

## Delta Maxi i u Ukrajini, Belorusiji, Moldaviji...

### Delta Maxi present in Ukraine, Belarus, Moldova...

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- Srpska kompanija Delta Maxi - multinacionalni trgovački maloprodajni lanac. – Do kraja godine samoposluge u osam gradova u Ukrajini.- Brzi rast kompanije i širenje mreže u devet zemalja. - Primena HACCAP standarda za bezbednost hrane

- Serbian company Delta Maxi – a multinational retail chain. – Stores in eight Ukrainian cities by the end of the year – Company's fast growth and network expansion in nine countries – Implementation of HACCAP standards for food safety.

Srpska kompanija Delta Maxi je za sedam godina rada izrasla u apsolutnog lidera na tržištu Srbije, a namerava da u sledeće dve, tri godine u sektoru maloprodaje postane jedna od najvećih kompanija u jugoistočnoj Evropi. Maxi će uskoro u svojoj mreži imati oko 400 prodajnih objekata.

#### Da li je Maxi postala multinacionalna kompanija i kako je to postala?

- Kompanija Delta Maxi je ušla u osmu godinu poslovanja. Prvi objekat je otvoren 12. decembra 2000. godine, a posle tri godine poslovanja Maxi je postao lider u maloprodaji na tržištu Srbije. U 2008. godini Maxi posluje na još tri tržišta - u Bosni i Hercegovini, Crnoj Gori i Bugarskoj.

Do kraja 2008. godine pozicioniraćemo našu mrežu i na tržištima Albanije, Makedonije i Ukrajine, a u sledećih pet nameravamo da budemo prisutni i na tržištu Belorusije, Moldavije i Rumunije, tako da bude prisutna u ukupno devet zemalja.

Sada smo jedna uspešna evropska kompanija koja ima čvrsto trasiran razvojni put i sigurno ćemo u sledeće dve-tri godine u sektoru maloprodaje biti jedna od najvećih kompanija u jugoistočnoj Evropi.

#### Da li Delta Maxi planira da uđe na tržište Ukrajine i kakve su procene razvoja?

- Planiramo da ove godine otvorimo prve objekte u

After seven years of operation, the Serbian company Delta Maxi has grown into a dominant leader in the Serbian market, and in the following two or three years it intends to become one of the largest Southeast European companies in the retail sector. Maxi's network will soon include about 400 retail outlets.

#### Has Maxi become a multinational company and how?

- Delta Maxi company has entered its eighth year of operation. The first store was opened on 12 December 2000, and after three years of operation, Maxi became a leader in the Serbian retail market. In 2008, Maxi is operating in three more markets – Bosnia and Herzegovina, Montenegro and Bulgaria.

By the end of 2008, we will position our network in Albanian, Macedonian and Ukrainian markets as well, while in the next five years we intend to be present in the Belarus, Moldavian and Romanian markets, so as to be present in nine markets in total.

Today, we are a successful European company with clearly set out development path and in the next two or three years we will certainly be one of the largest Southeast European companies in the retail sector.

#### Is Delta Maxi planning to enter Ukrainian market and what are the development estimates?

- This year, we plan to open our first stores in Ukraine,

Ukrajini, u Kijevu, Donjecku, Dnjepropetrovsku, Lvovu, Odesi, Krivom Rogu i Harkovu. U toku je izbor lokacija, kao i renoviranje već postojećih objekata, koje bismo prilagodili svrsi maloprodaje hrane. Plan nam je da u narednih pet godina otvorimo šezdesetak objekata.

#### Da li Maxi primenjuje svetske standarde o bezbednosti hrane na isti način u svim objektima i u svim zemljama?

- Maxi je u 2007. godini dobio međunarodni sertifikat o zaštiti hrane (HACCAP) i time postao prvi maloprodajni lanac u regionu koji je dobio taj sertifikat. On obezbeđuje našim potrošačima sigurnost prilikom kupovine namirnica u našim objektima. Takođe, standardi poslovanja su postavljeni u skladu sa ISO 9001 i kao takvi stavljaju Maxi rame uz rame sa vodećim maloprodavcima Evrope.

Za sedam godina kroz našu prodajnu mrežu uspeli smo da uvedemo inovacije i postavimo standarde koji se primenjuju u modernoj maloprodaji, u razvijenim zemljama, tako da danas svaka naša samoposluga može da se preslika na tržište Pariza, Londona, Brisela, Beča i da potrošač koji uđe u takav objekat ne primeti razliku

#### Sa kojih tržišta potiče roba koja se prodaje u lancu Maxi u svim zemljama?

- U zavisnosti od tržišta na kojem poslujemo, zavisi i poreklo robe u asortimanu. Zahvaljujući sinergijama između tržišta, već smo pokrenuli plasman robe iz Srbije na druga tržišta, i obrnuto.

in Kiev, Donetsk, Dnepropetrovsk, Lvov, Odessa, Krivoi Rog and Kharkov. Currently, the process of location selection is underway, as well as renovation of existing facilities, which we intend to adjust to suit the food retail purposes. We plan to open about sixty stores in the next five years.

#### Is Maxi applying global food safety standards in the same way in all of its outlets in all countries?

- In 2007, Maxi received the international food safety certificate (HACCAP) and thereby became the first retail chain in the region with such a certificate. It provides safety for our customers when buying foodstuffs in our outlets. Also, the standards of business operation are set in accordance with ISO 9001 and as such they place Maxi alongside leading retailers in Europe.

In the past seven years, through our sale network, we have managed to introduce innovations and set standards which are applied in modern retail trade in the developed countries, so today if we were to "move" any one of our retail stores to the markets of Paris, London, Brussels or Vienna the consumer entering such retail store wouldn't notice the difference.

#### Where are the goods which are sold in Maxi chain in all countries coming from?

- The origin of the goods within our offer depends on the market we operate in. On account of synergies among markets, we have already commenced with the sale of goods from Serbia in other markets and vice versa.

[www.maxi.rs](http://www.maxi.rs)

#### Širenje maloprodajne mreže

• U **Bugarskoj**, Maxi je kupio 80 odsto bugarskog maloprodajnog lanca "Piccadilly", koji pokriva 15 odsto bugarskog tržišta. Lanac koji smo kupili ima uvedene standarde i HASAP i ISO 9001 i standard 14.000, ali takve standarde smo već postavili u Srbiji.

• U **Republici Srpskoj** u BH Federaciji Maxi je kupio drugi po veličini maloprodajni lanac "Tropic", koji ima 12 maloprodajnih objekata u devet gradova. Maxi će nastaviti da razvija prodajnu mrežu u BH federaciji.

• U **Crnoj Gori** Maxi je 2007. godine otvorio tri novoizgrađena objekta. Krajem 2008. godine Maxi planira da u Crnoj Gori ima 10 objekata.

• Ove godine otvaraju nam se tržišta **Albanije, Makedonije, Ukrajine**.

• **CEFTU** posmatramo kao ekonomsko tržište sa više do 30 miliona ljudi gde je svim proizvođačima data šansa da rade bez carinskih barijera.

#### Retail network expansion

• In **Bulgaria**, Maxi purchased 80 percent of the Bulgarian retail chain "Piccadilly", which covers 15 percent of the Bulgarian market. The chain we have purchased introduced both HACCAP and ISO 9001 and 14000 standard, but such standards we have already set in Serbia.

• In the **Republic of Srpska** in Bosnia and Herzegovina, Maxi purchased the second largest retail chain "Tropic" with 12 retail outlets in nine cities. Maxi will continue to develop the sale network in Bosnia and Herzegovina.

• In **Montenegro**, in 2007, Maxi opened three newly built stores. By the end of 2008 Maxi plans to operate a total of 10 stores on Montenegro.

• This year, the markets of **Albania, Macedonia and Ukraine** are opening to us.

• We see **CEFTA** as an economic market of more than 30 million people where all manufacturers are given a chance to operate without the customs barriers.