



Market

This 2012, the dairy industry Zdravje Radovo celebrates its jubilee-10 years of existence. Today, we can say that Zdravje Radovo turned into an absolute leader in the sale of brine (white) cheese, taking over more than 40% of the market. Furthermore, it's on the top in the sale of yellow (kashkaval) cheese and soured milk-based programme: yogurts, sour cream, soured milk etc. At the same time, the company is the biggest exporter of dairy products from Macedonia.

The development and growth of Zdravje Radovo are also testified by the sales expansion to areas beyond the Macedonian borders. The brand Dairy Zdravje Radovo is already well-known outside the Macedonian borders too. Our products can be found on the markets in Serbia, Montenegro, Bosnia and Herzegovina, Croatia, Albania and Kosovo.

Achievements

Our mission is constant monitoring of our customers' needs and maintenance of their great confidence in us. We have developed all this by implementing the following VALUES:

- Top QUALITY in any area, starting from raw materials through production, distribution, marketing to sales;
- The highest STANDARDS in every segment of the operation;

- Permanent STAFF TRAINING at all levels;
- Confidentiality and PARTNER relation with our suppliers;



- Consideration of improvements of WORKING CONDITIONS in compliance with the latest standards;
- Environmental protection;
- Corporate social responsibility;

By implementing the ISO standards, OHSAS standards and HACCP system, as well as with the constant investment in new technology, Dairy Zdravje Radovo has confirmed its leadership place in many segments. Numerous domestic and foreign acknowledgements are just a proof for all this. Having clear vision on the market, as well as permanent technological investments, followed by marketing activities, have led this company to creating strong brands that transfer Macedonian tradition into a sophisticated quality.

History

Mlekara Zdravje Radovo, a Macedonian dairy industry, started operation in a pristine environment, stretching over the area between Ograzden and Belasica Mts., 10 km away from Strumica, in the beginning of 2002. That is the first Greenfield investment.

In 2004, the company expanded the production to include a new production facility in Kumanovo and continued the 50 year old tradition of existence and production of a former Kumanovo Agricultural and Industrial Group (ZIK Kumanovo). A new factory, with a new product line



(UHT milk), also started in 2011.

Since it was established, the company has seen a constant development of its production programme, a growth in the number of products and in the number of employees.

Consistent operation and introduction of new products such as: **vegetable yellow (kashkaval) cheese, Feta cheese, milk, sour cream, soured cow milk etc.**, expanded the production line that initially only included a dozen of products. Nowadays, the overall selection includes more than 50 products.

The development and success of Mlekara (Dairy) Zdravje Radovo also implies increasing the number of staff. The company today employs 250 people to the initial staff of 8.

The original capacity of daily milk processing has jumped from 2.500l to 90.000l.

The overall sales and distribution of products takes place in and from the warehouse in Skopje, where the head office of the company is also located. The company's distribution network covers all cities and settlements in Macedonia. Distribution is made by their own pool of vehicles.

Product

Zdravje Radovo is present on the market with a variety of high-quality products. These are just some of the products:

Combined cheese: a combination of cow and sheep cheese that meets the customers' taste and also is the best selling cheese in Macedonia.



(Fetina): high-quality Feta cheese produced only in Macedonia by Zdravje Radovo.

Combined and sheep-milk cheese which is made in the production facility in Kumanovo according to a traditional recipe.

Vegetable yellow (kashkaval) cheese: Zdravje Radovo is exclusive producer in Macedonia and in the region. They create private brands for top companies in the region.

Recent Developments

By starting the production in the end of 2011 at the newly-opened factory in Strumica, Zdravje Radovo introduced pasteurized milk on the market, and also they have plans for a number of new products. In early 2012, this company invested in purchasing one of the largest and most sophisticated facilities for juice production - thus Zdravje Radovo is planning to become a serious participant in this segment of the market.

Promotion

From the very beginning of their work, Zdravje Radovo also initiated the promoting campaign of their products. This company perhaps was the first to start with promoting Macedonian dairy products. Their Marketing strategy includes all the media as the following: TV and radio commercial campaigns, BTL-promotions, promoting and degustation activities, billboards, panels, raffles. Zdravje Radovo, through all of these years, has been participating at numerous fairs and has also



won a lot of acknowledgements. Recently, this company has oriented part of its marketing activities towards the newest media: Internet portals and social networks. At the same time, this company supports a large number of cultural, sports, educational and humanitarian activities.

Brand Values

The quality, innovations and permanent investments led to gaining the consumers' confidence and awareness for the brand Zdravje Radovo. The brand values are greatly expressed in their traditional recipes, innovative technological approach, clear vision and consideration for the quality. The logo ZDRAVJE represents recognizable and high-quality taste.

www.mlekarazdravje.com.mk



THINGS YOU DIDN'T KNOW ABOUT...

Dairy Zdravje Radovo

- The Dairy industry Zdravje Radovo is the biggest exporter of dairy products in Macedonia.
- The combined cheese, which is the most consumed in Macedonia, was promoted for the first time by this company.

