



Market

Prospera DOO has 12 years experience and due to its fine long tradition has established itself in the domestic market as a leading company in sales and installation of security doors, interior doors, pvc and aluminum doors and windows.

Sales launched in the area of Skopje and Kumanovo expanded throughout the country. Prospera now has four shops/showrooms in Kumanovo, Strumica, Skopje and Shtip and franchise shops in Veles, Valandovo, Ohrid and Gevgelija and more than 25 associates.

Prospera installed over 60,000 security doors, figure which indicates that according to the choice of the buyers they are number one brand for security doors in Macedonia.

According the last Census of Population, Households and Dwellings that was carried out in 2002 in Macedonia; there are 698.143 dwellings (all types of living quarters). From here we can see roughly the market size that now in 2016 is significantly greater. In Macedonia there's a huge potential for energy-efficient windows and doors because a large part of the households are built long time ago and after 20-30 years people are starting with renovations.

Achievements

Since the start of the company in 2004, it has accomplished many achievements, which are always additional motivation to justify the given trust and to achieve newer, higher goals. One of the achievements is gathering a professional team that has profiled itself within the company over the years, and which is constantly faced with new challenges.

Starting from a small company with a few employees it has grown into a company with 40-50 employees depending on the season. The company today employs 44 people and with their joint effort, they achieve new accomplishments and guide the company through its growing success.

In order to provide the best service for their clients, Prospera has established a system for maintaining quality that ensures the

mandatory accepted standards in doors and windows installation are being met. The continuous quality control of the installation and control of the products is of fundamental importance and the work process is continuously in accordance with the highest technical-technological standards.

Also the repairs are seen as an integral part of sales and we put great emphasis on that. There are two types of repairs, regular repairs and emergency repairs. The deadline for regular repairs is within one working day, while the deadline for emergency repairs is up to two hours from reporting. The repairs can be reported on a phone number available 7 days a week 24 hours a day.

History

Prospera Doo is a private enterprise from Kumanovo founded in 2004, as a small private company with few employees.

Company's main activity was sales and installation of security doors. As time went on, the product range expanded to interior doors, pvc, aluminum windows and doors, pvc and aluminum roller blinds, garage doors. Also the market coverage grew from only Skopje and Kumanovo at the beginning, to every bigger town throughout the country. Today Prospera occupies an area of 2.000m² of own business space which houses administrative offices and warehouses.

Product

The product range is divided into several groups: security doors, interior doors, pvc windows and doors and garage doors.

Prospera has three types of security doors: Metal doors, Blindor doors and Smart doors. These security doors have safety locks with several locking points, with additional lock that increases safety and cylinders of top Italian brand Securemme. It is a series of cylinders K2's from the advanced line of Securemme with double codes, ten safety pins, and increased resistance to drilling. The interior of the door is filled with tervol and because of that the door receives high insulating characteristics. Tervol has low coefficient of heat permeability of 0.037 W / mK, and also is an excellent sound absorber and isolator. Because of the superior quality, security doors of the program Blindor and Smart doors are selling with an option of a full refund within thirty days if the customer is not satisfied. Security doors are of great significance and nowadays they have become an absolute necessity just in order to ensure that the



homes are kept as safe as possible. Interior doors can add an extra level of design detail to the style of your home. There is much more to an interior door than its function. A variety of materials and finishing options are available for interior doors, each with its own features and benefits.

Prospera DOO has several programs of interior doors. Interior doors Laminated CPL program with a decorative layer colored wood with maximum protection from scratching. Interior doors from the program Painted doors where the skeleton of the leaf is made of MDF 32mm thick with reinforcement of locks and hinges with 4mm panels. The panels are painted with a protective, basic and final polyurethane white dye. The thickness of the leaf is 40mm. Interior doors from Laminated CPL program Massive whose leaf is made of two massive double panels from two 6mm + 6mm one side and 6mm + 6mm across filled with plywood. The weight of the leaf is over 40kg. In pvc windows and doors category also falls aluminum doors and windows, garage doors, pvc and aluminum roller blinds etc. Profile of PVC windows is TROCAL (made in Germany) which is considered a pioneer in the field of PVC windows which began mass production more than 50 years ago. Since then, TROCAL is known as the leading innovator in PVC technology. The glass is produced by Guardian - American company producing low e-coated glass with its factories in 25 countries worldwide. There's a five chamber and six chamber profiles with glass with low e-coating filled with argon that are contributing for lower level of loss of energy and reducing of emission





of CO₂. This energy-efficient glazing keeps homes warmer and quieter as well as reducing the energy bills. They are proven performers in reducing energy consumption for heating and cooling and consequently, over their whole life cycle, can reduce greenhouse gas emissions by as much as 48-61% compared with not energy-efficient framed windows. The turn-tilt, turn-only and slide fittings are from Winkhaus. Winkhaus has earned the confidence of customers with innovative products and competent service for over 160 years. Garage doors are manufactured from robust and reliable aluminum plates 77x19 with polyurethane filling, high-performance sound and thermal insulation. They open quietly and easily with help of motor driven by button, electric key or remote control.

Recent Developments

The business has been developing rapidly. The management of the company puts a lot of effort in constant education and training of the sales people working both in their own shops and in the franchise shops. This fast pace of life forces companies to adapt their business strategy focused on meeting the needs of

customers and to constantly keep track of new technologies.

In the beginning of 2016 Prospera introduced three types of security doors, so called "smart doors". These doors have integrated mechanical and electronic security with innovative system of active safety with built-in siren and additional hidden electronic lock and can be monitored via smart phones. This hidden electronic lock has no cylinder and is most surprising to thieves. With the option to add or subtract permits which phone numbers can unlock the door. The administrator can receive notification that and when you have unlocked and locked the door. To remain competitive it is very important for a company to develop its products.

Promotion

Guided by the fact that the marketing role in creating and sustaining of a brand is considered significant, Prospera Doo is constantly keeping up with the newest marketing strategies which successfully promote the available services. The aim is to promote these new products and increase awareness of how the characteristics of these products and services are making life safer and easier. This includes social networks, banners on internet portals etc.

Social media promotion helps drive traffic to the site and increase brand awareness. In 2014 and 2015 the company began to use Facebook advertising as a tool for viral promotion and also to develop a loyal fan base and to give a personal touch to the business. Along with the new

advertising media, the company has also been strongly present with its campaigns in traditional media, in print newspapers, and on radio and television. Also word of mouth marketing plays a major role; the numerous satisfied customers are the first and most important promoters of the quality of the Prospera DOO products.

Brand Values

Prospera Doo is a recognizable brand in Macedonia. The company has a 12 year long tradition and over that time it has affirmed itself as a reliable, respectable, and stable company.

The company operates in the sector of final construction works in which it is important to gain the trust of the client. The true relationship of trust with the client is created when a client recognizes the fundamental values of the company and identifies with them. Prospera has several advantages over the competition, where it is crucial to emphasize the highest quality products and the successful combination of unique solutions tailored to each customer. The company often accepts and implements all technically demanding queries on customer request, or gives advice and recommends the best solution.

www.prospera.com.mk

THINGS YOU DIDN'T KNOW ABOUT...

Prospera

- Prospera's trade mark SuperVratko is based on one of Prospera first employees.
- Prospera is the first company of its kind to introduce quality control of the products and the service.

