



Branko Perišić

BRANKO PERIŠIĆ JSC
Kruševac

General Information

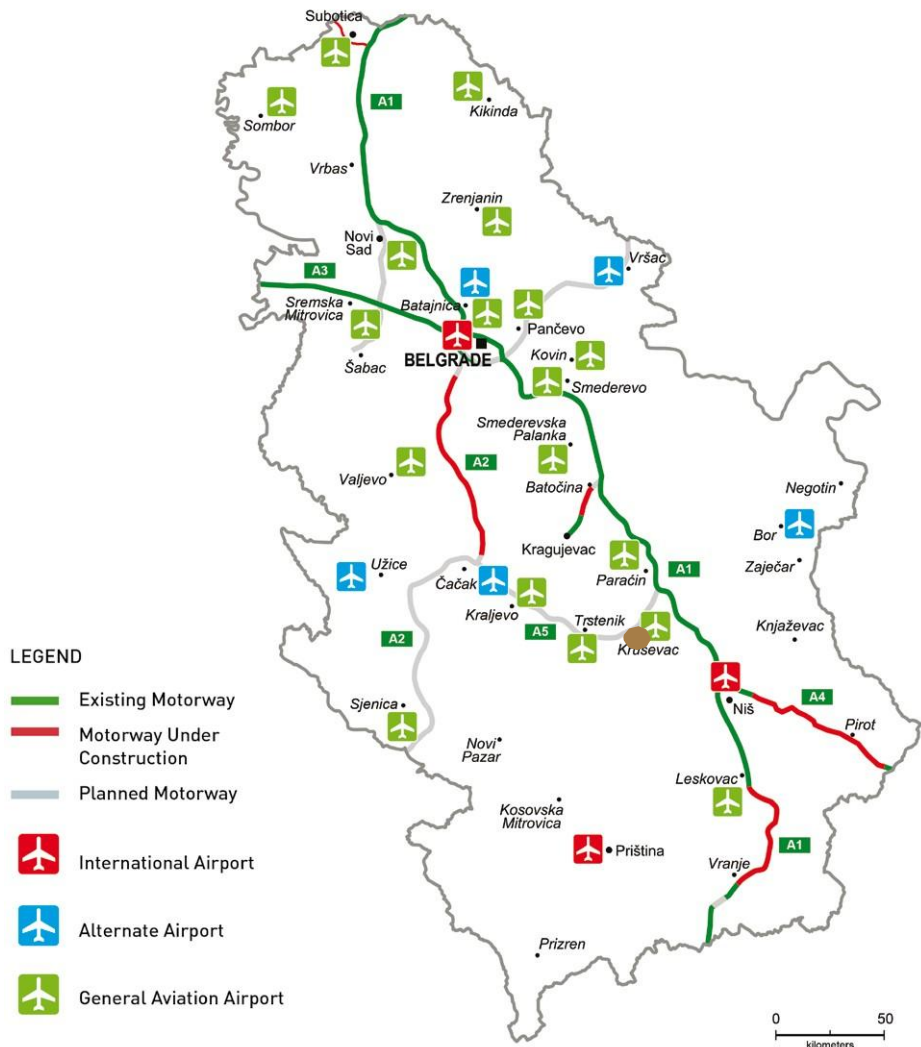
Full legal name	BRANKO PERIŠIĆ JSC KRUŠEVAC
Address	No. 28 Trg mira, Kruševac
Identification Number	07268769
Core activity	Manufacture of grain mill products
Foundation Year	1922
Number of Employees	200



Capital structure (in%)

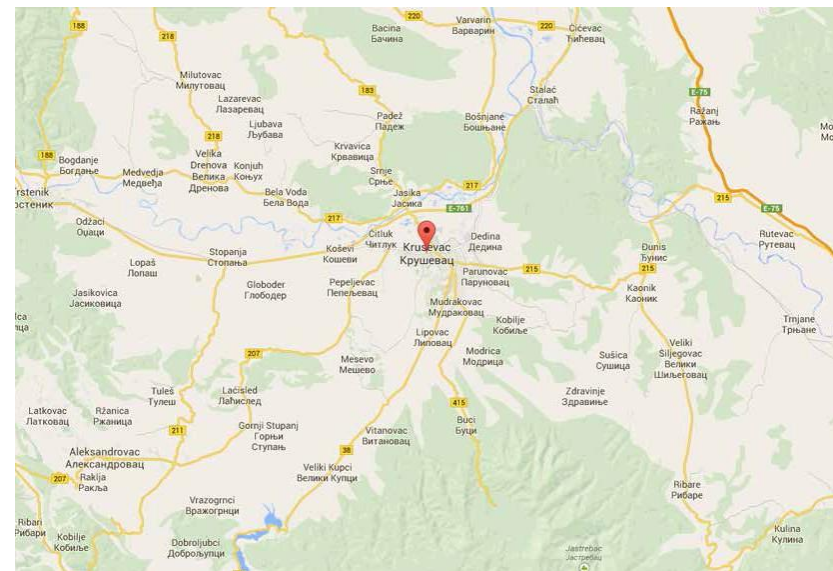
Privatization Agency	78.54
Others	21.46

General Information



Distance form the Company to:

Belgrade	196 km
Regional Center	0 km
Main road	0 km
Port	196 km
Railway	0 km



Location

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Pan-European Transport Corridors

Geographical location of BRANKO PERIŠIĆ JSC KRUŠEVAC is of strategic importance in the market area of southeaste Europe and provides oportunity for intensive bussines cooperation.



Tradition



BRANKO PERIŠIĆ AD restructuring Krusevac, food industry, continues the tradition of Mill RASINA, from 1922, and the City of the mill companies Branko PERIŠIĆ, founded in 1947.

Branko PERIŠIĆ AD restructuring owns 33.46 acres, of which 18.65 hectares of land available for development and new investments.

Production units

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- **Mill for the production of all types of flour /has a capacity of wheat and other grains/**



- **Bakery for all types of Bread production capacity for all types of Bread**



- **Bakery which produces sweet and savory Baked goods, pasta, confectionery and frozen Bakery products**



Quality assurance certificate ISO 9001

Company does not own quality assurance certificate ISO 9001.

Ecology

According to applicable regulations, the requirements for environment protection are fulfilled.

Production and Capacity

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Product	Unit	Quantity			Value in EUR		
		2011	2012	2013	2011	2012	2013
Mill products	Kg	306.310	0	0	111	0	0
Basic types of bread	Kg	4.796.925	4.164.896	4.139.950	3.039	2.562	2.526
Special types of bread	Kg	348.640	353.472	379.186	289	270	324
Baked goods	Kg	136.417	138.378	160.633	293	282	362



Production and Capacity

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Capacity utilization

Machine (Production line)	Unit	Installed capacity	Real capacity	% of utilization		
				2011	2012	2013
Manufacture of grain mill products	Kg	10800000	10800000	3.00		
Production of basic breads	Kg	7240000	6878000	70.00	61.00	68.00
Production of specialty breads	Kg	543000	434000	80.00	81.00	87.00
Baked goods	Kg	140000	138000	97.00	99.00	100.00



Realization

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Movement in sale volume

Product/service	Unit	Quantity sold			Value in EUR		
		2011	2012	2013	2011	2012	2013
Mill products	Kg	114.307	0	0	17	0	0
Basic kinds of bread	Kg	4.796.925	4.164.896	4.139.950	3.039	2.562	2.526
Special kinds of bread	Kg	348.640	353.472	379.186	289	270	324
Baked goods	Kg	136.417	138.378	160.633	293	282	362

Sales structure

Sales structure in %	2011	2012	2013
Domestic market	100.00	100.00	100.00
Foreign market	0.00	0.00	0.00
total :	100.00	100.00	100.00

Distribution channels

Distribution channels	% of share
Direct sale	0.00
Wholesale	88.00
Retail	12.00
Intermediaries	0.00



Organization



EMPLOYEES



Number of employees

Working	196
Paid leave	0
Unpaid leave	1
Other (sick leave, vacation, etc.)	3
TOTAL NuMbEr Of EMPLOYEES	200

age structure of employees

Age	-25	25-35	35-40	40-45	45-50	50-55	55+
Number	-	36	43	31	25	30	35



average salaries in Eur

(gross and net) in 2011, 2012 and

Year	Gross	Net
2011	319	231
2012	340	246
2013	366	266



Assets Overview

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	31/12/2011	31/12/2012	31/12/2013
CURRENT ASSETS	4.856.629	2.802.073	431.604
FIXED ASSETS	7.295.016	6.623.789	6.303.313
OPERATING REVENUE	4.966.624	3.975.314	3.736.271
OPERATING COSTS	6.300.347	3.905.801	3.564.432



A) Information contain in this document is based on the data recieved from the company, and as such has not been verified by the Privatization Agency. Accordingly, the Privatization Agency shall have no liability with respect to the accuracy and validity of the information contained here in.

B) Pursuant to the law, enterprises from the Republic of Serbia were obliged as of 2004 to prepare Financial Statements in accordance with the International Standards of Financial Reports (ISFR).

SWOT Analysys

STr ENgTh S

: Long-term presence in the market and recognizable brand. Established market in the territory of Rasinski district, as well as on the territory from Paracin to Prokuplje.

Recognizable quality of basic and special types of bread and baked goods.

Distribution network. Qualified labor.

Excellent business relationships with suppliers and customers. Retail stores which located on good positions.



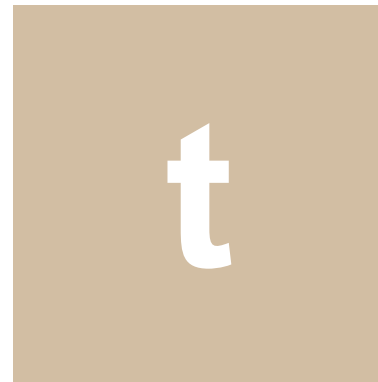
WEa kNESS:

Unfinished process of obtaining HACCP quality certificates. Inability to transform and create conditions for the use of alternative energy sources in production process.

OppOr TuNITIES:

Introduction of HACCP and ISO 9001 would open new markets, which would bring to stable production at a higher level and enable constant growth of sales.

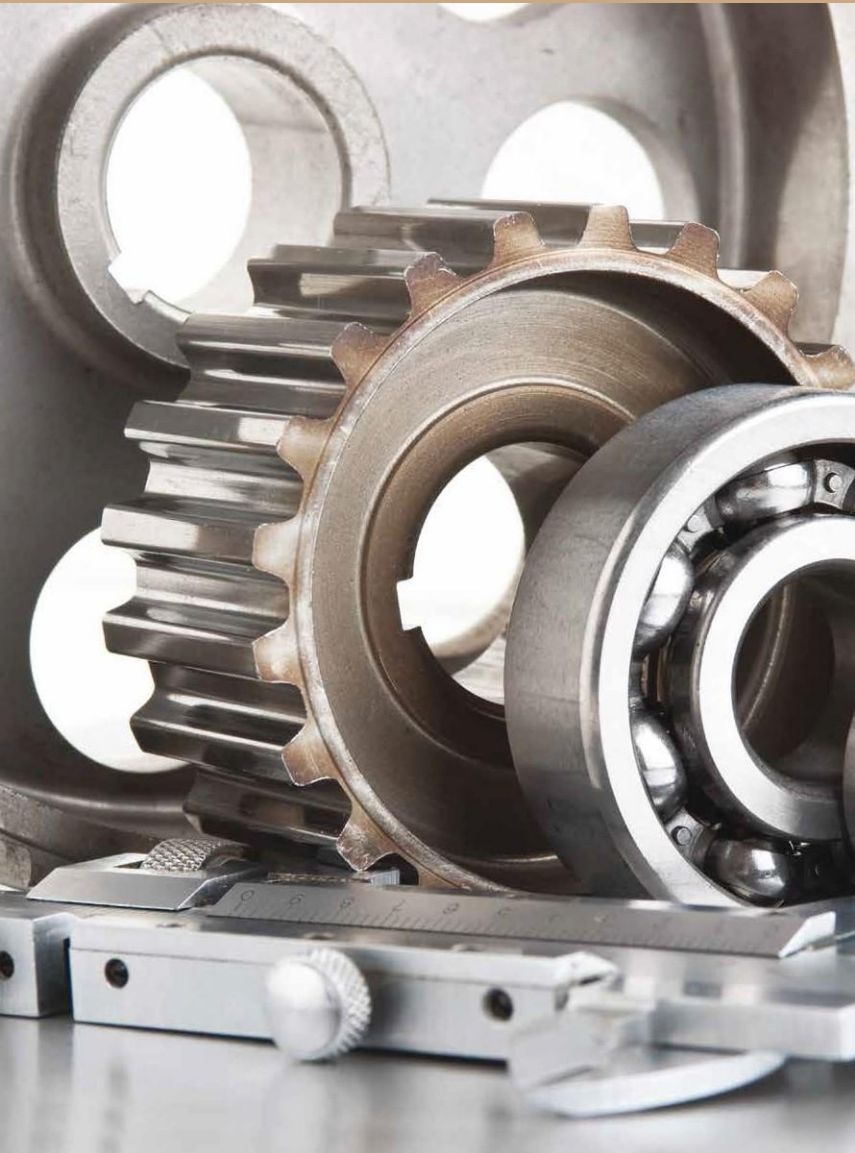
Additional gas installation and use of gas as a more efficient and cheaper energy source would decrease production costs.



Th r EaTS:

High number of private bakeries and baking companies in the region.

Advantages of Investing in Serbia



Favorable geographic position, owing to which any shipment can reach any location in Europe within 24 hours

Highly educated and cheap labor force

Restructured and stable financial system

Simple procedures for a company start-up and registration

Simple procedures for foreign trade transactions and foreign investments

Several free trade agreements have been signed, ensuring supply of goods to nearly 800 million consumers:

- In March 2012 Serbia was granted the candidates status by the EC
- CEFTA
- Agreement with the EFTA members
- Autonomous trade preferences granted by the EU in December 2000, and implementation of the Interim Trade Agreement with the EU started in February 2010
- Agreement with the Russian Federation, Belarus and Kazakhstan
- Agreement with Turkey

Contact



**PRIVATIZATION
AGENCY**

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