



Market

For more than 25 years the most famous bakery and pastry shop "Specijal" satisfies the customers' needs with its tasty specialties on the Macedonian market. With more than 200 qualified employees, who always accomplish their tasks perfectly and in due time, this makes the company a leader in the baking industry. The company sells its products through chain stores, and some of them function as "shop in shop", located in the biggest markets in the Capital of the Republic of Macedonia. In the future, the variety of the products will be expanded and more local stores are going to be opened.

Achievements

The company "Specijal" has a wide range of products that keeps growing. The products are made by the hands of the skilful people who are talented and devoted professionals that make "Specijal" gain its popularity i.e. to become a „Brand name".

The business cooperation with partners from Croatia, Italy and Greece proves the serious and professional approach of working in the company. The most tasteful and high-quality specialties and the bakeries being always well supplied, are just another proof about Specijal's brand name.

History

Specijal is a bakery and pastry shop company with 25 years old tradition and experience in this segment of the business. The family business that became branded has its own unique products. The long tradition and experience, the ongoing promotion, as well as, expanding the range of the products makes Specijal #1 in the baking industry.



The production is being performed in 6 bakeries with supplied production area, and a warehouse, where qualified and skilful employees make the products by using advanced machines and high-tech equipment. From the very beginning, Specijal's products were designed very creatively and they were made according to the traditional receipts from our region. Permanent improving and adaptation is a key priority so this company can be closer to the people. One of the crucial and strategic missions of this company is to require the customers' needs and their ability, not just about the daily nutrition, but for the financial state as well.

The company cooperates with more partners and supplies them with a wide range of products. All of the products are adequately packed, and according to the product, they are transferred in Specijal's vehicles and distributed to the consumers. The financial situation, engagement of its own funds, proper bank loans, and the skills and experience of the staff are really important for the company.

Specijal is like one big family in which every single person invests unselfishly and takes care for the company's new successes every day. The most successful company is the one that has a good team!

Back in 1989, Specijal Product was a company that started from zero. Thus, it gained nothing from the transition. From the very beginning, Specijal functioned as a small local shop which continued investing, improving and expanding the business. With a clear mission and target it became a successful company and today a leader in the baking and pastry shop industry.

Product

With a perfect interior and ambient, Specijal offers its perfect authentic Macedonian flavors of pastries. The food is perfect for a wake-up call.

Many people say that here you can find the most tasteful pastries in the city. The regular customers proudly say that here they ate the best bread ever. They are always welcomed here, and the staff is very polite and devoted to their job.

The sweets are specially made by the pastry-cooks, who together with the rest of the staff are always here to recommend you the perfect meal. No matter how surprisingly that sounds, the sweets are so good that you can't stop buying them. The bakery also offers different kinds of fast food and healthy food like a small pizza, a salad, traditionally cooked food.

What makes the Specijal's products best are the creativity and the traditional recipes from this region. The quality of the products is a result of mixture and usage of the traditional recipes and technological processes. The company keeps upgrading and updating its products so it can meet the customers' needs. In 2014, Specijal Product appeared on the market with its new features like: new products, improved old products, new brand of the company, using of the social tools and opening new stores.

The trust that the bakery receives from the customers is a proof that Specijal is their favorite place where they can enjoy in the new exotic baking and sweet surprises.





The wide range of products, more than 200 types, in Specijal is classified like:

1. Bread – the bakery counts 37 different types of bread among which you can find: Bavarian, Chiabatta, Twin-bread, sliced bread, cheese baguette, homemade flaxseed bread, wheat meal bread, potato bread, aloe vera bread, cornpone etc.
2. Pastries- more than 50 different types of pastries



3. Cookies, cakes and ice creams – 51 different types of sweet pleasures
4. Cooked meals, salads and sandwiches – for all fresh food lovers, different types of cold sandwiches and fresh salads.
5. Burek, pie, pastrmalija and pizza – homemade pies, tasty pastrmalii and unique pizzas

The products quality is based on combination of the traditional recipes and the advanced technological processes. Specijal Product is located in a new factory in which there is a frozen products plant, cakes and pastries plant, bread plant, weighbridge, a stockroom and an administrative centre.



The company places its products through chain stores located in the biggest malls in the country. In the future the products range will be wider and the company is going to get new branding, by opening more new stores.

Recent Developments

Specijal has a new and modern bakeries, with a central computer software, which connects all of the stores and the production units. The company has a high level of control and precise working. Using modern and advanced technology and methods this company continues to work on improving the employees' proficiency. When it comes to new products development, products with healthy and functional ingredients, this company gives its best. The overall production is directed towards the healthy food and it follows the new trends. The company keeps improving the personal competences of the employees, through advanced workshops and trainings being held on national and on international level as well.

Specijal Product SMLLC pays special attention on technical and technological capacities improvement. There is new logistic-production center with brand new equipment.

Center consists of:

- central storehouse that serves to deliver products in our dispersed bakeries,
- warm production for different types of baking products and pastries,
- cold production for pastries, sweets and for food freezing. Thus, we keep our products protected so they can keep their best quality.

The factory Specijal is built according to the new standards for energy efficient facility i.e. it meets the new ecological standards by implementation of the ISO standard 14001.

SPECIJAL PRODUCT continues to invest in new equipment and improvement of the existing one in order to meet the HACCP and ISO standards requirements. Today if you want to have a successful maintenance in one company, you must follow and apply the advanced technological processes. The technical equipment takes a special place in the Specijal Product operations. With buying new and high – quality equipment the company reaches and keeps the excellent quality of its products. Specijal keeps investing in new and modern equipment all the time. Hence, this company appreciates the long-term improvement of the efficiency, energy saving and other resources. Thus, Specijal is becoming more competitive. The company gives its best for having high quality products by using the tradition and combining it with the technological processes, because this is the success recipe.

Promotion

Daily communication on the facebook page and customer support;

The web-site of the company where you can find everything about the products, news and promotions in details;

Promotions of reduced prices and combo promotions;

Promotions through special offers and ongoing marketing campaigns

Brand Values

The target of the company is to make a brand in each field that will respond to all of the European standards and principles. Thus, it will be characterized as one of the rare Macedonian companies that will have

unique and specific products. There is another thing that makes Specijal better than its competition: constant improving of the price and quality relation. The Company realizes its target successfully.

The new logistic and production capacities include:

- latest technical - technological capacities ie new machines produced by the best manufacturers in this branch, that are efficient (regarding the easy operations and maintenance) and economy (regarding the energy saving and economic performance of technologic processes)
- and most advanced technological LAYOUT which means that the project is performed according to the latest standards, that enables with minimal amount of energy to produce maximum amount of products. HACCP, ISO9001, ISO22000, ISO14001 are standards that are already implemented, whereby ISO14001 standard includes ecologic dimension during working, as well as energy efficiency of the whole factory.

This organizational structure enables products development of the company regarding the quality and the wide range. The dimensioning of the production capacities is based on the long-term planning of the development activities of Specijal Product. The imperative of the company is achievement, i.e. getting the leader position in the baking-pastry shop industry, and daily efforts for improvement and development in all segments.

Devotion and constant improvement of the price and quality relation and a unique product are things that makes Specijal the best company on the Macedonian market and worldwide.

www.specijal.com.mk



THINGS YOU DIDN'T KNOW ABOUT...

Specijal

- > Specijal has 7 bakeries on the territory of the Republic of Macedonia
- > Main attraction are the traditionally cooked meals
- > Except for special bakeries, Specijal has its own „shop in shop“ in the bigger markets like Ramstore and Vero
- > Specijal is the only baking - pastry shop business in the Republic of Macedonia that functions according to European standards of ecology and energy efficiency