



Market

In 2009, the trademark Skopski Pazar celebrated its 57th birthday. This jubilee has been a symbol of lasting tradition of the company and its place in the Macedonian economy all these years.

Skopski Pazar has managed and arranged the green markets in the city of Skopje, and in the past dozen years Skopski Pazar has operated in the domain of retail and catering. Over the years, the company has increased its scope of operation.

In order to largely meet its customers' needs, Skopski Pazar decided to develop two chains of retail outlets: SP markets and Maxi D discount stores.

SP markets are contemporary supermarkets where over 10 thousand articles are available at one place in a pleasant atmosphere, while Maxi D discount stores offer fewer articles, but with high quality and lower prices and provide true value for money to its customers.

Achievements

Skopski Pazar has a number of awards and recognitions to prove the quality of its operations. Skopski Pazar was awarded the Mercury statue by the Regional Chamber of Skopje City. In addition, two years running, Skopski Pazar is the winner of awards from the Trade Month event for the best perfumery and the best retail facility on national level according to multiple criteria. These awards are recognitions, but also encouragement to further improve our operation.

Since opening the first SP market in 1998, Skopski Pazar has continuously invested in new and modern retail outlets in Skopje and throughout Macedonia. The last bigger investment, implemented at the end of 2008, was the construction of the trade and business centre SP Planet in the Gorce Petrov municipality. The total investment equalled 9 million Euros.

This investment trend explains the constant growth in the number of employees in Skopski Pazar in the past decade. Today, the company employs more than 600 people, but it is important to mention the other 3,000 people who make their living at the green market stalls in Skopje.

One of the indicators of the determination of Skopski Pazar to maintain its high-quality



policy was the implementation of ISO 9001:2000 standards.

History

On 9 May 1952, the National Board of City of Skopje adopted the decision to establish a market administration in Skopje. These were the foundations of Skopski Pazar. In the following years, the company continued its development under the supervision of Skopje City Administration. In 1956, Skopski Pazar began to finance its operations, a rarity at the time. In the same year the first shops were open, a total of 18.

In 1963, when a destructive earthquake struck Skopje, the company faced a new challenge: despite the natural disaster, it was necessary to provide fresh agricultural and other products to the city.

Over time, Skopski Pazar constantly invested into construction of markets

and supply centre in many parts of Skopje, such as: Suto Orizari, Gorce Petrov, Dracevo, Taftalidze, Cair, Bit Pazar, Butel, etc. Today, Skopski Pazar manages 16 green markets and one cattle market.

In 1998, the first contemporary SP market was opened in Taftalidze. Later, the company began building the chain of Maxi D discount stores. At present, 6 modern SP markets and 12 Maxi D discount stores operate throughout Macedonia.

The biggest and best-supplied beauty centre, Unique, opened in 2005. In 2008, the second Unique beauty centre opened in the trade and business centre SP Planet. In 2006, the first specialised shop for products from the Slovenian company Odeja that offer a wide range of antiallergenic pillows, mattresses and covers.

In 2007, Skopski Pazar opened the first three shops in the chain of discount stores Bonus Plus, with the concept whose main purpose is to provide its customers with the lowest prices on a limited range of quality products. In 2008 and 2009, two more stores were opened.

Product

The concept of SP markets, neighbourhood markets, with close relations with their employees, high-quality service, optimal assortment and





contemporary equipment has the goal to meet the increased needs of the consumers in today's dynamic environment. Six SP markets have been opened as market meeting European standards – from the aspects of both the offer and the service. In these SP markets, the service for the consumers functions on the highest level and is constantly improving.

The chains of Maxi D and Bonus Plus discount stores use their concept to strive for providing high-quality assortment of products with impeccable service and lowest prices. In this manner, we target the consumer segment with lower purchasing power, i.e. those who seek higher value for their money.

Today, Skopski Pazar manages 16 green markets and one cattle market with total area of 100 thousand square meters in the capital. The company has 55 years of tradition in organising green markets.



The modern catering business managed by Skopski Pazar, Restaurant 14, offers a wide variety of meals from traditional Macedonian cuisine, but also follows the trends of preparing macrobiotic and vegetarian food for the guests.

Unique is the first, one of its kind and largest beauty centre modelled according to the largest world-renowned retail outlets for cosmetic products. The beauty centre offers many contents in one place. The quality of the beauty centre is proven by winning the awards at the Trade Month 2007 and 2008 in categories perfumeries and gift shops.

Skopski Pazar also runs a contemporary



furniture shop and a shop specialized for Odeja products.

Recent Developments

The dynamic business and market environment imposes the need to follow world-wide trends in retail and focusing on the consumers and their needs and desires. The consumer is the focal point when creating services. For this purpose, Skopski Pazar is making efforts to meet the needs of the citizens and the consumers to the highest extent possible, by offering high-quality products, creating convenient working hours and consumer communication trainings for the employees.

For the first time in the country, the employees of the sales facilities in Skopski Pazar markets were trained in sign language which significantly improved the communication between the employees

and hearing-impaired citizens.

In the past few years, Skopski Pazar has continuously invested in the construction of new retail outlets. New investments mean more employment and higher availability of the service throughout the country. The biggest investment realized so far was the construction of the largest trade and business centre, SP Planet, in the Gorce Petrov municipality. SP Planet is a functional integral unit with contents fully adjusted to the needs of all members of a modern-day family: supermarket, bank, pharmacy, day-care centre, all kinds and profiles of shops, catering facilities, parking lot... everything that is necessary for fast, efficient and



cheaper doing of everyday chores and enjoying shopping.

Promotion

The success of Skopski Pazar is partly due to the fact that the quality of service and products offered in its markets, partly due to a successful marketing strategy. The work of SP markets today is associated with the slogan: WELCOME, NEIGHBOUR! This short and simple sentence is more than a slogan; it supports the definition of SP markets as neighbourhood markets, markets that are closest to their customers, that are parts of their lives, part of their daily routines.

With time, this sentence has become part of everyday functioning of the market employees and their customers.

Skopski Pazar expresses its loyalty by taking care of the environment too. Specifically, the company pays a lot of attention to its social responsibility by investing ever more funds each year into sports, culture and naturally humanitarian causes. In the company's value system, the care for the common good has high significance. Thanks to such dedication, for years Skopski Pazar has been helping activities important for the environment where it acts, through sponsorships and donations.

Brand Values

One of the values of the trademark Skopski Pazar is that it presents an example in creating new values, constantly providing high quality service, caring for the well-being of its customer and the social community.

This trademark is a symbol of modern neighbourhood markets offering a wide assortment of products, open communication with the employees, shopping in a pleasant atmosphere and affordable prices.

www.skopskipazar.com.mk

THINGS YOU DIDN'T KNOW ABOUT...

Skopski pazar

- Until 1958, Skopski Pazar was responsible for managing the Skopje City beach.
- You can use sign language to communicate in the markets of Skopski Pazar.

