thing. The former don't go above the ankle and the latter cover the calves. Ideally, go for heeled boots and flat ankle boots (or vice versa). Colours? Browns, greys or nudes are ideal.

And write down these tips before you get them.

- **Shoes are the base of your body, your whole posture is supported by them, so you should prioritise quality above all else.** Better 5 pairs of high quality, durable shoes that won't destroy your walk by the world than 18 worse
- **Put yourself ahead of any fashions.** Six-inch heels may be in but they don't feel right for you. Maybe you're already quite tall, they're uncomfortable, or they make you feel insecure. Then simply discard the idea. **Fashion should always suit you, not the other way around.**
- **Try on both feet at the shop. Walk a bit in them, before you decide.**
- **Extra tip:** Always go shoe shopping in the afternoon, as the foot is a bit more swollen and this will guarantee that they will fit you at any time.

FASHION IN EVERY PIECE

Thought we were done?

No way!!! Where's your difference going to lie if you wear a white shirt, jeans and black trainers?

No, baby. You were born to stand out and the point is right in our partner shops, where they have what you need to start taking risks in your looks!



Purses | I'm sure you have several of those colours that go with everything and it's great. But... what if you dare to add an accent colour bag to your outfit? Yes, yes. We're talking about fuchsias, reds or greens. Just make sure that the model is flattering and doesn't make you disappear under the bag.

Scarve and foulards | Don't just wear them around your neck. Wear them in your hair, on your wrist, knotted in your bag... And do it with these tips:

- **If you are short**, a short scarf is better.
- **Reduce the volume of the outfit if you have a few extra pounds**, with a draped fabric.
- **And if you're going to wear it close to your face**, opt for prints that add brightness.

Earrings | Depending on your face type, you will succeed with ne or the other. Watch out!

- **Oval face.** It is the most grateful face, since any style will suit you, but the best ones are the long ones in their triangular shape.
- **Square face.** You need to soften your features and for that, button earrings and small earrings will look great on you.
- **Round face.** We will look for just the opposite of the square face, so opt for earrings in large square or triangular shapes and avoid minis or hoops.

Belts | You don't need your trousers to fall down to add a belt to your look. Not too thin and not too wide, but whatever size you are, it will help to visually cut the body and shape those hips!

Have you already decided to be the queen or the king of style in Barakaldo in any season? Well, we are waiting for you in our associated shops, with the crown and thousands of accessories!

ESTABLISHMENTS LINKED TO THE
FASHION, FOOTWEAR AND
ACCESSORIES SECTOR



How to deal *WITH IMPOSED LONELINESS*

"AND WHEN NO ONE WAKES YOU IN THE MORNING,
AND WHEN NO ONE WAITS FOR YOU IN THE NIGHT,
AND WHEN YOU CAN DO WHAT YOU LIKE,
WHAT DO YOU CALL IT? FREEDOM OR SOLITUDE?"

CHARLES BUKOWSKI

At some point in your life, you are going to feel lonely. Or worse, you are going to be lonely.

It is a certainty that you can have from today, whether you are 15, 40 or 78 years old. It doesn't matter how old you are because, just as we don't know millions of variables that will happen to us during our lifetime, loneliness is not a doubt.

There are those who, as in Bukowski's phrase, choose solitude, seek it, embrace it. It is a peaceful, serene, tranquil solitude.

But it is not the only type of loneliness that exists, there is another: **the unchosen, the imposed. This is painful, difficult to overcome and can do great harm to those who suffer from it.**

In psychology, when we talk about loneliness, we usually talk about the kind that generates discomfort and disconnection with the environment and those who inhabit it. What causes it?

Different factors, it may be that we lack socialisation in our private life, that our relationships are too superficial and do not satisfy us or that we do not have time to foster new contacts.

A divorce, a change of city, a new job, the loss of a spouse, children leaving the family home... But there is more, because **according to a study by Cigna, young people between 18 and 22 years old are the most lonely**, even if we tend to minimise their problems.

When the phone doesn't ring, there's nowhere to go after work and there's no soul to ask us how we're doing... is it freedom?

No. Not if it's something you haven't chosen.

Many people will tell you to go out, socialise, get a pet, join a gym and do what you've never done before.

And yes, these are good recommendations for a healthy person.

But what if loneliness has started to eat away at your self-esteem, if fears are your only company and the road has become foggy?

Then what you need is a spotlight to light the way, a hand to lead you forward and eyes to remind you how to look at yourself.

What you need is psychological support because, if there is one thing you cannot escape from alone, it is enforced loneliness.

SOME ADVICE

Our biggest piece of advice is to let yourself be helped. Your psychologist will guide you through the process, not only of avoiding that heartbreaking feeling, but also of starting to experience loneliness in a very different way.

It may be difficult to change your perspective now, but loneliness is often an opportunity.

To know yourself better, to know what you really want and desire, to use your time for things that really motivate and matter to you, to cultivate relationships from the point where you need them to be...

If you think about running away from it, running like hell, you will be acting out of denial and I'm sure you already know that this is not a good starting point.

That's why the first piece of advice we give you goes right there.



Accept and acknowledge your emotion

Lying to others and to yourself is not going to help you. All the emotions we feel are useful, however annoying they may be, so denying them will only bring you into conflict with yourself.

Get out of the passivity

And, if you notice, we don't say that you should get out of the apathy that loneliness generates. Because leaving that state is difficult, but changing behaviour is a matter of choice. Choose to go out even if you don't feel like it instead of watching Netflix, choose to shower and get dressed even if it costs you your life, instead of staying in bed because you don't have any plans?

The quote is you

If you think you don't have anyone to make plans for you, you're wrong. You have you and, for the moment, you don't need any more. Get dressed up and take yourself out for a meal, a movie or a weekend getaway.

Help to help you

Volunteering is a way to connect, take responsibility for other people and feel good about helping others feel good. Feeling happy for others will get you addicted (the good kind), you'll see.

Be ware of the virtual world

The Internet is a great tool for many areas, including meeting people. But, be careful about staying in the online universe and forgetting about the infinite experiences that await you in the physical reality.

And remember, if you need help, encouragement or company in the process, puedes contar con nuestros especialistas para que to help you turn loneliness into freedom.

ESTABLISHMENTS LINKED TO THE HEALTH AND SPORT SECTOR



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Pension plans for the self-employed, PROS AND CONS

LOOK AT YOUR PAY SLIP. IF YOU ARE AN EMPLOYEE, YOU WILL SEE VARIOUS WITHHOLDINGS TO BE PAID.

TO FIND OUT HOW MUCH YOU ARE CONTRIBUTING FOR THE DAY YOU (FINALLY!) RETIRE, YOU HAVE TO LOOK AT THE PART WHERE THE CONTRIBUTION BASE FOR COMMON SOCIAL SECURITY CONTINGENCIES APPEARS.

Usually, the percentage is around 28%, but the worker only contributes 4%, as the rest is paid by the company.

So far, so good.

But you, reading this, are thinking... what salary? As a self-employed person, I don't have one.

It is true that many self-employed people make monthly contributions to separate their salaries from the general income of the business, but in any case your contribution for tomorrow is not measured in this way.

In reality, it is what you pay each month as a self-employed person that will determine what kind of life you will be able to live when you decide to stop working.

With the new regulations, different brackets have been established based on income, but the figures are not misleading: 43% of the self-employed over 55 do contribute above the minimum base, but in the case of younger entrepreneurs this percentage is less than 15%.

Which of these two groups do you belong to?

UNDERSTANDING THE PENSION PLAN

With these percentages, it is curious that four out of every 10 self-employed workers have taken out a private pension plan or insurance, as shown in the report 'The self-employed and social welfare'.

This document, drawn up for MAPFRE by ATA, shows that the self-employed opt for various products, among which the king is the pension plan (41.2%).

Whether it is because the reliability of the public coffers is increasingly being called into question or because of the desire to offset the state pension with a little more liquidity, the truth is that having a pension plan seems like a safe haven for money.

But are they really all advantages?

Before we get to that point, you have to understand is that a pension plan for the self-employed is a financial instrument that allows you to save money on a monthly basis, so that you can get it back when you retire.

There are different pension plans and you should seek advice from professionals who can recommend the one that best suits not only your needs, but also your financial situation.

Depending on the contributions, there are plans with

Defined contribution | The contribution that the holder will make and the periodicity of the same is fixed. The capital is not guaranteed at the time of redemption, as it will depend on the investments made.

Defined benefit | Unlike the previous one, here the capital is guaranteed at the time of redemption. The holder will receive all his contribution plus the profitability that was set at the beginning.

Mixed | A mixture of both. The periodic contribution is fixed, but the minimum return at the time of recovery is also established.

If we take into account the investment policy we find other types to take into account

Fixed income | With investments in state and corporate assets, which means that they have a lower risk than other types, but also a lower return.

Variable income | Increasing the risk, but also the possible profitability, are the variable income pension plans, which contribute capital to assets with greater susceptibility to change.

Guaranteed | Finally, this type of pension plan ensures that the contracting party recovers all the capital paid into the plan at maturity. To do so, they must keep the money until the maturity date. With a very low return, they are the safest in terms of recovery.

ESTABLISHMENTS LINKED TO THE SERVICES SECTOR

Now you may be asking yourself, which one is the best? The answer is simple: there is no one better or worse than the other. It all depends on your situation, your needs and your risk capacity.

What they do have in common are the benefits you can get from taking out a pension plan.

ADVANTAGES OF TAKING OUT A PENSION PLAN

During the year 2023, a modification of the regulation has come into force that is more beneficial, as it has increased the deduction applicable to these products, from 1500 euros per year to 5,750 euros per year.

This is a great advantage to take into account, but it is not the only one. Here are a few more that you should consider before deciding to put your money into this financial product.

- *The investments made with the capital of the pension plan are carried out in international markets, which enables diversification and profitability.*
- *The contributions are flexible, so you can even suspend them if your business is not going as well as you would like.*
- *It is a supplement to the public income that you will be entitled to and for which you will have paid contributions through out your working life.*

DISADVANTAGES OF TAKING OUT A PENSION PLAN

Every coin has two sides, and this is not the exceptional occasion. At ABK we like to give you all the perspectives because only then will you be able to choose rigorously and without regretting later.

- *You will only be able to recover the money in specific cases: retirement, disability, serious illness...*
- *They more expensive than products such as investment funds and generate lower returns.*
- *At the time of recovery taxes are payable , not only on gains but also on contritutions.*

SOME ADVICE

The best that we can give you is to contact our partner advisors to help you make the most favourable decision.

While you make an appointment with them, what we are going to give you are some extra tips for you to keep in mind if you decide to take out your pension plan.

- *Don't get the whole plan back the same year you retire. It is better to do it the following year, when your income from work will be lower and you will have to pay less tax.*
- *Try to take it out in instalments rather than all at once, as the tax system will work against you again as you climb the tax ladder. Ideally, you should collect it over a number of years, paying it out little by little.*
- *If you are under 45 years old you are not very interested in taking out a pension plan. That age is ideal for investing in funds.*

Are you sure?



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How do you know WHAT POWER YOU HAVE TO CONTRACT?



FOR ALMOST A YEAR NOW, ELECTRICITY BILLS HAVE BEEN A HEADACHE FOR MANY HOUSEHOLDS IN BARAKALDO. AND, IF THAT WERE ALL IT TOOK, WE WOULD ALMOST BE SATISFIED. THE PROBLEM IS THAT THE RISE IN kW HAS COME HAND IN HAND WITH RISING FOOD PRICES, SOARING MORTGAGE RATES AND INCREASED SPENDING ON ALMOST ANYTHING OTHER THAN BREATHING.

Slashing your electricity bills is not in our power, but... Wait! Yes, it is.

Talking to our electronics and electrical specialists, we realised that many of us have no idea what power we have contracted, whether we really need what we are paying for or whether we are wasting our money.

This whole issue generates a lot of frustration as it is difficult to understand the way in which electricity companies bill for their supply.

But, we can help you with this and we are going to try to do it in the simplest way possible: by answering the most common questions we all ask ourselves.

WHAT IS ELECTRICAL POWER?

This figure marks the number of electrical appliances that you can have active in your home at the same time. When you switch on many things at the same time and the differential tripped, it is because you have exceeded the contracted power.

To find it on your bill, look for the section Billing by power, billed power or billed term. You will find it in kW (kilowatts).

The power is paid for, whether you use it or not. In other words, if you have more power than your consumption, you are giving money to your company every month.

HOW DO I KNOW IF I AM OVERPAYING?

The home method consists of plugging in everything you usually use and turning it on at the same time. If the automatic switch does not go off, it means that you have more power than you need.

Because really, how many times a year do you cook a roast in the oven while you have the hobs on full blast, blow-dry your hair, run the straighteners, vacuum and put on 10 blenders?

That's right!

IS THIS THE ONLY WAY TO CALCULATE POWER?

No. You can sit down and calculate it with pen and paper. Just add up the power required by the appliances you usually use at home at the same time and see if the total is below or above the contracted power.

You can also use some of the online calculators or (and this is the best option) contact a professional to carry out the measurements.

WHERE DO I START IF I WANT TO CALCULATE IT MYSELF?

To do this, as we have already mentioned, you have to take into account all the appliances and their electricity consumption.

Here are some clues:

Power per appliance

Microwave: 1kW

Television: 0.5 kW

Refrigerator: 0.5 kW

Oven: 2kW

Plates: 1.5 kW

Washing machine: 1.5 kW

Dishwasher: 2 kW

Electric cooker: 2 kW

If you are still in doubt, it may help to know that there are established scales, depending on the size of the dwellings and the people living in them.

As a general rule, and without taking into account the particularities that may affect your case, it is fixed that:

In dwellings of between 50 and 80 m² where one or two persons live, the power requirement is between 3.45 and 4.6 kW.

If we are talking about houses of more than 90 and less than 100 m² where 3 to 4 people live, they will need between 4.6 and 5.75 kW.

And in the case of houses ranging from 100 to 130 m² with 4/6 inhabitants, between 5.75 and 6.9 kW of power will be required.

However, these figures are for guidance only, so do not rely on them alone, as once you have changed your power supply with your electricity company, you will not be able to change it again until 12 months later (and there is a cost if you do so).

CAN I HAVE MORE THAN ONE CONTRACTED POWER?

Yes, with the latest change in regulations, billing is now based on two time periods. The cheaper one from 00:00 to 8:00 (off-peak power) and the more expensive one from 8:00 to 00:00 (peak power).

This way you can save more by contracting a higher power for some hours and a lower one for others. Bear in mind that the off-peak power will be the same as that for weekends and national holidays.

WHAT ARE THE DIFFERENCES BETWEEN THE FREE AND REGULATED MARKET?

In the first case, prices are set by the electricity marketers and they usually offer fixed costs per kW, flat rates or hourly discrimination, which avoids big surprises on bills.

In the regulated market, the price of electricity varies every day and is regulated by the market itself and the needs and demands of each day.

WHICH OF THE TWO IS BETTER?

Always the one that best suits your consumption habits, your home and the electricity needs generated.

That's why we at ABK recommend that you seek advice from our specialist partners, who are experts in answering all your questions!

WHAT TIPS HELP REDUCE ELECTRICITY BILLS?

To start with, **contracting the right power** would undoubtedly be the most important tip. That avoids overcharging for things you don't need and aren't using.

But in addition, you should also start **eliminating simultaneous consumption**. As we said before, it's best to wait until you've turned off the oven before you start making a smoothie, plugging in your laptop and switching on all the lights. By doing this, your power requirement decreases so if you get into the habit over time you will be able to reduce your power requirement again.

Consume more at the cheapest times. You don't have to get up to iron at 3am, but programming the washing machine or dishwasher for the evening will save you a lot of money.

Just by not switching on two major electrical appliances at the same time, you could save 300 euros a year, which is not bad, right?

Trust in experts. Yes, we know we have already repeated it during this report, but the fact is that, many times, we have to delegate what we do not know in order to achieve the best results.

And don't you think this is one of those occasions?

ESTABLISHMENTS LINKED TO THE ELECTRONICS SECTOR



Web, corporate identity and social networks for a local business, *ARE THEY NECESSARY?*

And now that we've told you something you might not have wanted to hear, we're going to start telling you slowly, like Luis Fonsi, why, how, with whom and everything you need to know.

KPMG conducted a study which showed that 33% of consumers visit a business's website before buying. After them, 15% trusted online advertising, the same percentage that trusted online reviews or friends.

The physical shop is still very important, but as long as you stay there you are missing out on a huge business niche that could make you grow.

- I have always sold this way.
- I do well with my usual clients.

These are some of the excuses that local businesses use for not making the leap to the online world. But when the pandemic hit and the shutters had to come down, there were no more sales because what had always been the case, wasn't. Remember?

And, as for your loyal clientele, it's wonderful that you have them, but what if they move away, what if they die, what if they open a similar shop closer to home, cheaper, with more novelty?

Constant customer acquisition is the only chance of survival for any business, no matter how big or small. To say you don't need more customers is to condemn yourself and you should be realising that.

Why is that? Because you only have to look around to discover the huge number of people who are selling on the Internet while you remain anchored to a 20th century that no longer exists. It is gone.

It disappeared.

You need to be on the Internet, to...

- *Expanding your business*
- *Building credibility and trust*
- *Becoming more competitive*

It's your turn to move forward, but the most important thing is to understand how to do it (and, by the way, how not to!)

YES.

WE'RE NOT GOING TO BEAT AROUND THE BUSH OR MAKE YOU READ THE WHOLE STORY BEFORE ANSWERING THE HEADLINE.

IF ALL YOU WANTED TO KNOW WAS WHETHER YOUR BARAKALDO BUSINESS NEEDS AN ONLINE PRESENCE, THE ANSWER IS: YES, WITHOUT A DOUBT.

FIRST STEPS

When we say that your business has to have an online presence, we don't mean every online presence you can think of.

This is a fairly common mistake because, as there is no cost for using social networks, we tend to register in all of them and start posting without criteria in each one. And do you know what usually happens?

We get burnt out, we get exhausted from adding to our working hours the time involved in every social network, every comment, every post.

We don't want that to happen to you and to avoid it, we're going to tell you where it would be good for you to start.

The web | *The website is yours and you are in control, while social networks have another owner who tinkers with the algorithm and changes the rules of the game whenever he wants. So, as simple as it is, the website is the stepping stone on which to build everything. You get extra points if you add a blog!*

Google My Business | *When someone searches for you, appearing on Google Maps gives you stratospheric visibility and credibility. You have to be there! But the My Business profile also allows you to publish photos, offers and posts.*

WhatsApp Business | *You can use the statuses to include advertising and you have the option of publishing news and even creating promotions and groups where you can offer them directly.*

If you ask us, we'd stay here as the basics. Is that enough? No. But if you're saturated with the online world, start here before moving up a step.

MOVING UP A LEVEL

You feel strong enough for something more, or you've had your website up and running for a few months and your profiles updated on Google and WhatsApp. Perfect, it's time to move forward.

Social networks are knocking at your door and no, you have no choice but to open it. Because, if you do it right, you're going to love it!

Follow these tips first and see you at the end of the list.

- *Make yourself recognisable*
- *Take care of the first impression*
- *Have a strategy and stick to*

And now, let's see what each one is used for so you can choose which one is right for you.

Instagram | Use it to humanise your business, talk about your day-to-day work, show what's new and explain processes and concepts of your profession. But it is also very useful for driving traffic to your website and tagging your products. Don't forget to intersperse reels, with carousels and images.

Facebook | Although some people think it's dead, it still has a huge global reach, especially in the slightly older age group. We recommend that you update it regularly, and that you get involved in local groups, where you will find many potential customers.

YouTube and TikTok | The video format is sweeping the networks and being on these two platforms is almost a guarantee of success, if you do it right. You can generate a loyal community through video tutorials, demonstrations or direct question resolution.

THE TOP OF THE PYRAMID

The democratisation of online presence has led us all to believe that we have enough knowledge to reach and succeed. But this is not true.

In your business you can be the best, but in the online world the rules are different. For example...

- *Have you prepared a competitive benchmarking analysis?*
- *Have you carried out a pre-audit of your online presence?*
- *Do you have your SWOT and SMART objectives list ready?*
- *Do you know your audience by name?*
- *Do you set a quarterly budget for digital actions?*
- *How do you measure the results you achieve with your website?*

If any (or all) of these questions sounded like Greek to you, You need the icing on the cake: communication professional to help you with your online presence, because... you have to have it, it's already clear, right?

ESTABLISHMENTS LINKED TO THE NEW TECHNOLOGIES AND COMMUNICATION SECTOR





La Barakaldosa

labarakaldosa.com

Show off your city and support with your purchase to the sport of Barakaldo

WE

We design and market our products, thus helping ABK.

YOU

You receive products made in Barakaldo, with an iconic image of the municipality, supporting local Barakaldo teams with your purchase.

THE TEAMS

They carry the name of our city to all the competitions, putting it on the map of sporting events, thus making more people come, more establishments win and more people like you have more opportunities.







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