



DROGAKOLINSKA

Coffee Business Unit

GRAND KAFA CASE





**REGION
WAKES UP
WITH US.**

DROGA KOLINSKA

GENESIS



RISING

ACQUISITION

NOWADAYS

DEVOTION

Serbia at the end of '90s

- Economically & politically highly unstable market
- Unpredictable & proactive black market
- Quality of coffee products varied with high content of surrogate
- No branded products present, small roasting facilities with no name products
- Non-existent marketing activities
- NATO event









grand
K A F A



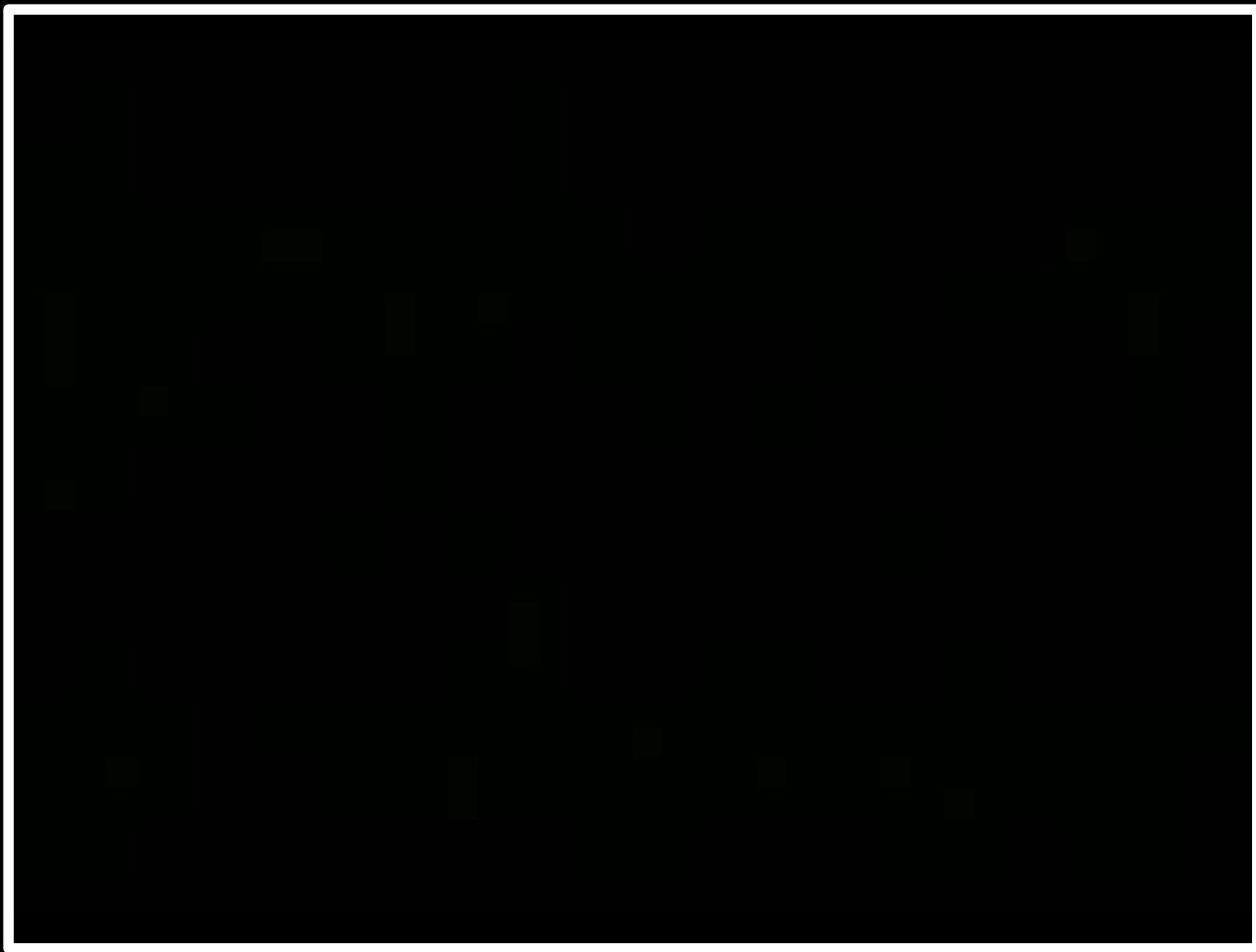
grand
kafa



GOLD







GENESIS

RISING

ACQUISITION

NOWADAYS

DEVOTION



KEY SUCCESS FACTORS

✓ PRODUCT
QUALITY



✓ RAW MATERIALS
QUALITY
CONTROL



✓ NEW
TECHNOLOGIES



✓ NEW
PACKAGING



✓ ADVERTISING



✓ DISTRIBUTION &
CUSTOMER
SERVICE



✓ MERCHANDISING
& CATEGORY
MANAGEMENT



✓ CONSUMER
PROMOTIONS



GRAND ANTHOLOGY

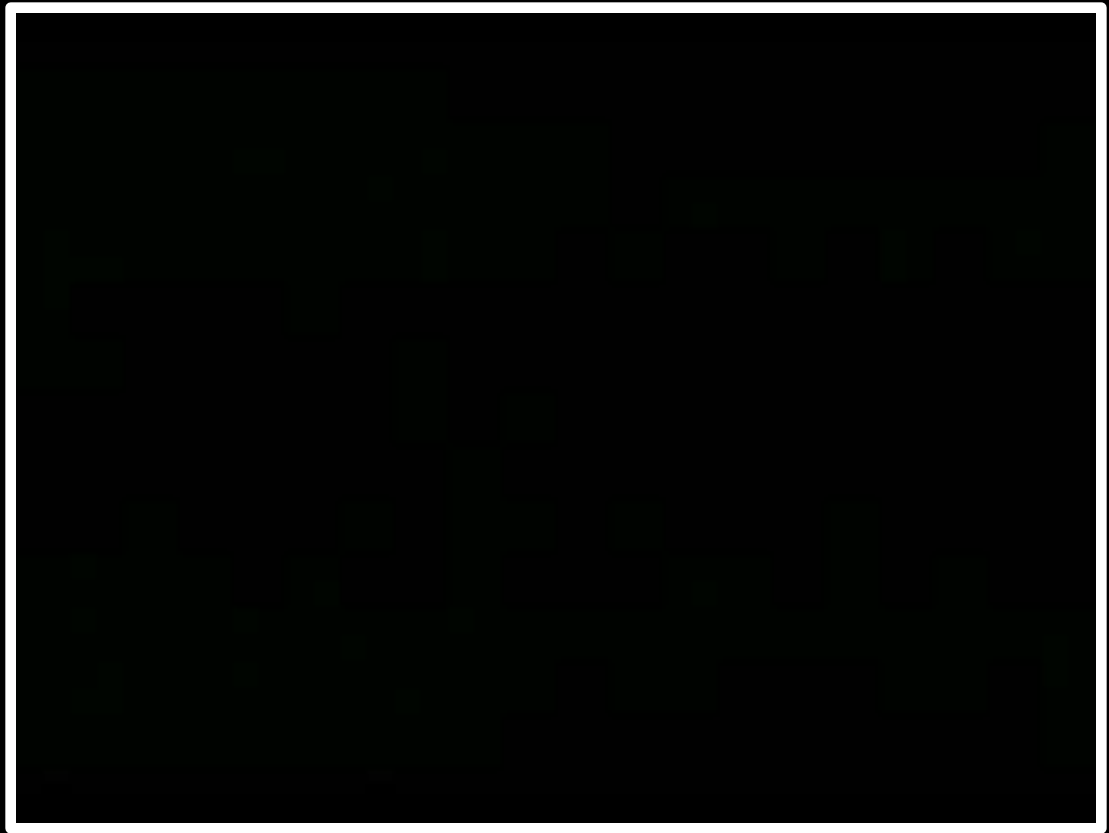
1. TVC "FLOOD" (2000)

2. TVC "FRIENDS" (2003)

3. TVC "SANTAS" (2004)







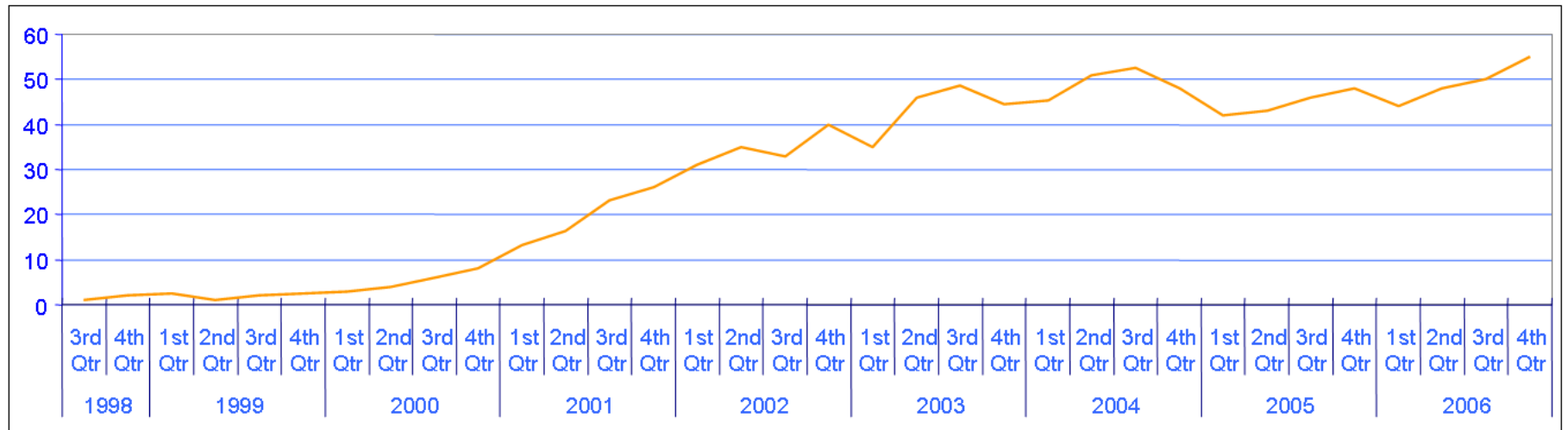


BRAND EXTENSIONS





SALES GROWTH (M EUR)



REACHING 60M EUR IN 8 YEARS



GENESIS

RISING

ACQUISITION

NOWADAYS

DEVOTION





best brands, best friends

DROGA KOLINSKA

GENESIS

RISING

ACQUISITION

NOWADAYS

DEVOTION



TRUST.

DROGA KOLINSKA







otvori
i osvoji!
super nagrade



aroma



grand



otvori
i osvoji!
super nagrade



K A F A





www.grandkafa.com

grand
KAFA

Spremna za sekund

Umesto da kafu pijete na brzinu,
napravite je za sekund,
a onda u njoj uživajte polako.

Osam neodoljivih ukusa
Grand instant kafe čeka na vas.

Više ne morate čekati na kafu:

NEKA UŽIVANJE POČNE ODMAH!



grand
pleasure[®]





GENESIS

RISING

ACQUISITION

NOWADAYS

DEVOTION



BU COFFEE TEAM



DROGA KOLINSKA



THANK YOU.