



## Market

Zito Marketi is the most widespread chain of supermarkets in Macedonia and is one of the leading brands in its field, both in the share they have on the market and the long years of existence. The company's main activity is retail sales, in its more than 52 supermarkets, situated in a large number of municipalities throughout Macedonia: Veles, Skopje, Kumanovo, Tetovo, Gostivar, Kichevo, Prilep, Bitola, Kochani, Obleshevo, Vinica, Delchevo, Demir Kapija, Negotino, Gradsko, Rosoman, Valandovo and Brvenica.

The continuing endurance on the Macedonian market states sufficiently about the enormous confidence that the customers have built in the brand Zito Marketi. The data received both from the site and the social media have shown that Zito Marketi have developed into supermarkets with the most loyal and proactive basis with devoted users. The future projections and development strategies of the company are directed towards bringing the brand closer to as many citizens as possible who will have the opportunity to reassure themselves in the basic postulates of the company: convenient prices, kind employees and top quality products.

## Achievements

What is considered to be their greatest achievement is being able to endure on the market for the past years and being able to overcome all the obstacles. Different times bring their own challenges which can be defeated only with carefully designed strategy, economical work and not being intimidated to show boldness and courage when accomplishing major decisions. To be among the leaders in one's own field of work today means that you have successfully cleared your path filled with a lot of barriers and hard times. We have been faced with a lot of trials but we have always seemed to be winners eventually; our management team has a vision and great love, which is first and foremost, to fulfil everything that they have been strongly definite about.

In the course of our 27-year existence our company has received a lot of acknowledgements, appreciations, diplomas,



certificates and awards. Every acknowledgement is from different area of the society and the cultural life in Macedonia.

The credit for receiving each of these awards goes to all our customers from all over our country, the Republic of Macedonia.

## History

The company was founded in the distant 1987, with the opening of the first supermarket of that time STD "TANJA" in Veles, in the name of the owner Mr. Jovanche Gjosevski. The company is with 100% own capital and it owns 52 supermarkets currently, with about 700 employees. The company's main office is situated in Veles where the main warehouse is also situated, used for the company's needs. About 50 professionals from different sectors work in the Head Office and are tightly connected with the actual work of the supermarkets. The company employs professionals with different level of education and different ethnic and religious background. The experienced team which laid the foundation of honest, economical and

responsible management were the prerequisite for what is now being upgraded by the younger professionals.

If, many years ago, what was considered as success was to have the essential consumption products in sufficient quantities, nowadays the situation is completely different. Today, the success of a company is measured by the number of satisfied customers, by the new items constantly introduced and by the advantages created in comparison with the others.

The growth and expansion of Zito Marketi started from Veles, it spread towards Skopje and continued towards other towns and cities. Both then and now, the determinations are to reach the goal with firm steps, and not by running. Zito Marketi, as every other company, awaits the end of the year and the annual financial balance which will set the path towards stagnation or additional investments and expansion of the brand. Zito Marketi used the market conditions, and the great amount of patience and persistence to conquer settlement by settlement, municipality by municipality, so that today they





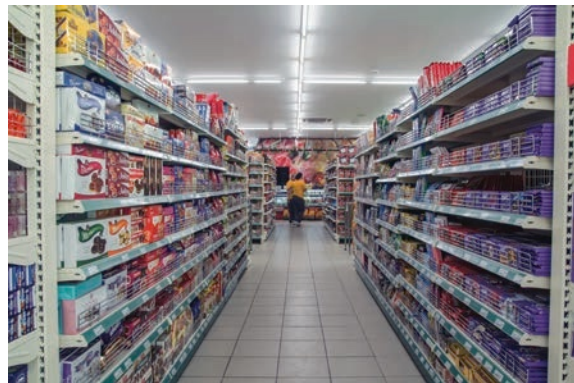
are a distinguishable brand in the whole country. There were times when the conditions didn't allow for the existing supermarkets to expand, but there were also times when it was a challenge to open a new supermarket in another settlement or town.

## Product

The place that Zito Marketi holds today and everything they have accomplished so far is due to the acquired confidence from the customers, as well as to the dedicated work of the employees and the partnership relations with the associates and the suppliers. The relationship that Zito Marketi has been establishing for years both with small-scale suppliers and with the top ten suppliers has always been highly acclaimed. The achieved respect and confidence with all of them is mutual.

The established partnership relation and the long-term cooperation with the clients have made it possible for Zito Marketi to offer the best on the market. Possessing the HACCP Certificate and taking care of the transport, secured storage and safekeeping of the products have been proof for the offer of fresh and quality products.

We would like to point out that in the past several months and in the forthcoming period until the end of 2016 a large part of the company is focused on rebranding our own trademark of products, known as 5ka. Also, it has been working on additional increase of the selection of products, which will be branded under our own trademark. The ultimate objective is to offer a distinguishable product with high quality to the final buyers with even



more convenient price. The selection has been carefully done bearing in mind the fact that they should be manufacturers from Macedonia with lifelong quality.

## Recent Developments

In its 27-year existence the company has been firmly walking along the path until the present-day position on the market. The largest expansion and opening of new supermarkets was noted in the last trimester of 2014 when the company reached the number of 17 supermarkets in Skopje in the municipalities of Aerodrom, Gjorce Petrov, Chento, Centar,



Karposh, Kisela Voda, Gazi Baba and Ilinden. The development strategy of the company is projected according to the market possibilities and market needs. The detailed analysis and research on the site are one of the pillars which is used to support the vision for further development. Of course suitable balance between what is planned and what is the real need on the market should be found. The expected objective will be achieved only with well thought-out strategy, which should be adjusted according to needs every year. The small parts will suffer certain changes and corrections but the global picture must stay unchanged.

## Promotion

The company pays exceptional attention on promoting its own accomplished projects, in order to bring the benefits and advantages much closer to the customers. There is a special programme for the loyal buyers with "loyal cards" which is a possibility for them to receive as many advantages as possible. Facebook and other modern trends have been used to inform and promote new deals. There are over 100.000 followers on Facebook, which says a lot about the enormous approval and support from the citizens.

Zito Marketi promotes its creativity and innovation by distributing leaflets from door to door, by sending SMS messages to the customers, as well as organising special events for certain supermarkets. The goal of Zito Marketi is that each and every supermarket and customer should feel the benefits and advantages which are offered. Regular promotions and tasting of certain products are organised, with the suppliers' help, of course. It is very logical and natural for the customers, bearing in mind their planned family budget, to expect bigger benefit from Zito Marketi. Zito Marketi has met halfway the customers' expectations very successfully during the past several years. There were big lotteries organised from Zito Marketi which gave the citizens possibility for active participation and possibility to win countless rewards in the form of consumers' products or cars.

## Brand Values

The management team of the company has been investing constantly in the professionalism and unity of the operating team whose positive energy, the feeling of unity and happiness can be distributed further to every employee in the company,

all over Macedonia. Creating harmony in the team and the feeling of respect and unity is a diligent process which takes time and not means, to be accomplished. It is simply created, developed and expanded, but it cannot be bought.

Positive energy and harmony are things that the brand Zito Marketi possess and are of priceless value to them. Although the entire personnel possess high level of education and competency it has been constantly invested into new or advanced training, both for the recently employed and for the existing staff. Zito Marketi considers that there hasn't been bigger competition as there is presently. Their idea is to make distinction between Zito Marketi and the rest of the competitive companies by having kind, servile and professional employees, which is especially of vital importance for the employees working with customers directly. That is the reason why they are investing into furnishing their own training centre, with lecturers from their team and occasionally visiting lecturers from Macedonia and the region who are significant for retail sales. This means that the image of the brand is prospering, as well as the brand itself.

[www.zito.com.mk](http://www.zito.com.mk)

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

### ZITO MARKETI

- The first Zito Marketi supermarket was opened in Veles 27 years ago.
- Zito Marketi is one of the leading socially responsible companies in the country. In the period of 2013-2016 they donated in a large number of health institutions, schools, places of religious worship, projects of great significance to the society, municipalities, associations and individuals.
- According to the statistics, the biggest number of newly opened supermarkets took place in December.
- The company is going through a phase of rebranding its own logo.
- The largest number of supermarkets are in Skopje.