

Founded 1991

Employees 110

Retail and Wholesale Network

Distribution Network - 1500 stores in Balkan Region
Regional Agents – 4 Representatives
Own Stores - 12 stores under name Urban Jungle

Geographical Markets Covered

Serbia , Bosnia & Herzegovina,Croatia,Slovenia, Macedonia,
Kosovo,Montenegro and Albania.

Official Distributor for International Brands

Rider,British Knights,Australian,Bjorn Borg,Gri Sport
Mustang,West Coast,Crivo Canelo,Grendha
Democrata,Via Uno,Ipanema,Olang

Revenues in 2010 Turnover 7,5 Mil Euro

Season Balancing With a portfolio of seasonal brands and product lines it is crucial to profitability that the seasons are balanced. By choosing a seasonally balanced portfolio of brands Carvel is making sure that the best sales results may be achieved with the latest infrastructure.

Economy of Scale By combining an elite portfolio of brands we are able to afford a strong and knowledgeable sales and marketing team and taking advantage of economies of scale are able to work with lower margins and still achieve acceptable profitability.

Media Relations Our excellent relationship with the media allows us to achieve nationwide coverage and advertising efficiencies with most of our projects.

CARVEL D.O.O. ... COMPANY SNAPSHOT



Rationale Based on the our experience in the sport industry, we feel confident that the aforementioned approach will ensure our continued growth. Additionally, the thought knowledge that the management team has of the products combined with the marketing infrastructure already in place, guarantees continued success.

Products and Services Import, marketing and distribution of footwear, sportswear and casual wear.

Business Philosophy One of the significant reasons for the Carvel's success is management's dedication to stay on top of the marketing and technological environment, quality service for today and the future to be guaranteed.

Advantages Carvel is well positioned to offer it's retailers what they need most. With an efficient logistics infrastructure it guarantees next-day deliveries, a wide selection of brands and products, and helps retailers move the products off the shelves by aggressive merchandising as well as national mass media advertising and brand building (TV, Magazines, sponsorships.....)

Objective

The primary objective of our organization is to be the definitive source for quality global brand name products in our markets. The Company's directions within existing markets are market expansion and profit maximization through an increase in sales volume.

Our brand-building know-how has been proven numerous times and our market penetration with all of our brands is one of the highest per capita compared to other distributor markets.

Organization Carvel is organized in separate functional sales divisions. Each one has a dedicated sales team which focuses on it's own line of products. A common marketing team takes care of media relationships for all sales divisions and makes sure that each brand receives the marketing support it needs.

Market Status Most major global companies sell their products in Serbia, Bosnia and Herzegovina, Macedonia, Montenegro and Albania through distributors. The market is small, but very demanding; retailers demand overnight delivery, local support.....

The retail environment is going through consolidating phase, whereby everyone is reducing costs by taking advantage of economies of scale (i.e. purchasing as much as possible from the least number of suppliers, distributors...)

The population of Balkan Region is 25,000,000 with a GDP per capita close to EURO 4,000.

Registered Address :

Carvel d.o.o.	ID Numbers	Phone Contact	Fax Contact	Web Sait
Omladinskih brigada 88	PIB Number 101030438	381 11 22 20 631	381 11 228 36 18	www.carvel.rs
Airport City , Belgrade Serbia	MB Number 07530986	381 11 2220 632		

Personal Contacts

Miroslav Stanojevic	Ivona Stanojevic	Dejan Stevanovic	Tanja Lazovic	Slavisa Tomovic
CEO	Financial Director	Sales Manager	TL Manager	Retail Manger
Managing Director	Financial Department	Sales Department	Billings & Logistics	Retail Department
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BRAND PORTOFOLIO

Na trzistu Srbije i okolnih zemalja kompanija Carvel d.o.o. zastupa i distribuira poznate svetske robne marke obuće, tekstila i aksesoara

Sport Brands

Bjorn Borg, Holand / www.bjornborg.com

Rider, Brazil / www.rider.com.br

Australian, Italy / www.australian.it

Gri Sport / www.grisport.it

Nord Blanc / www.nordblanc.com

Casual Brands

Wrangler, Italija / www.wrangler.com

Mustang, Nemacka / www.mustang-jeans.de

West Coast, Brazil / www.westcoast.com.br

Grendha, Brazil / www.grendha.com.br

Fashion Brands

Calvin Klein & CK Jeans / www.calvinklein.com

Democrata, Brazil / www.democrata.com.br

Via Uno, Brazil / www.viauno.com.br

Olang, Italija / www.olang.com

Ipanema / www.ipanema.com.br

Street Brands

British Knights, Holand / www.bkfootwear.com

Butterfly Twists, UK / www.butterflytwists.com

Iron Fist, UK / www.ironfistclothing.com