



Market

IMB Dairy AD Bitola (IMB Mlekara AD Bitola) is an absolute leader in the domestic dairy industry in the Republic of Macedonia. The long tradition together with the sophisticated technology and continuous upgrade of the production capacities enable Bimilk to meet the needs of millions of consumers every day.

IMB Dairy Bitola holds 40% of the total production of milk in Macedonia. From the total production by Bimilk, 90% is intended for the domestic market and 10% for the international market.

The daily production rate of the Dairy is 150,000 litres of milk which is 60% of the total production of milk in Macedonia. Bimilk buys high quality milk from over 1,500 dairy producers everyday, which allows for the production of high quality dairy products and their distribution to the

consumers across the country.

There are around 200 employees at Bimilk. The structure is composed of several departments functioning together successfully:

Raw Materials Department, Distribution and Logistics, Quality Control, Production, Sale, Procurement Department, Marketing, Human Resources Department and IT Department.

The company receives 130,000 litres of milk for processing on a daily basis, while the yearly rate of processing is 3.7 million litres.

Achievements

The success of the company depends on the people in charge. Bimilk Company has many highly professional and competent employees. The head of the company is a General Director who oversees the employees and successfully leads the company according to the goals set.

With continuous implementation of new technology and modernization of the technological processes, Bimilk follows the world achievements of a dairy technology. Constant advantage at the market is achieved as a result of the standard high quality of products, sophisticated designs and new package designs. Affirmations of the successful work are the numerous acknowledgments.

A great contribution for the high quality of the raw material and work and production technology is achieved with implementing and maintaining the HACCP certificate.

The constant quality improvement and production expansion, as well as the continuous modernization, proves Bimilk's leading position at the dairy market in this area. The high quality and control of raw material, as well as the constant control of the products, are prerequisites for Bimilk to enter the international market as a producer with distinguishable quality of its products.

Bimilk especially concentrates on dairy products. Every year the company organizes a Milk Day and a program for its most successful co-operators. Bimilk organizes a festivity for over 100 people, including valuable awards and



unforgettable interaction.

Bimilk gets its greatest milk delivery from 3K Pelagonija.

History

IMB Dairy Bitola, the first dairy in Macedonia, was established in 1952, a little over half a century ago. The constant upgrade and investment in the factory, its modernization and expansion, led Bimilk to grow into a company competent to join the greatest dairy organization Danube Foods Group. As a part of the organization, Bimilk set up a powerful structure in the production and distribution of fresh and high quality dairy products.

Bimilk continues to improve its competency at the domestic and international market.

Product

A great number of products are on sale: fresh milk, pasteurized milk, chocolate milk, sour cream, yoghurt, Vita yoghurt, cheese, white cheese, butter.

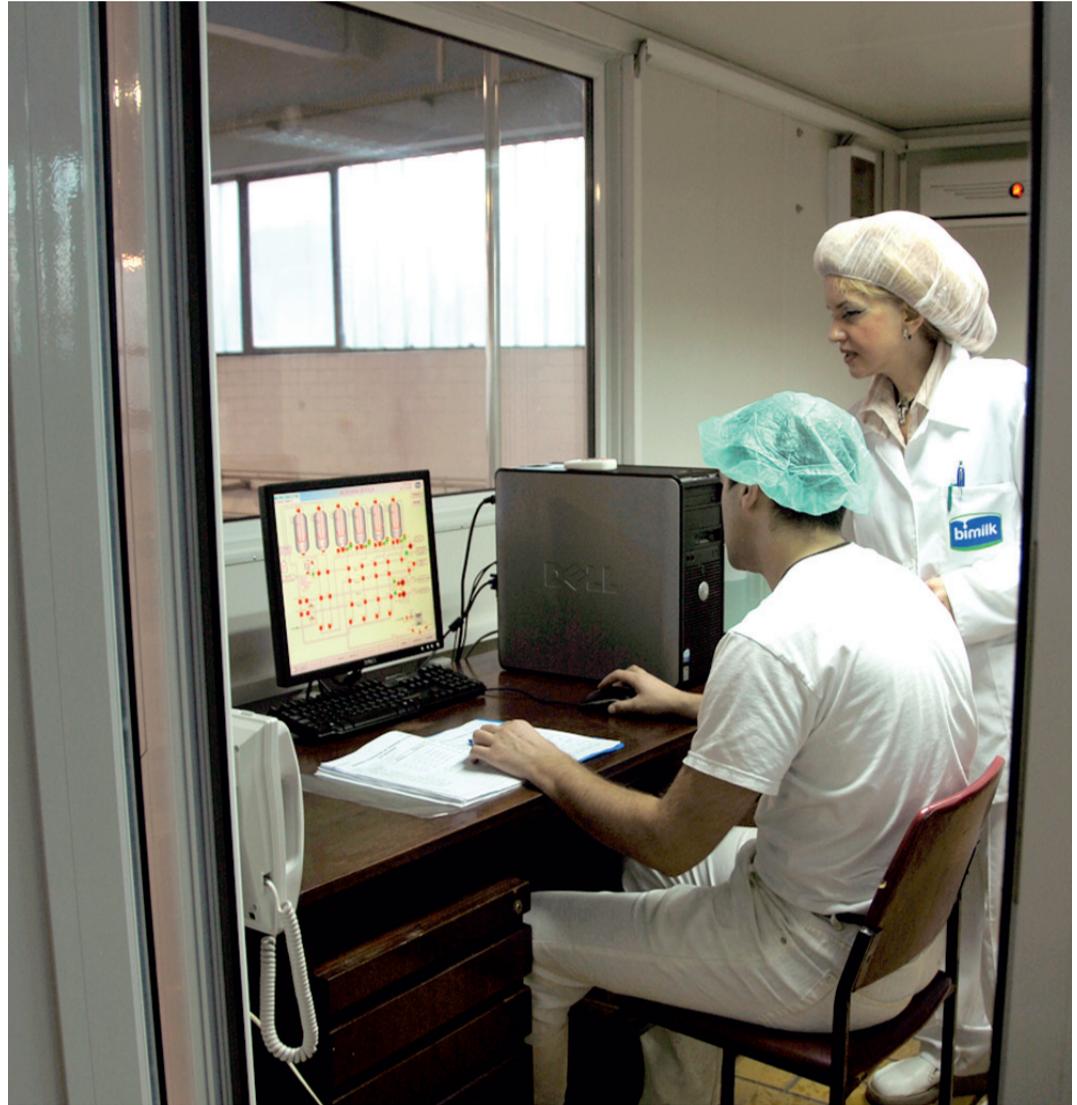
From the bought-out monthly milk, Bimilk produces 30% sour milk products, 10% white cheese, 20% fresh milk and 40% pasteurized milk.

Bimilk pays great attention to maintaining the milk quality. After milking, the milk is stored and kept in appropriate conditions. As soon as possible, or two hours after milking at the latest, the milk is cooled at a temperature of 4 degrees Celsius. The cooling takes place in a special cooling machine – a lacto-freezer. After the obligatory analysis and confirmation of the milk quality, the milk is transported to Bimilk in cisterns that maintain the right temperature. After a specialized analysis and confirmation for the properness and quality, the milk is processed to the final product and is transported to the stores and consumers.

Recent Developments

Bimilk constantly makes investments that allow necessary modernization of the production, improvement of the quality and quantity of raw milk, as well as the certainty in the high quality of the product.

During the last 2 years Bimilk invested 10 million Euros in upgrading the quality and expanding the production. The process of investing continues concurrently with the development of new products and upgrade of the existing ones. The investments started with the farmers co-operators and continue with



investing in the milking process and in the production.

The company has 1,500 co-operators that provide milk. In some of the bigger farms Bimilk invests more than 300 lacto-freezers (for keeping the milk) and milking devices and, at the same time, it sets rigorous criteria for accepting milk.

All of the farmers at Bimilk are professionally trained, which results in milk production by European standards. During 2008, Bimilk has invested in a so-called "cool chain" which includes coolers and shelves in the stores, and appropriate transportation vehicles.

Bimilk is a partner of the society and is dedicated to very important goals such as maintaining and promoting healthy living.

Promotion

The promotional campaign of Bitolska Mlekara (Bitola Dairy) for the brand BiMilk contains activities of ATL marketing, namely, it is represented in the printed media (Dnevnik, Vest, Fakti, Semeen Magazin, Ubavina i Zdravje, Life Magazine etc.), electronic media (Kanal 5, Sitel, Sky Net, Alsat TV, TV Tera, TV Nova, TV Kiss and TV M), the radio (Radio Bubamara), as well as outdoor activities. BiMilk promotes its products via 24-hour advertising messages on illumination panels and billboards placed on the most prominent locations.

Brand Values

Bimilk is the biggest company in the domestic dairy industry, featuring the most sophisticated technology that follows the modern trends and intends to satisfy the highest criteria for the production quality. It dominates with powerful brands that support the sale and communication with the consumers. For that purpose, there is a marketing sector which deals with the communication with the consumers.

THINGS YOU DIDN'T KNOW ABOUT...

Bimilk

- The recommended daily calcium dose for people below the age of 50 is 1,000 mg. That dose is satisfied with 3 glasses of Bimilk milk.
- The recommended daily calcium dose for people over the age of 51 is 1,200 mg which is satisfied with one Vita yoghurt of 250 grams and 3 glasses of Bimilk milk.

