



## Market

Dauti Commerce follows the trends of expansion which are popular on the regional and global markets.

Current market conditions impose active participation with products for wide consumption that are similar in their price and quality. Reasonably, this is the reason for appearance of strong competition. The company fights successfully against its competitors and establishes active balance successfully.

Dauti Commerce emphasizes the pasta and dairy products, trying to offer European quality and low price.

This target demands active "fight" within the markets that are located in Macedonia, Kosovo, Montenegro and Albania.

All headquarters share mutual aim – to achieve the maximal presence on the markets where they operate.

The market presence dates from distant year 1991, when only one vehicle for sale was active. Successful terrain mapping, comprising small as well as huge sales points, resulted with evident necessity for certain products and creating simple purchase concepts. Purchases that are mostly emphasized are those from Italy, Turkey and France.

Domestic market share increases and having the same aim, the company "conquers" Kosovo and Montenegro markets.

## Achievements

With the entering of the Italian brand "Divella", Macedonian market was enriched with pasta that may be part of everyone's meal. Successful sale of this product reached it maximal level in 2010, but it also showed a demand for dairy product that shall correspond with the culinary appetites that support the sale of pasta. Therefore, the pallet of products is enlarged with the import of the dairy brand "Meggle".

The necessity to reach the quantum of the consumer's basket of each social class imposed a need for importing toilet articles and cosmetic products. In fact, it successfully increased the diversity of Company's product portfolio.



The expansion in the sphere of product diversity, consequently demanded adequate storehouses.

Nowadays, the Company is proud with a storehouse on the area of 10.000m<sup>2</sup>, where it implements the most modern storage technologies. HACCP standards have been implemented on the highest level, which in fact certifies product safety.

## History

Dauti Commerce AD Company has started its business operation in a form of a small family company in which only 20 employees were actively involved in sales activities that were mainly focused on selling the greatest Macedonian line of products – the assortment of Alkaloid, Skopje.

## Product

"Be not afraid of going slowly, be afraid only of standing still" is an old Chinese quote that successfully corresponds to Dauti Commerce's placing of the high-quality product.

"Becutan" is a brand that offers quality to the most sensitive social class – the children.

"Divella" is offered for the purposes of successful balancing of the Mediterranean gourmands.

"Meggle" and "Flécharde" are placed in the markets where there's demand for certified dairy product, while the refreshing beverage "Golden Eagle" is a synonym of youth and joy.

The Company continuously traces for placing new products. Frequent visits of the major world fairs help in creating crystal clear picture of the actual trends and necessities.

When those two moments are well balanced, the real necessity for certain product is in front of us.

## Recent Developments

Dauti Commerce is present with its own distribution centers in:

- Macedonia – Skopje, Tetovo and Struga
- Albania – Drach
- Kosovo – Ferizai
- Monte Negro – Podgorica.

The headquarters are located in Skopje and it comprises administrative offices and storehouses on the area of 70.000m<sup>2</sup>.

The headquarters are equipped with best technological means and hold the highest standards for monitoring and stocking the goods, for the purposes of avoiding eventual termination of the supply chain and providing safe supply of the end consumer.

Since the target groups are all social classes, several sales departments have been established:

- Wholesale – in the R. Macedonia, which is present in Skopje, Tetovo and Struga storehouses;
- Retail – one supermarket operates in the center of Tetovo;
- Micro distribution (field sale) - carrying out distribution to the smallest sales points in the country;

The same method is applied in Dauti Commerce representative offices that are located in the region.

## Promotion

Dauti Commerce moto "good-quality product", presents a base for future development. Market presence is maintained with promoting new product, what further on means complete renaissance of the whole range of products. Integral pasta was something new for the company, but also something new for





Fair attitude towards the clients and whole society is company's main feature. It is certified with two awards for Socially Responsible Company for 2015 and 2016, awarded by the Ministry of Economy of the Republic of Macedonia.

The policy for fair, low prices and high quality is certified with the fact that the Company has been evaluated as a regional leader.

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the market shelves, as well as for the consumers who prefer those products. The company successfully launched the sale of lactose-free milk. The promotion of this product has started recently.

### Brand Values

Honesty and consistency are the characteristics that the company treats with highest attention. Simultaneously, those features are base for the company's existence.

For the Company, the criteria "good client" means "satisfied buyer".

Dauti Commerce strategy for successfulness will be achieved when its products will reach every family in the country and in the region.

In order to follow its motto, Dauti Commerce applies price policy that is focused on offering high-quality product even on the places where there is low financial possibility the product to be bought.

### THINGS YOU DIDN'T KNOW ABOUT...

#### Dauti Commerce

- There's a legend which says that Marko Polo brought the pasta in Italy from the Asian regions. It was made of rice seeds and they were named Noodles. However, in the old Roman scripts it is written that Romans prepared meal named lagnum or lagana in a form of setting pasta. It is believed that those are the origins of today's lasagna. Dauti Commerce is one of the first lasagna importers in Macedonia.
- Dauti Commerce AD is the premier trading company that introduced "Door to Door" sale of the whole product portfolio and accordingly reached the smallest shop in the least developed country regions.
- Dauti Commerce AD is the first importer on the market to introduce the energy drink "Golden Eagle" with the lowest price and renowned quality.

