



# Varoš Kapija - Belgrade



## General Information

Full legal name	Catering company Varoš Kapija sc, Belgrade
Address	No. 12 Zmaja od Noćaja, Belgrade
Identification Number	06683673
Core activity	Restaurant and catering activities
Foundation Year	1998
Number of Employees	118



### Capital structure (in%)

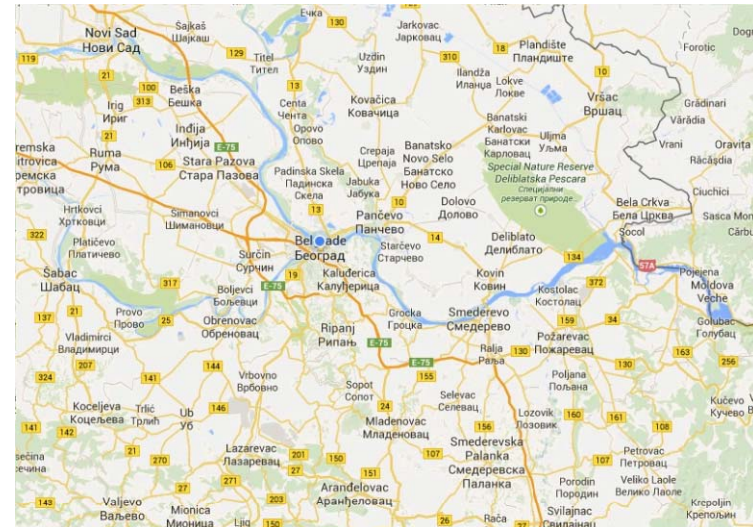
Socially-owned 100.00

# General Information



## Distance form the Company to:

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



# Location



BEOGRAD

Pan-European Transport Corridors

Catering facilities VAROS KAPIJA are located in prime locations in downtown Belgrade.



# Historical background



Catering company VAROS KAPIJA was founded in 1962. Many years of business experience in the hospitality industry makes this company to order the most experienced and instances long term.

Catering facilities within the company representing the cult Belgrade restaurant, known for its authentic ambience and quality cuisine.

With a tradition of two centuries restaurants VAROS KAPIJA have enormous cultural and historical value.

Within restaurants VAROS KAPIJA, among others, include the ZNAK PITANJA which is the oldest pub in in Serbia, founded in 1823.

# Capacity



Company VAROS KAPIJA consists of eight restaurants:



- Znak pitanja  
Kralja Petra Street

- Park  
Pariska Street

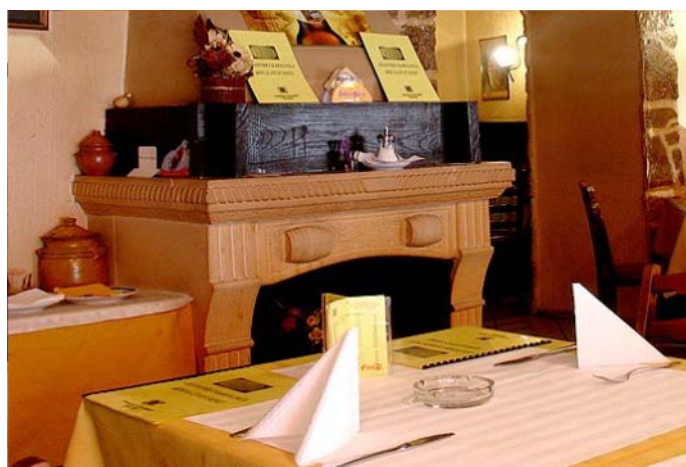


- Sunce  
Dečanska Street



- Kolarac  
Knez Mihajlova Street

# Capacity



- **Proleće**  
Vuka Karadžića Street

- **Zlatno burence**  
Prizrenska Street

- **Korzo**  
Zmaj Jovina Street

- **Naše more**  
Milovana Milovanovića Street



# Capacity



\*All of the restaurants within the company have attractive gardens.



# Facilities



In addition to classic offers local specialties, old VAROS KAPIJA is famous for the wide range of international dishes. In its diverse offer, restaurants Varos KAPIJA offer:

- catering services
- take away
- organizing weddings, cocktail parties, conferences, and other types of events



# Certificates



**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.





# Realization

## Movement in sale volume

Product/service	Value in EUR		
	2011	2012	2013
Food	1.087.185	1.139.852	1.243.217
Non alcoholic beverages	172.934	163.333	162.436
Coffee	116.866	135.150	154.838
Alcoholic beverages	636.080	574.595	622.223
<b>TOTAL</b>	<b>2.013.066</b>	<b>2.012.930</b>	<b>2.182.715</b>



## Sales structure

Sales structure in %	2011	2012	2013
Domestic market	100.00	100.00	100.00
Foreign market	0	0	0
<b>TOTAL :</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>

## Distribution channels

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



# Organization



## EMPLOYEES



### Number of employees

Working	118
Paid leave	0
Unpaid leave	0
Other (sick leave, vacation, etc.)	0
<b>TOTAL NUMBER OF EMPLOYEES</b>	<b>118</b>

### Age structure of employees

Age	-25	25-35	35-40	40-45	45-50	50-55	55+
Number	2	7	16	8	14	28	43

### Average salaries in EUR

(gross and net) in 2011, 2012 and 2013

Year	Gross	Net
2011	455	327
2012	422	304
2013	441	319



# Assets Overview



	Value in EUR		
	31/12/2011	31/12/2012	31/12/2013
FIXED ASSETS	152.359	133.417	127.353
CURRENT ASSETS	82.941	71.563	82.195



A) Information contained in this document is based on the data received 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 herein.

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:**

Restaurant location, image and tradition, consistency and quality of catering services, offer differentiation, credit liquidity



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## **WEAKNESS:**

Business premises are leased, outdate equipment, technical and health conditions of facilities are not in accordance with standards, age structure, lack of young professional staff



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## **OPPORTUNITIES:**

Increasing number of foreign tourists in Belgrade, facility targeting, expansion of night offer, increase of energy efficiency, cost reduction



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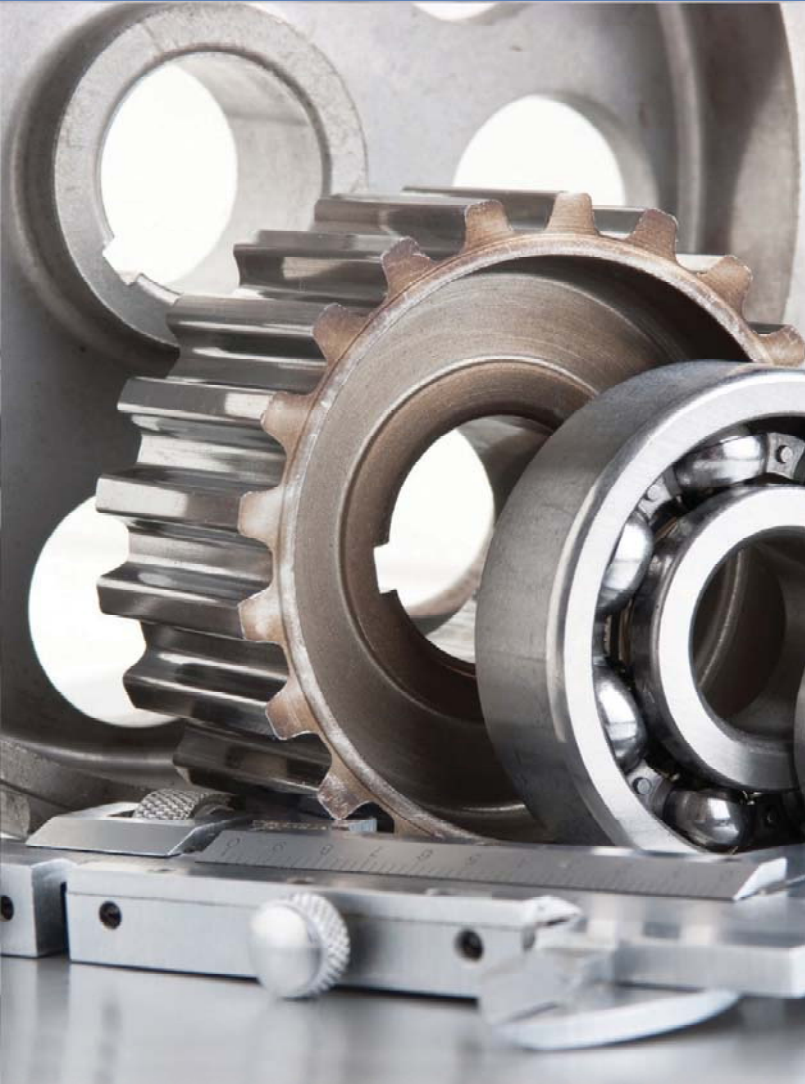
## **THREATS:**

Possibility of disappearing of traditional Belgrade restaurants and staff, punitive regulations related to labor inspection, high fines and short deadlines to correct any deficiencies



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# 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

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