

ANHOCH

Market

Anhoch is a Macedonian IT company which deals with manufacture, sale and maintenance of computer systems and IT equipment, implementation of complex network solutions, installation and maintenance of operating systems and databases and appropriate technical support.

Leadership we have gained in this area in existence since 1993 is due to the trust gained among customers. Since the establishment until now, Anhoch manages to acquire the status of one of the best and most famous IT companies in Macedonia. Anhoch is certified and meets the requirements of ISO9001: 2008 standard of quality for the following activities: Production, sale and maintenance of IT products and provision of IT technical support and services.

Achievements

In 2001 something extraordinary happened that it is of great importance not only for Anhoch, but for the whole Macedonian IT society. For the first time in Macedonia, Branded (Brand Name) computer systems Anhoch Altea and Anhoch Goliath have appeared. Their appearance is a revolutionary event in Macedonian IT society because for the first time Macedonia has to offer homemade, branded systems with such outstanding quality, warranty and support.



In 2005 is important to mention the implementation of ISO9001: 2008 standard. That is a proof of quality performance of the



company. The company was continuously expanding together with the growing number of employees.

In 2007 we introduced a new certified brand system under the name Anhoch Pixio, mini ergonomic design with excellent quality. This year is marked by the division of the sector and wholesale distribution of computer components. Anhoch has set its focus on B2B - direct sales to businesses of all sizes and Retail sales.

So far we have received four prestigious certifications: "Microsoft GOLD Certified Partner" Company and "Designed for Microsoft Windows XP", "Designed for Microsoft Windows Vista" and "Designed for Microsoft Windows 7" logo for the systems we produce.

Another point of great importance on a high place in our politics is distribution. Maintaining and expanding our distribution network is the second main goal towards which we strive. We invest a lot of resources towards achieving this goal. As you can see later in this section, our distribution network has many partners throughout Macedonia.

Now we can proudly conclude that so far we have fulfilled our ultimate goal, because when a consumer will be addressed, he is sure to get the right quality product or service for a competitive price together with excellent technical support. It contributed to the excellent reputation that our company has among our customers as the safest company for cooperation in Macedonia.

History

The road to success begins with the name Anhoch Trade (Anhoch Trade) in 1993. The company starts during the troubled period of the independence of Macedonia, in times of political and economic instability. Although it





began with only three employees, over time more and more people are joining the journey with their expertise and dedication, have contributed to the strengthening of the status of the company among customers and helped to be distinguished from other similar companies. Since then, the rate of development of the company is progressing at this point it is one of the most successful and most respected companies in Macedonia. After establishment, the rapid development of IT technologies in the world, their increasing involvement in everyday life and work, and accepting that secular trend in Macedonia, caused an increase in demand and therefore the need to expand the office premises and increased production.



Therefore, in 1995, Anhoch Trade moved to new premises and with greater intensity and increased number of employees continues its road to success. Amid strong competition, with the first media advertising and attractive offer, Anhoch Trade manages to impose with a consumer to acquire a place in the Macedonian IT skies. In 1996 the next big successful step was made: Anhoch Trade breaks through the limits of the local market and is expanding nationally. Anhoch Trade started cooperation with several local companies from other cities and starts selling its products throughout the country.

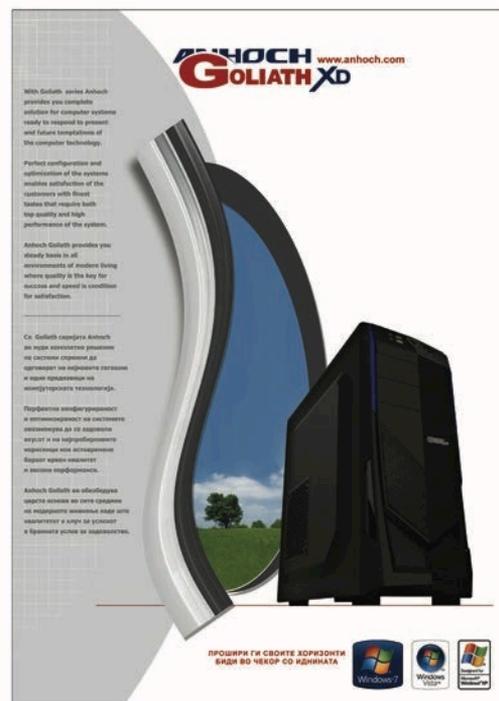
Naturally, all of this, together with rising staff again requires larger premises. Therefore, Anhoch Trade, in late 1997 - early 1998, again moved into new premises that finally, at least for the time, the needs of company growth. Also, the company changed its name to Anhoch. In June 2003, Anhoch opens new Sales Department called PC Market (s). The first store is located in a frequency City Shopping Mall and provides greater availability of products to consumers. Also this year Anhoch becomes Microsoft Certified Partner (Microsoft Certified Partner).

In 2005 we announced a new certified brand system under the name Anhoch Pixio, mini ergonomic design with excellent quality. This year will be marked by the departure of the sector and wholesale distribution of

computer components into a separate company. Anhoch focus on B2B - direct sales to businesses of all sizes and Retail sales. Anhoch most successful year was 2008. Expansion continues by opening the second PC market in Skopje, at the same time and immediately won the award for best store of its industry. In 2009 with the onset of the global economic crisis Anhoch celebrates success! 15 years since the founding anniversary. Systems Anhoch Goliath and Anhoch Pixio got a prestigious certificate Designed for Microsoft Windows 7.

Product

In 2001, Anhoch presented to the public the first Macedonian Brand name computer systems. This can easily be called a historic event for the Macedonian IT society. The systems are designed to overcome the competition in each segment of the environment in which the end-user works, offering excellent performance, quality and compatibility. Reliable, fast, economical, stylish desktop systems designed for easy operation with a flawless service and support. System hardware and software optimized for ultimate and carefree experience, so you can use it without any problems and enjoy whether you use it for work or playing games. ANHOCH Goliath XD system has three Microsoft certificates: "Designed for Windows XP", "Designed for Windows Vista" and "Designed for Microsoft Windows 7".



Recent Developments

In 2012 Anhoch opened its fifth Anhoch PC Market with promotional opening in Skopje City Mall (the largest indoor shopping mall in Macedonia). Its market position and gained reputation, allows Anhoch to be one of the few privileged brands that can be found in this center, the only brand to offer in its industry.

In 2013 the company has more than 70 employees who are professionally trained in their area of expertise. Another confirmation that the company thinks and acts nationally, is the newly opened PC Market in Ohrid, in the busiest part of town.

In 2014 Anhoch opened its seventh Anhoch PC market in the new shopping mall REM - Tetovo. The online store - www.anhoch.com is completely redesigned with significantly improved functionality, optimization and access to much more information.



In 2015 we opened another, new, eighth in a row Anhoch PC Market – in the shopping mall Ramstore in the center of Skopje. The existing store in Shopping mall Biser was expanded, and the store in the shopping mall City Mall was moved to a bigger and more attractive location within the mall. This year the company has more than 100 employees.

Promotion

Anhoch is constantly present in the media as a supporter of all IT activities. Anhoch is sponsor of numerous IT events in Macedonia. Advertising is done in relevant newspapers, radio and on-line billboards.

Brand Values

The value is measured by the acquired trust that we have gained among our consumers, who turn to us with confidence in customer service as one of the safest company for cooperation in Macedonia. This service includes product quality, competitive prices and complete technical support. As they say, good reputation is better than any marketing.

www.anhoch.com

THINGS YOU DIDN'T KNOW ABOUT...

ANHOCH

- > Anhoch introduced to the public the first Macedonian Brand computer systems named Anhoch Altea and Anhoch Goliath.
- > Our online store Anhoch.com has over 700.000 hits per month and is by far the most visited site for IT equipment in Macedonia.