



**HOTEL PRAG**

B E O G R A D

1929

**HOTEL PRAG JSC, Belgrade**

# General Information

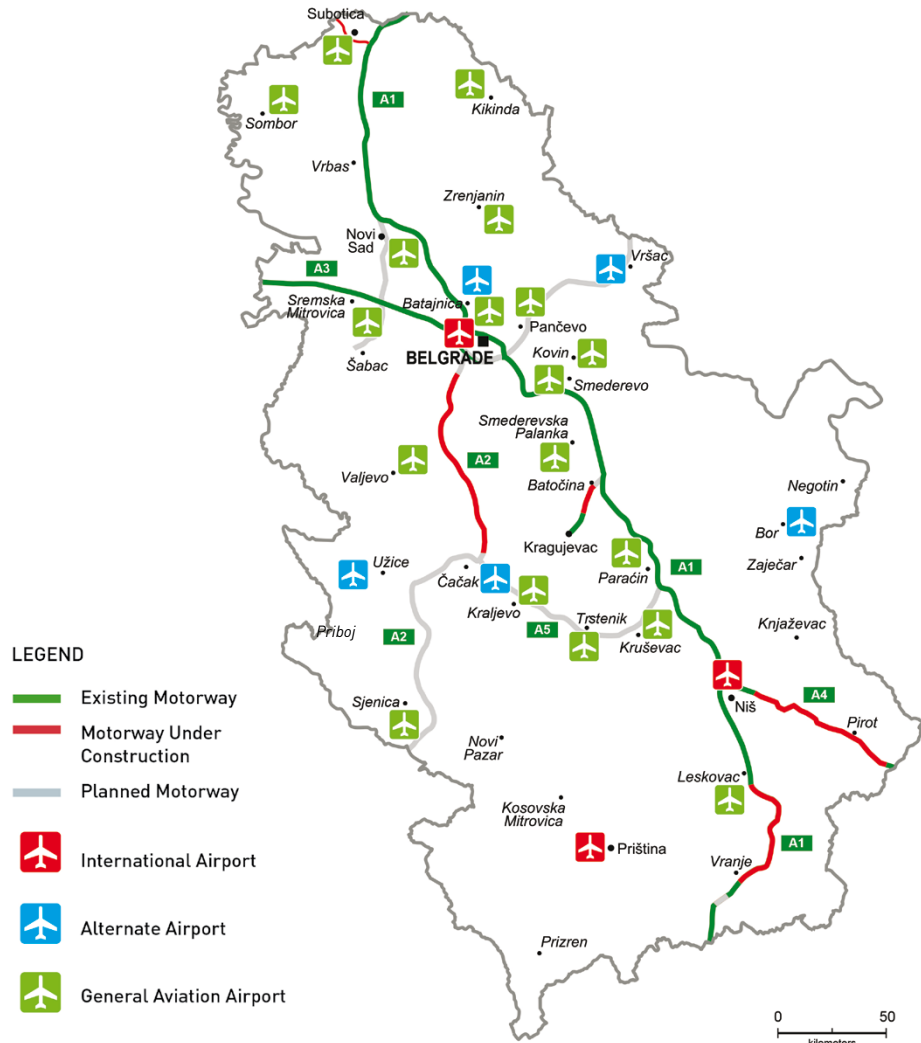
Full legal name	JSC for hotel, tourist and restaurant management activity "HOTEL PRAG", BELGRADE
Address	Belgrade, 27 Kraljice Natalije Street 27
Identification Number	06932517
Core activity	Hotels and similar accomodation
Foundation Year	1993.
Number of Employees	44



## Capital structure (in%)

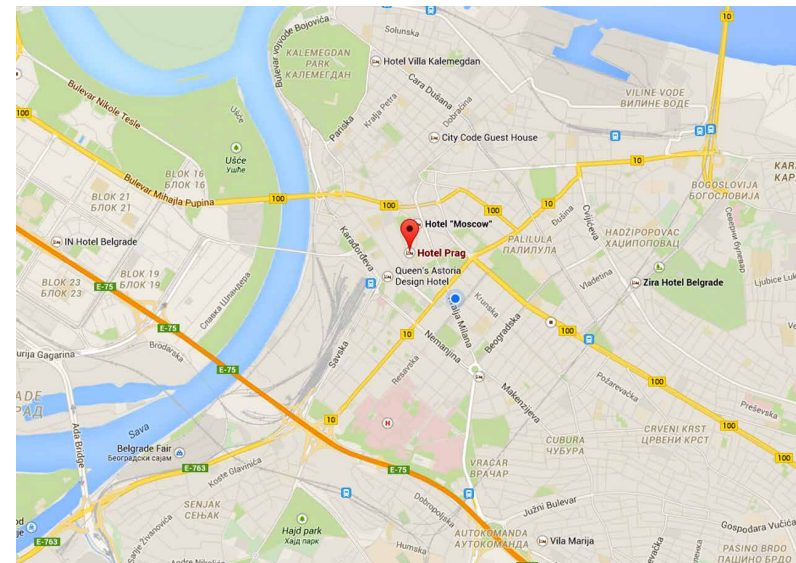
Privatization Agency	74.19
Others	25.81

# General Information



## Distance form the Company to:

Belgrade	0 km
Regional Center	0 km
Main road	1 km
Port	3 km
Railway	1 km



# Location



Pan-European Transport Corridors

Hotel Prag set in the heart of Belgrade. The Kalemegdan Fortress is 1 km away and offers a panoramic view of Belgrade and the Sava and Danube rivers. Due to its characteristic architecture, the hotel building is registered as a cultural monument.

The Belgrade Train Station is accessible in only 550 metres. Belgrade Airport is 15 km from the property. Parking is available in the hotel's private garage at a surcharge.



# Historical background

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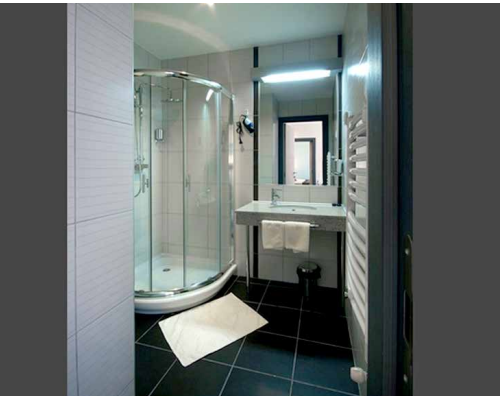


Hotel Prag was built in several stages, 1929, 1936, and 1978, and the beauty of the building itself, the specific architecture of the twentieth century of European modernism, classified it as one of the objects under the protection of the Institute for the Protection of Cultural Monuments. The first owner of the hotel was a Czech, hence the name of the hotel, Prag!

Hotel was built by architect Djura Bajalović, and was exhibited at the first Salon of Architecture 1929th as the exhibition of Yugoslav contemporary architecture 1931st years.

Even after a complete renovation, Hotel Prag has maintained its traditional hospitality, and warmth, typical of this region. The spirit of the old bohemian Belgrade, which is present in the Hotel Prag, will return you to the glorious times of our capital.

# Capacities



Hotel Prag is rated four star rated business hotel, has 82 modern rooms. The private bathrooms come with a shower and free toiletries.

Type of room:

- Superior Double room with double bed and holiday arrangements in the City
- Economy Double Room with double bed
- Single room
- Double room with double bed
- Superior Double Room with double bed
- Apartment type "Suite"
- Family Room

# Facilities



- Free Internet
- Interactive TV
- Cable TV
- Safe
- Direct dial telephone
- Central air conditioning
- Mini bar
- 3 conference rooms
- 2 business office
- A La Carte restaurant
- Hotel bar
- Free wireless internet
- Pub "Hajducka pecina"
- Exchange 24 hours
- Laundry and Ironing
- Transfer for guests

# Certificates



## **Quality assurance certificate ISO 9001**

Company owns quality assurance certificate ISO 9001.

## **Ecology**

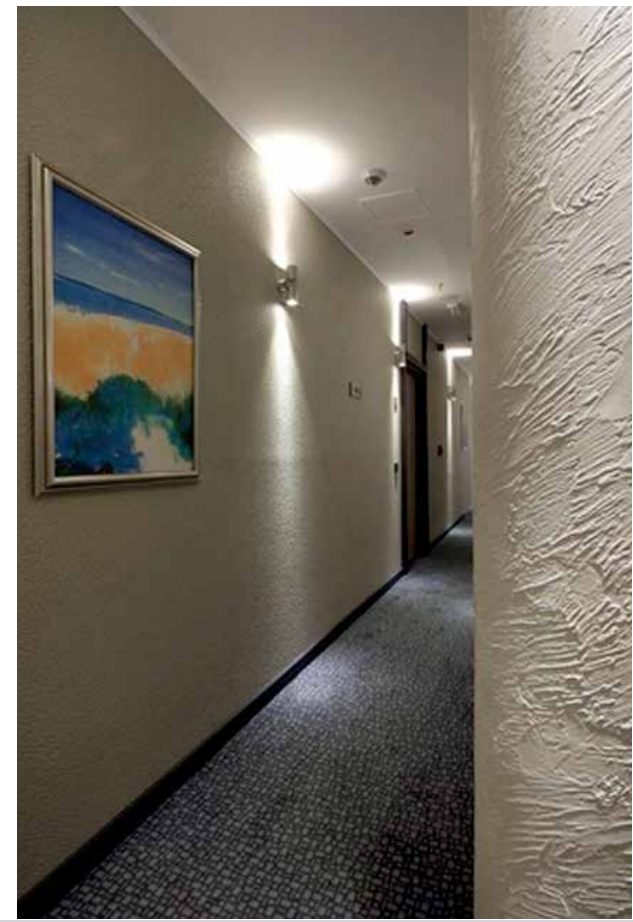
According to applicable regulations, the requirements for environment protection are fulfilled.



# Production and Capacity



Product	Unit	Quantity			Value in EUR		
		2011	2012	2013	2011	2012	2013
Overnight stay	1	14,278	14,473	17,252	959,988	913,529	948,037



# Land and Buildings



Hotel Prag is situated in the center of Belgrade at No. 27 Kraljice Natalije Street and covers the area of 2,429 m<sup>2</sup>.  
Urban construction land (right to use, RS state ownership, share volume C.U.R.) in total: 5a,82m<sup>2</sup>.



# Realization

## Movement in sale volume

Product/service	Unit	Quantity sold			Value in EUR		
		2011	2012	2013	2011	2012	2013
Overnight stay	1	14,278	14,473	17,252	959,988	913,529	948,037
<b>TOTAL :</b>					<b>959,988</b>	<b>913,529</b>	<b>948,037</b>

## Sales structure

Sales structure in %	2011	2012	2013
Domestic market	23.94	16.74	9.89
Foreign market	76.06	83.27	90.11
<b>TOTAL :</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>

## Distribution channels

Distribution channels	% of share
Direct sale	100.00
Wholesale	0.00
Retail	0.00
Intermediaries	0.00



# Organization



## EMPLOYEES



### Number of employees

Working	44
Paid leave	0
Unpaid leave	0
Other (sick leave, vacation, etc.)	0
<b>TOTAL NUMBER OF EMPLOYEES</b>	<b>44</b>

### Age structure of employees

Age	-25	25-35	35-40	40-45	45-50	50-55	55+
Number	3	16	2	8	5	5	5

### Average salaries in EUR

(gross and net) in 2011, 2012 and 2013

Year	Gross	Net
2011	420	302
2012	438	314
2013	464	334



# Assets Overview



	Value in EUR		
	31/12/2011	31/12/2012	31/12/2013
CURRENT ASSETS	755,756	874,591	970,490
FIXED ASSETS	2,472,704	2,104,718	1,965,177
TOTAL EQUITY	3,149,409	2,903,860	2,894,643
OPERATING REVENUES	996,761	943,305	979,396



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

## **STRENGTHS:**

Excellent location, 4 star hotel

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## **WEAKNESS:**

## **OPPORTUNITIES:**

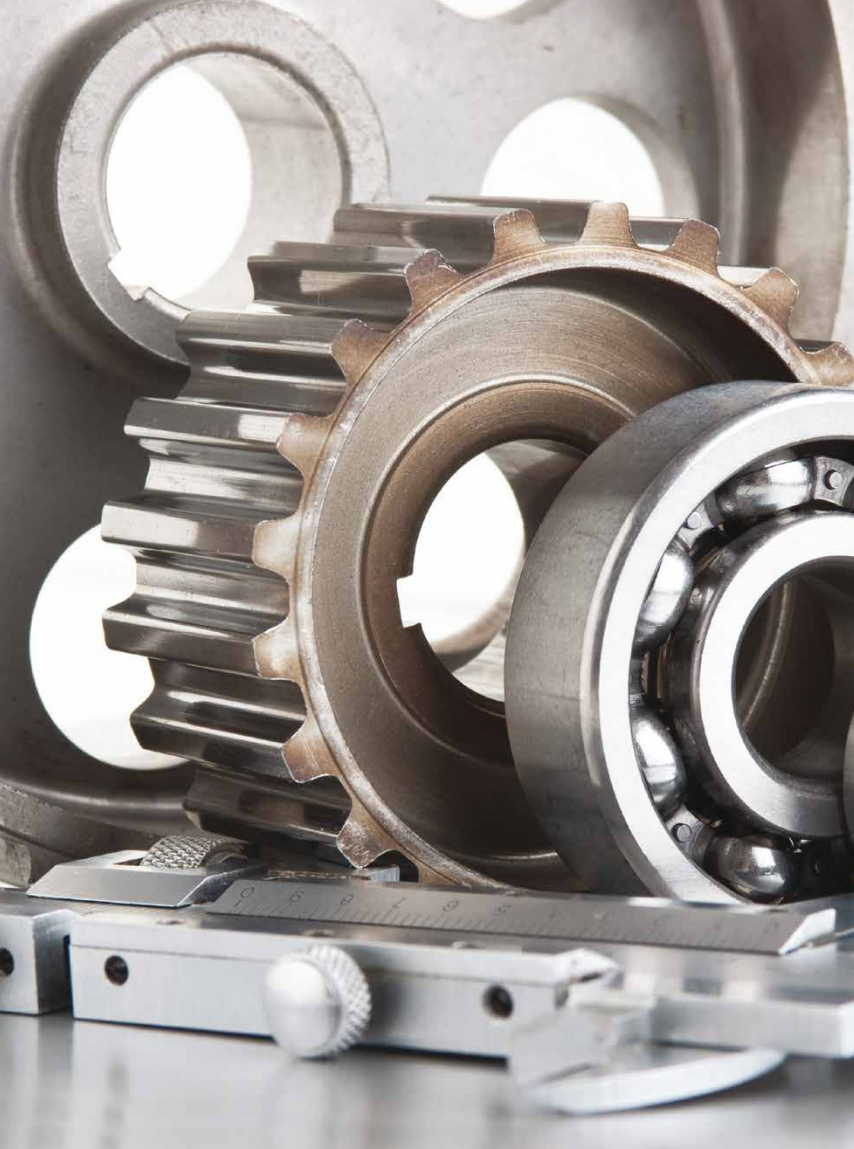
Business hotel-it contains 3 conference  
rooms, 2 business offices

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## **THREATS:**

# 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



Republic of Serbia

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## **Ministry of Economy Republic of Serbia**

Address: 20, Kneza Milosa Street, 11000 Belgrade, Serbia

[www.privreda.gov.rs](http://www.privreda.gov.rs)

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## **Privatization Agency Republic of Serbia**

Adress: 23 Terazije, 11000 Belgrade, Serbia

Phone: +381 11 / 3020-800

Fax: +381 11 / 3020-828

Email: [info@priv.rs](mailto:info@priv.rs)

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

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