

NEPTUN



Market

Neptun – the retail sales brand of EuroMedia was created in a time when the need was recognized for a steady chain of stores specialized in household appliances, electronics and computer equipment on the Macedonian market in 1998.

In a short period of time, the company overtook and maintained the leading position on the Macedonian market, spreading its network and range of products. This increased the responsibility towards the clients, but also the satisfaction to respond to their demand.

Today, in addition to the Macedonian market, Neptun is present in Kosovo, Serbia, but also Albania and Montenegro.

Achievements

The highest achievements begin with the first step. Neptun's first steps were baby steps, the goals

were realistic and consequently the achievements were deserved. Neptun's philosophy is that between two goals you can rest only enough to honor the achieved one, and then dynamically set and move towards the next.

Neptun measures its achievements by the profits realized, by the expansion on the market, by enriching the portfolio with products, but in all that time placing the clients and their needs in the center of its interest.

The desire to be everywhere, to be available, irreplaceable and always first and last choice of the client is Neptun's goal. The intention is that in Neptun's stores, the clients should feel pleasant, to feel like they have a wide variety of choices and not to make compromises in the purchase.

By 2012, there were 15 shops opened in Macedonia, 6 in Kosovo, 8 in Serbia, with a total of 372 employees.

While expanding as a company, there is the need for repaying the environment which surrounds it. So, as a socially responsible company, one of the most noble achievements is to help the ones in need, by sponsoring them and making donations.

Neptun's achievements

are a process which never ends, but only goes a step higher; towards the invisible, but desired top – straight to the hearts of the consumers.

History

Neptun was founded in 1998, and in 1999 it became a part of the international chain of shops – Neptun International. Currently, in addition to Macedonia, Neptun is a recognizable and esteemed chain for household appliances, electronics and computer equipment in Kosovo, Serbia, Albania and Montenegro.

The first Neptun shop was opened in 1998 in the City Mall in Skopje. Since then the network has been spreading intensively; new shops were opened in the mall Mavrova in 2003, in the Ramstore Mall in 2005, and in the complex of the City Stadium.

In 2006 the expansion outside of Skopje began and spread across Macedonia. So, Neptun came closer to the clients of Gostivar and Tetovo. In 2007 the shops in Ohrid and Kumanovo were opened, in 2008 the first shops in Struga, Prilep and Bitola were opened, and in 2009 in Stip, Strumica and Kochani. The year of 2007 was very significant due to the expansion of the Neptun network on the market in Kosovo.

The already existing shops were joined by 4 in Macedonia, 2 in Kosovo and 2 in Serbia at the end of 2012.

Trying to constantly be up-to-date with the current movements and the new demands on the market, in 2008 Neptun was rebranded. This is the year when the emphasis was placed on the corporate image of the company. The new logo in expressed, energetic colors, with sharp contours confirms the effort of Neptun to always be interesting, distinguishable, with new energy.

The rebranding not only gave Neptun a visual refreshing and modernized the entire image of the points of sale, but it also implied leaving the old



and bringing a new work concept.

In Neptun there is a belief that the brands built the company, the brands which it represents and the products offered through its chain of shops. The respect for the producers is reflected with the excellent long-lasting cooperation with them and the beginning of the cooperation with other brands on our market, which see Neptun as a representative with potential.

To show our respect for them, let's show the chronology: Neptun becomes the official representative of Phillips in 1998, the exclusive distributor for LG in 1999, the official representative of Sony in 2000 and the exclusive

In Neptun, it is considered that the sales skills lie in the recognition of the stimulus of the client and the appropriate responding to that need. This is why, in addition to the good knowledge of the products, it is imperative to know the clients in order to achieve the perfect sales.

The pride and joy of Neptun is the sales team, which is the most prominent player of the team. The fact that Neptun invests in human resources is proven by the special training center where through the everyday trainings the emphasis is placed not only on the sales techniques, but also to all the novelties from the manufacturers.

Neptun is a great family, a family united behind

The opening of the new, and so far biggest shop of Neptun in Skopje, is something that marked March 2012 and which is only the introduction for the even bigger megastore, which is planned to be opened in October that year.

The development of Neptun cannot be measured only in square meters, the number of shops opened and the number of employees. Neptun is expanding not only mathematically and geographically, but more importantly it gains experience.

Promotion

Neptun always has something to offer and something to say. Constantly with good news, the purpose is the good offer to be communicated in the best possible manner and in that way to reach as many clients as possible.

Neptun uses all channels of communication: through the recognizable leaflets, through TV and radio campaigns, through the Web-page, through the social networks and promotions. It also uses the POS materials in the points-of-sale.

The year 2012 is the year of the visual refreshment of the corporate communication, marked through the redesign of the leaflet and the TV commercials, by changing the formats, staying up-to-date with the novelties and monitoring the impulse and taste of the clients.

Everything aside, the many satisfied clients speak the most about Neptun.

Brand Values

For Neptun, the brand is a visualization of the entire biography of the network of shops, in all their development phases. The brand is the puzzle of circumstances, products, perceptions, communications, which after it is completed, results in the individual and sometimes instantaneous satisfaction.

The value of the brand of Neptun is confirmed with every visit to the points-of-sale. It can be seen through the repeated visits, i.e. the loyalty of the clients.

Neptun's greatest value, are the satisfied clients.

The ambition for the future is not to sell products, but to offer real solutions in order to simplify the lives of the people and make them happier.

Visionary like, on company level, it is aimed that the Trademark of Neptun to evolve in a Lovemark in the minds and hearts of the clients, and from clients they will become lovers of the brand Neptun.

www.neptun.com.mk

NEPTUN
2011/12
Superbrands
Macedonia Choice

Од Нептун,
со љубов ...

THINGS YOU DIDN'T KNOW ABOUT...

Neptun

Annually, Neptun produces 54 km of fiscal receipts.

„The planet“ Neptun is spread on 7108 m² of surface.