



market skills, this Macedonian company utilised its products to build numerous powerful brands of its products, recognisable by their quality on the domestic market, as well as on the world markets.

Vitaminka has created Stobi Flips, number one brand on the food market, judging by the number of pieces sold on the Macedonian market and beyond, on the markets in the Western Balkans. (*data obtained from independent agencies for researching the local and regional markets)

The key directions on which the main strategy of Vitaminka is based on, are the following:

- High and standardised quality of products,
- Affordable prices that are relatively low compared to the quality of the products,
- Fast delivery to the points-of-sales,
- Gradual and systematic expanding on foreign markets,
- Rewarding the consumers' trust,
- Regular quality control,
- Modernization and equipping the production processes with new machines,
- Increasing the productivity of the company through investments, and
- Educating the professional staff at all levels and for all employees, through the use of the most up-to-date professional trainings and literature, courses, attending fairs in Europe and the rest of the world.

Market

The Macedonian food products market has a highly competitive structure and, in addition to domestic brands, there is an aggressive presence of numerous well-known foreign brands.

With over 350 types of packaging, currently available in retail and wholesale facilities on the domestic market, Vitaminka has positioned itself as the largest company in the food industry of the country.

The high and consistent quality of products with long tradition is the main comparative advantage that Vitaminka uses as support to defend its leading market position.

In addition to the domestic market, Vitaminka

has been present on foreign markets for over 30 years. The exports to the countries of former Yugoslavia began during socialist Yugoslavia, and have continued from the Declaration of Independence of Macedonia to this day.

A good example of successful placement of Vitaminka products at distant markets is Australia, where the products have been exported for more than 25 years.

Today, Vitaminka products are sold in over 27 countries worldwide. This makes the company and its products one of the most important Macedonian brands. The exports participate with 40 – 45% in the total annually generated revenue.

Despite the world economic crisis, Vitaminka finished the year 2008 with excellent results on both domestic and foreign markets, with an increase in the annual turnover of 15%.

Achievements

In the past five decades, Vitaminka has created a name and corporate brand that has become a synonym of lasting tradition and world-class quality.

By displaying a clear market vision, exceptionally high production expertise and marketing and

History

When Vitaminka was founded in 1956, the sole activity of the company was processing (drying) industrial red peppers and producing paprika in powder form, with hot and mild flavours.

In 1975, the production was expanded by packaging small commercial packets of baking soda, ground pepper, grain pepper, baking powder and vanilla sugar.

During the eighties in the past century, when Vitaminka celebrated its best years of economic performance, the company managed - by using 100% own capital and within a short period of time - to open offices in Düsseldorf (Germany), Bratislava (Slovakia), Sofia (Bulgaria) and Nis (Yugoslavia).

Such expansion was part of the strategy to prepare the market for the offensive of Vitaminka products throughout Europe.

After the formerly integrated Yugoslavian market with 24 million residents divided in 1991, despite the difficult economic conditions, the company continued with its development plan and the constant following of European economic developments and world-wide standards of work in a situation where total revenues dropped four-fold.

The process of privatisation of Vitaminka started in 1989, while the full privatisation was successfully completed ten years later.

The company was most successful, from every





point of view, in 2001.

Since 2001, Vitaminka increased the number of its employees from 350 to, currently, around 500, which makes this company one of few Macedonian companies with fast, but steady development.

Product

World of flavours – the official slogan of Vitaminka, encompasses a product portfolio of over 350 types of packaging from a wide range of food products created in line with the highest world-wide standards. ISO 9001:2000 certificates of product quality and the HACCP system for food safety confirm the five decades of continuous work, awards and investments of Vitaminka.

Stobi Flips is the best-known brand of Vitaminka and one of the leading Macedonian brands in general.

The attractive taste and the abundance of vitamin B make this product suitable for consumption in any occasion and at any time of day, as an irresistible food item. It is popular with all generations, but especially children.

Stobi Flips takes up a fantastic 70-75% of total sales of flips on the market, making this product absolutely superior in comparison to the market competition.

The Stobi Flips production plant works 24 hours a day, 7 days a week, all in order to meet the market demand.

The success of this product is the result of:

- High and standardised quality of the product,
- Perfect appearance and highly pleasant aroma,
- Excellent packaging design,
- Regular and timely delivery, and
- Low retail price compared to the quality of the product.

Some of the other Vitaminka brands that are exceptionally positioned on the market are the mayonnaise Vitanez, ketchup, instant beverage Cevitana containing nine vitamins, soups, puddings, creams, cornflakes, Milko Express, wide range of chocolate products from the chocolate programme



with Atlantis chocolate shells at its forefront, etc.

In 2008, Vitaminka launched new products on the market, produced in the new plant for soft biscuits, 4 new assortments (Melodi 250 g, Melodi 350 g, Fruti 125 g, Tina 100g), and the taste and packaging design have already incited positive reactions from the consumers.

Recent Developments

In 2008, one of the biggest investments of Vitaminka was put into operation. It is a new factory for soft biscuits that is an ultra-modern and fully automated production line corresponding to world-wide standards, located on an area of 9,500 square meters.

The company placed its focus on expanding the production capacities for flips and cornflakes, expanding and modernising the production of ketchup and mayonnaise, improving the capacity of the production of healthy instant beverages with added vitamins, as well as modernising the operation of the Logistics Centre.

As an investment made in 2007 that is expected to produce positive results in the long run is the plant for natural liquid CO₂, intended for the production of carbonated soft drinks and mineral water.

Foreign capital is expected to be invested in

this plant, which is the main concept of the vision for development and operation of the company management team.

The company continuously invests in its human resources, primarily in its professional sales workforce.

Promotion

Vitaminka was one of the first Macedonian companies to begin to use advertising on the market of former Yugoslavia as a powerful and efficient tool for promotion and sales of its products.

During the eighties, Vitaminka started the tradition of communicating with its customers through creative advertising video commercials.

Today, the marketing strategy of the company is on the level of total communication and includes the production of original high-budget TV spots, BTL promotional events and tasting actions at the very points of sales, prize-winning games, leasing billboards, and PR events. In order to reach as many potential customers as possible, Vitaminka uses the new media to promote its products, such as websites, portals and blogs.

Vitaminka created its marketing and communication strategy based on researches of current market preferences and long-term analyses and market expectations.

Brand Values

The world of Vitaminka is a world of different flavours and colours with entire range of products that present an irreplaceable part of the food industry of Macedonia, as well as the everyday lives of Macedonian citizens.

The terms most commonly associated with Vitaminka brands are - high standard of quality, safe food, long tradition, reliability and innovativeness.

There is a strong emotional bond between the consumers and the company brands, especially evident in the case of the best-known product, Stobi Flips.

www.vitaminka.com.mk

THINGS YOU DIDN'T KNOW ABOUT...

Vitaminka

- Vitaminka shot one of its first advertising TV spots, intended to promote the food additive Dafinka, in the distant 1984, in Belgrade.

