



**TRAYAL CORPORATION JSC**  
**KRUŠEVAC**



## General Information

Full legal name	TRAYAL CORPORATION JSC KRUŠEVAC
Address	No number Milosa Obilica Street, Kruševac
Identification Number	07144083
Core activity	Manufacture of rubber tires and tubes; retreading and rebuilding of rubber tires
Foundation Year	1889
Number of Employees	1605

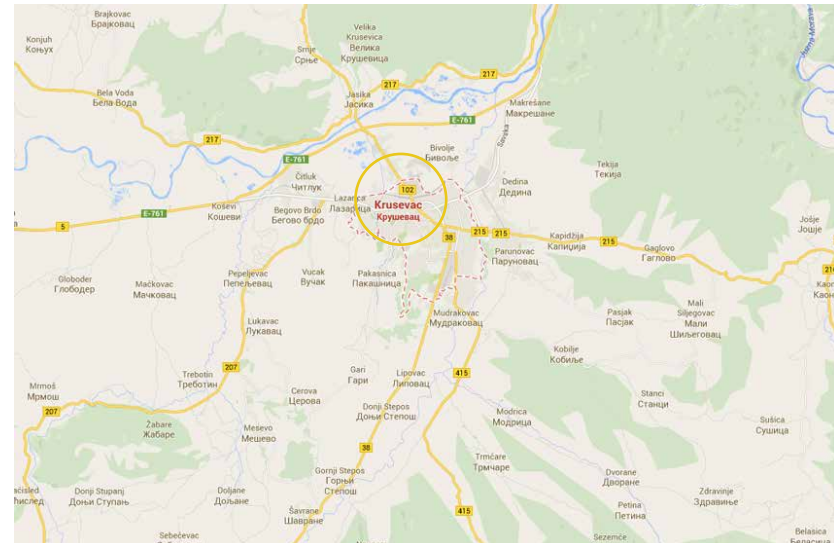


## Capital structure (in%)

Shareholders' fund	1.95
Pension and Disability Fund	13.91
Republic of Serbia	25.00
Privatization Agency	57.43
Others	1.71



## TRAYAL



# Location

TRAYAL



KRUSEVAC

Pan-European Transport Corridors

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



# Tradition



**TRAYAL CORPORATION** is one of the oldest firms in Serbia, originally founded as the Gun-Powder Plant **OBILICEVO** back in 1889.

By the end of XVIII and beginning of XIX century, almost every mill in Serbia grounded gunpowder. In the second half of XIX century, 33 manufacturers of gunpowder were already officially registered. Most of gunpowder factories were around towns of Krusevac, Uzice, Cuprija and Svilajnac. With share capital and state investment, construction of the first bigger gunpowder factory Obilicevo began in town Krusevac, which started with work in 1892 (after the Second World War it worked under the name Miloje Zakic and today it presents large industry corporation **TRAYAL**).



# Product portfolio

**TRAYAL**



## **RUBBER PROCESSING**

- tires & tubes
- technical rubber goods



## **PROTECTIVE DEVICES**



## **INDUSTRIAL EXPLOSIVES**

# Product portfolio



## PRODUCTION ASSORTMENT OF TIRES

- tires for passenger vehicles
- tires for trucks & busses
- tires for light commercial & off-road vehicles
- tires for motorcycles & scooters
- tires for forklifts
- tires for bicycles
- tires for wheelbarrows
- tires for constructing machinery
- tires for tractors
- tires for cultivators
- tires for attached vehicles

# Certificates



## **Quality assurance certificate ISO 9001**

Company owns quality assurance certificate ISO 9001.





# Production and Capacity

Product	Unit	Quantity			Value in EUR		
		2011	2012	2012	2011	2012	2013
Outer tire	Pcs	836.328	841.941	492.522	17.337	7.929	5.254
Inner tire	Pcs	138.084	610.690	411.148	229	679	605
Ventilation pipes	Pcs	260	378	170	45	76	39
Gloves	couple	32.064	26.158	53.632	32	29	61
Panorama mask	Pcs	3.724	12.851	1.085	99	288	44
Active coal	m3	64	911	93	51	1.074	106
Obrazina	Pcs	335	38.939	22.109	16	614	345
Anti-hail missiles	Pcs	2.116	1.985	90	387	389	21
Amonex 1	kg	1.511.501	1.493.059	1.170.988	1.329	1.455	1.183
Metandetonit	kg	551.247	609.147	576.942	486	610	578
Detolit	kg	1.092.240	1.099.150	630.800	391	413	244
Anfo 1	kg	495.240	367.700	738.050	199	173	345
Majdanit 10	kg	3.382.680	6.211.600	6.595.700	1.256	2.509	2.599
Anol anfo	kg	990.740	1.807.900	2.487.900	495	967	1.194



# Production and Capacity

## Average capacity utilization

% of utilization		
2011	2012	2013
15,20	25,45	16,38



## Land and Buildings

The corporation consists of four factories:

- FTIP -Truck and industrial tyre factory
- FGDUG -Cycle tyre and tube factory
- FZS -Protective devices
- FEP -Explosives and pyrotechnics factory





# Realization

## Movement in sale volume

Product/service	Unit	Quantity sold			Value in EUR		
		2011	2012	2013	2011	2012	2013
Outer tire	Pcs	892.858	743.920	615.299	16.965	7.587	6.408
Inner tire	Pcs	149.016	487.655	550.404	268	706	863
Ventilation pipes	Pcs	252	348	203	42	67	45
Gloves	couple	57.778	38.119	61.594	55	44	76
Panorama mask	Pcs	3.658	9.930	2.363	163	346	147
Active coal	m3	300	870		229	812	
Obrazina	Pcs	171	1.752	703	12	73	44
Anti-hail missiles	Pcs	2.060	1.014	318	500	249	77
Amonex 1	kg	1.533.510	1.349.203	1.238.681	1.981	1.676	1.618
Metandetonit	kg	559.497	558.325	622.325	659	671	733
Detolit	kg	1.092.240	1.099.150	630.800	606	653	402
Anfo 1	kg	506.515	360.450	741.125	318	223	490
Majdanit 10	kg	3.382.680	6.211.600	6.595.700	1.883	3.711	4.237
Anol anfo	kg	990.740	1.807.900	1.571.000	472	957	889

## Sales structure

Sales structure in %	2011	2012	2013
Domestic market	91.57	69.29	74.35
Foreign market	8.43	30.71	25.65
<b>TOTAL :</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>

## Distribution channels

Distribution channels	% of share
Direct sale	98.37
Wholesale	0.00
Retail	1.63
Intermediaries	0.00







# Organization

## EMPLOYEES



### Number of employees

Working	1.117
Paid leave	147
Unpaid leave	0
Other (sick leave, vacation, etc.)	341
<b>TOTAL NUMBER OF EMPLOYEES</b>	<b>1.605</b>

### Age structure of employees

Age	-25	25-35	35-40	40-45	45-50	50-55	55+
Number	13	92	244	302	270	336	348

### Average salaries in EUR

(gross and net) in 2011, 2012 and 2013

Year	Gross	Net
2011	414	252
2012	391	238
2013	401	245



# Assets Overview



	Value in EUR		
	31/12/2011	31/12/2012	31/12/2013
CURRENT ASSETS	62.431.812	57.439.118	30.469.252
NON-CURRENT ASSETS	67.028.657	52.487.909	51.885.697



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:**

Confirmed industrial culture

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## **WEAKNESS:**

The level of amortization of existing equipment

## **OPPORTUNITIES:**

Repositioning in the old market, introduction to new markets, particularly in the field of defense industry

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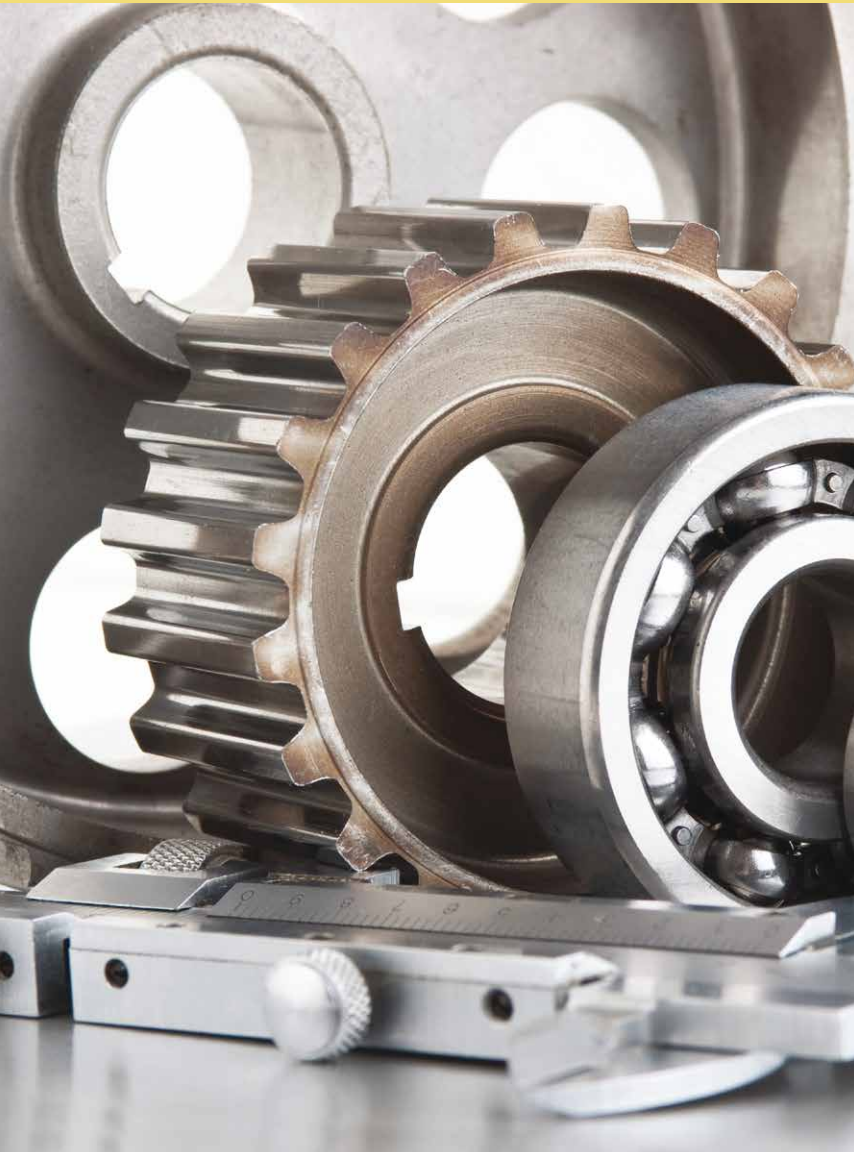
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## **THREATS:**

Loss of markets due to the lack of competitiveness



# 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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