



MANA

Metro, d.d.

VAŠ POSLOVNI PARTNER
predstavitev podjetja

YOUR BUSINESS PARTNER
company profile

USTVARJALCI BLAGOVNE ZNAMKE MANA

V podjetje Metro, d.d., upravljamo blagovno znamko Mana že od leta 2004. Centralno vodimo vse aktivnosti na področjih nabave, prodaje, marketinga in logistike. S strateškim poslovnim partnerjem Mana moda, d.o.o., uspešno delujemo tudi na hrvaškem trgu.

MANA VIZIJA

V Sloveniji želimo ostati največji trgovec z oblačili nižjega cenovnega razreda za vso družino, ki jih odlikuje dobra kakovost in moden videz.

Na Hrvaškem želimo postati pomemben ponudnik tekstila nižjega cenovnega razreda.

Vstopiti želimo tudi na druge evropske trge, kjer obstaja dovolj velik tržni potencial.

MANA POSLANSTVO

Kupcem omogočiti najlažjo pot do modno in kvalitetno oblikovanih oblačil za vso družino po najboljših cenah.

MANA CILJI

Med prednostne cilje, ki zagotavljajo uresničevanje vizije, sodijo:

- rast čistih prihodkov iz trgovske dejavnosti,
- z maloprodajno mrežo pokriti celotno Slovenijo,
- širitev prodaje na tuje trge preko strateških partnerjev, s poudarkom na hrvaškem trgu,
- povečevanje tržnega deleža, večanje ugleda in prepoznavnosti med kupci,
- zagotavljanje dolgoročnih in cenovno ugodnih nabavnih virov ter oblikovanje cenovno ugodnega in kakovostnega prodajnega programa,
- povečevanje prepoznavnosti blagovne znamke Mana,
- modernizacija in tipizacija prodajne opreme s ciljem poenotenja prodajne mreže in ustvarjanja prijetnega nakupovalnega okolja.

THE CREATORS OF THE MANA BRAND

The company Metro, d.d., has been managing the Mana brand since 2004. We carry out all activities in the areas of purchasing, sales, marketing, and logistics. We are also operating successfully on the Croatian market with our strategic business partner Mana moda, d.o.o.

MANA'S VISION

In Slovenia, we wish to remain the largest retailer with low price clothing items for the entire family, characterized by high quality and fashionable appearance.

In Croatia, we wish to become a significant provider of low price clothing.

We also wish to enter other European markets with sufficient market potential.

MANA'S MISSION

We wish to offer our buyers the easiest way to fashionable and high quality clothes for the entire family at best prices.

MANA'S OBJECTIVES

Our priority objectives which enable the fulfillment of our vision are:

- the growth of net revenue generated with commercial activities,
- covering the entire area of Slovenia with our retail network,
- the expansion of sales to foreign markets by means of strategic partners, with the emphasis on the Croatian market,
- increasing our market share, our reputation, and recognizability among our customers,
- providing long-term and affordable sourcing and creating an affordable and high-quality sales program,
- the increasing of the recognizability of the Mana brand,
- the modernization and standardization of the sales equipment with the goal of unifying the sales network and creating a friendly shopping environment.



OSNOVNE MANA VREDNOTE

• Izpolnjevanje pričakovanj kupcev

Kupec je pri nas vedno na prvem mestu. Naše osnovno poslanstvo izpolnjujemo s prijaznostjo prodajnega osebja ter zagotavljanjem sodobno urejenega in prijetnega nakupovalnega okolja.

• Dobri medsebojni odnosi

Zavedamo se, da je za uspešno poslovanje podjetja potrebno medsebojno sodelovanje. S spoštovanjem in zaupanjem gradimo dobre odnose v podjetju in z vsemi interesnimi skupinami.

• Podjetnost, inovativnost in učinkovitost

Vedno iščemo nove rešitve in z veseljem premagujemo vsakodnevne izzive. Želim biti vedno boljši in v koraku s trendi. Vsak zaposleni se zato trudi, da svoje delo dobro opravi.

• Strokovnost in znanje

Zavedamo se, da sta strokovnost in znanje ključnega pomena za doseganje uspeha. Spodbujamo in iščemo različne oblike izobraževanja od prenosa znanja znotraj podjetja do vključevanja zunanjih sodelavcev.

NAČRTI ZA PRIHODNOST

Načrtujemo rast prometa, odpiranje novih trgovin ter iskanje novih in inovativnih pristopov za povečanje poslovne učinkovitosti in uspešnosti.

MANA'S BASIC VALUES

• Fulfilling our customers' expectations

Our customers always come first. We fulfill our basic mission with the help of friendly sales personnel and by providing a modern and comfortable shopping environment.

• Good mutual relationships

We are aware that mutual cooperation is necessary for the successful operation of a company. We build good relationships in our company and with all interest groups by means of respect and trust.

• Enterprising spirit, innovation, and effectiveness

We always seek to find new solutions and are happy to overcome daily challenges. We always wish to be better and to follow trends. For this reason, each employee makes an effort to perform their job well.

• Professionalism and knowledge

We are aware that professionalism and knowledge are of key importance in achieving success. We encourage and seek various forms of education, from knowledge transfer within the company to the inclusion of external partners.

FUTURE PLANS

We plan a growth in sales, the opening of new stores, and we also want to look for new and innovative approaches to increase business efficiency and performance.



MANA – ZGODBA O USPEHU

- 177 trgovin
- 63.000.000 evrov prodaje
- preko 8.000.000 oblačil
- 49.568 m² prodajnih površin
- 766 zaposlenih
- 439.422 članov Mana kluba

MANA TRGOVINE

Z razvejano maloprodajno mrežo želimo kupcem omogočiti najlažjo pot do modno oblikovanih in kvalitetnih oblačil za vso družini po najboljših cenah. Sodobno nakupovalno okolje, velika izbira oblačil in ustrezljive trgovke v trgovinah Mana zagotavljajo prijetno nakupovalno izkušnjo.

Blagovna znamka Mana je kupcem na voljo v 177 maloprodajnih enotah oziroma na 50.000 m² prodajnih površinah.

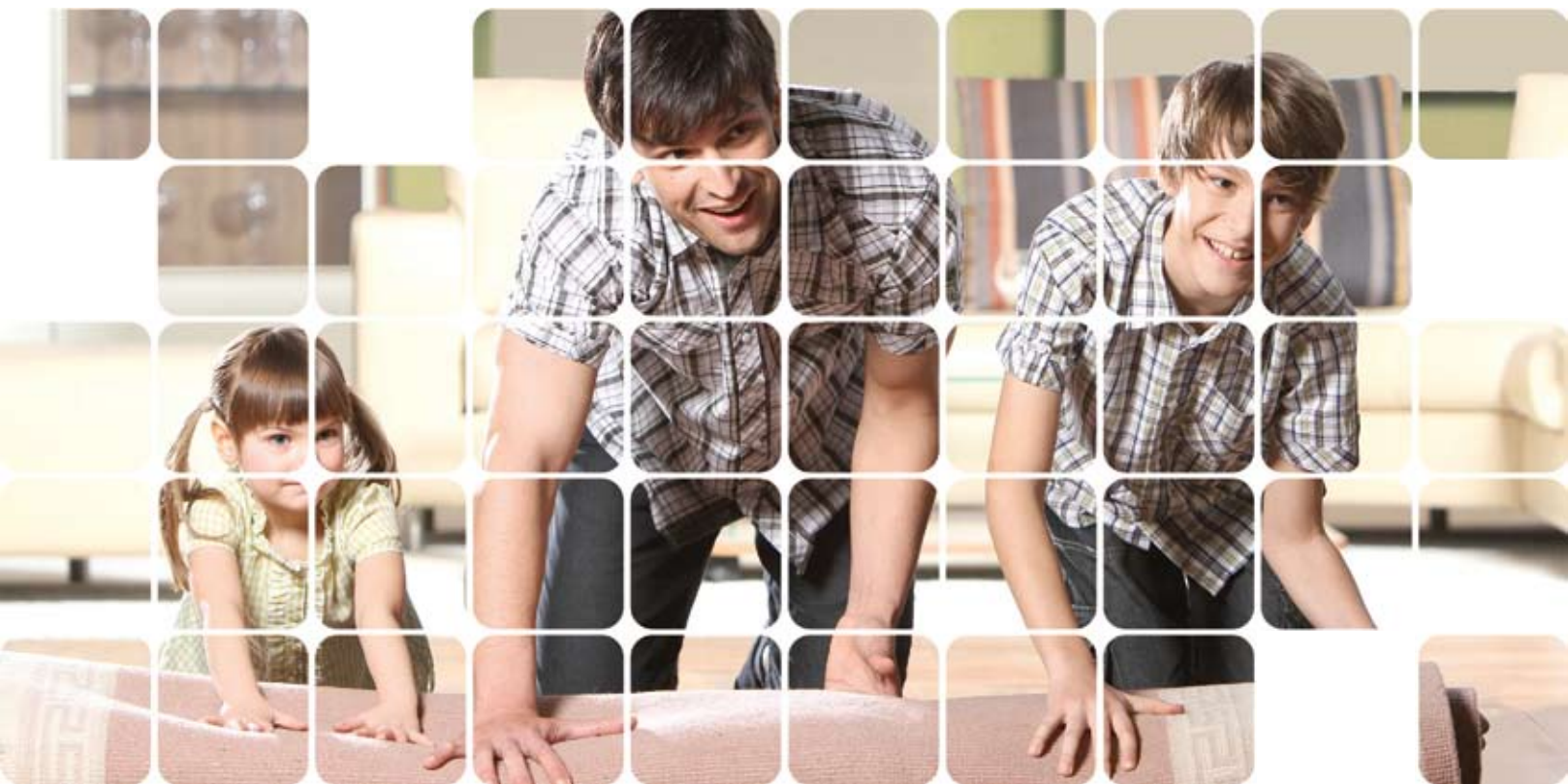
MANA – SUCCESS STORY

- 177 stores
- 63,000,000 Euros in sales
- over 8,000,000 clothing items
- 49,568 m² of sales surfaces
- 766 employees
- 439,422 Mana Club members

MANA STORES

With our wide retail network, we wish to offer our customers the easiest way to fashionable and high quality clothes for the entire family at best prices. A modern shopping environment, a large selection of clothes, and helpful shop assistants in Mana stores ensure a pleasant shopping experience.

The Mana brand is available for our customers in 177 retail sale outlets, which are comprised of altogether 50,000 m² of sales surface.



RAZVEJANA PRODAJNA MREŽA | A WIDE SALES NETWORK



SLOVENIJA - 86 trgovin | SLOVENIA - 86 stores

HRVAŠKA - 91 trgovin | CROATIA - 91 stores



BLAGOVNA ZNAMKA MANA

V Mana že od leta 2004 presenečamo kupce s svojo bogato ponudbo modno oblikovanih, kakovostnih in cenovno ugodnih oblačil za vso družino.

Novost v naši ponudbi so oblačila za dojenčke, s katerimi bomo lahko oblekli tudi najmlajše družinske člane. Pri oblačilih za dojenčke uporabljamo naravne materiale in udobne kroje.

Za kakovostno preživljanje prostega časa nudimo različna športna oblačila izdelana iz posebnih tehničnih materialov, ki so zračna, odvajajo vlago ali ne prepuščajo vetra.

Za popestritev doma pa so kupcem na voljo številni izdelki gospodinjanskega tekstila in drugi najrazličnejši pripomočki.

THE MANA BRAND

Mana has been surprising its customers with its rich offer of fashionably, high-quality, and affordable clothing for the entire family since 2004.

Our offer now also includes baby clothes for the youngest family members. Natural materials and comfortable cuts are used in baby clothes.

To fully enjoy your free time, we offer various types of sports apparel made from special technical materials, which are airy, remove humidity, and are windproof.

Numerous housework clothing items and other diverse products are available for our customers' homes.





MANA KLUB

Mana klub zveste kupce združuje, nagrajuje in preseneča.

Na področju upravljanja odnosov s kupci razvijamo številne aktivnosti in povečujemo uporabnost Mana kartice. Najbolj zvesti kupci se lahko včlanijo v Mana klub, kar prinaša številne ugodnosti. V Mana klubu skrbimo, da članom ponudimo različne ugodnosti, informacije in svetovanje.

Informacijski sistem, ki podpira aktivnosti Mana kluba omogoča direktno komuniciranje in aktiven odnos s člani Mana kluba. Članom Mana kluba mesečno pošiljamo različne informacije o novostih in aktualnih ponudbah.

MANA LETAK

Preko letakov kupce redno presenečamo z ugodnostmi blagovne znamke Mana. K nakupom vabimo z nizkimi cenami, privlačnimi akcijami in stalnimi novostmi v prodajnem programu.

MANA CLUB

The Mana Club brings together, rewards, and surprises faithful customers.

In the field of customer relationship management, we are developing numerous activities and increasing the usefulness of the Mana Card. Customers may become members of the Mana Club, which brings numerous benefits. The Mana Club makes sure to offer its members various benefits, information, and counseling.

The information system which supports the activities of the Mana Club enables the direct communication and an active relationship with Mana Club members. Various information concerning numerous new items and current offers is sent to Mana Club members on a monthly basis.

THE MANA FLYER

We use flyers to regularly keep our customers informed concerning the wide offer of the Mana brand. We offer low prices, attractive deals, and we continuously introduce new items to our sales program to invite you to shop in our stores.



LOGISTIKA

Proizvodnja tekstila in trgovina s tekstilom sta globalno usmerjeni, kar pomeni dolge transportne poti. Na več kot 300 ladijskih kontejnerjev smo uspeli pripeljati 13.000 m³ blaga, kar pomeni 8 milijonov kosov predvsem tekstilnega blaga.

Z združevanjem vseh logističnih procesov smo dosegli boljše delovanje logistike in celovitejši pregled nad logističnimi tokovi blaga. Logističen proces se začne že s kreiranjem velikosti posameznih transportnih embalaž s ciljem izrabe prostora prevoznih sredstev in primernih količin za posamezno prodajalno. Uvedba sodobnega načina manipulacije z blagom, ki se vrši na 5.400 m² skladiščne površine, nam zagotavlja pravočasno dostavo izdelkov na vas prodajna mesta.

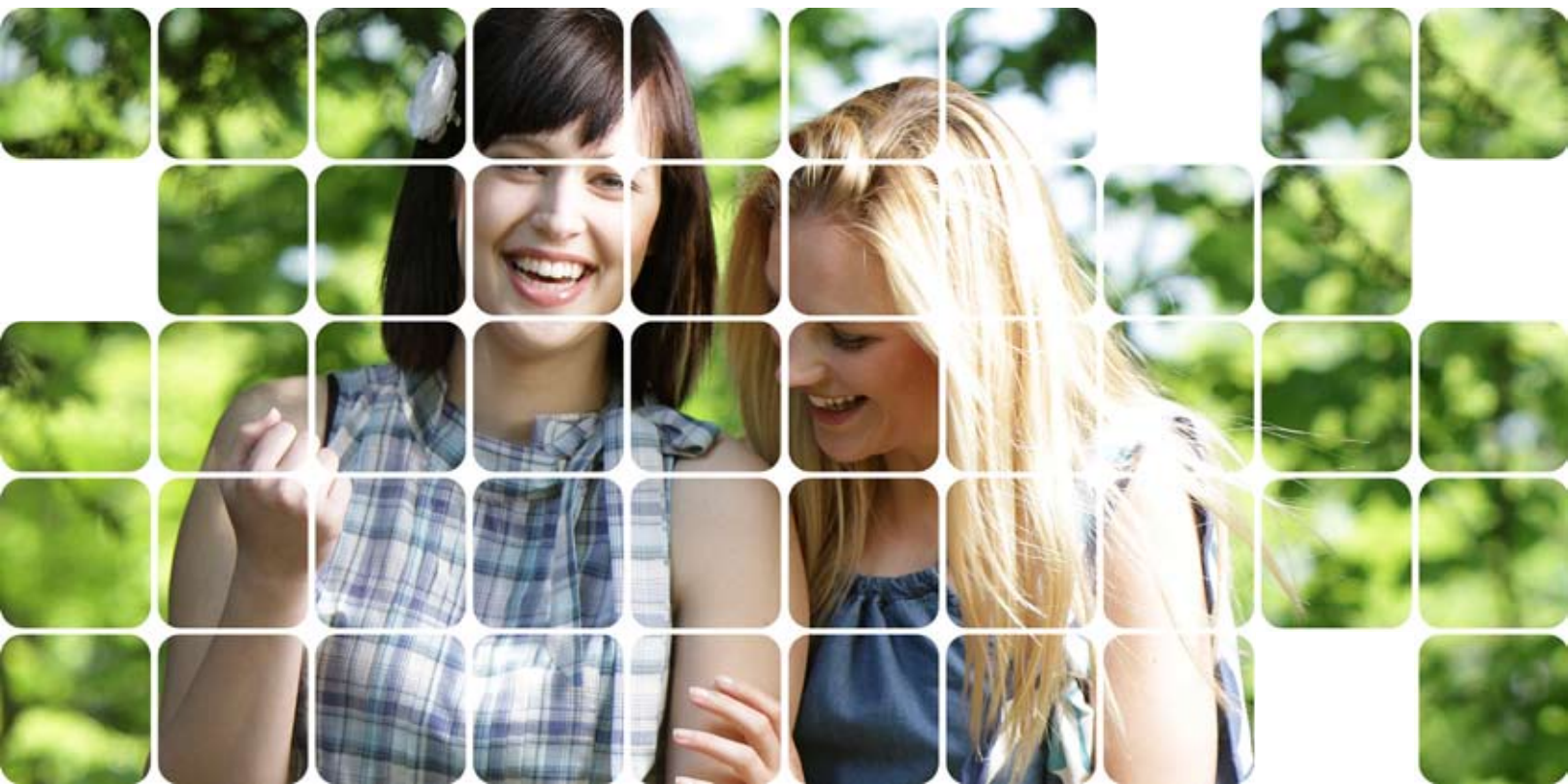
Sodoben in skrbno načrtovan logističen proces omogoča, da vsak mesec odpremimo preko 235 ton blaga.

LOGISTICS

Textile production and sales are globally oriented, which means that transportation routes are long. We managed to transport 13,000 m³ of goods on over 300 ship containers, which is 8 million pieces of mainly textile goods.

By combining all logistical processes, we achieved a better functioning of logistics and a more thorough overview of the logistical movement of goods. The logistical process begins by creating the size of individual transportation packages with the objective of using the space of the transportation means and packing suitable quantities for individual stores. The implementation of the modern handling of goods, which is carried out on 5,400 m² of storage surface, enables us to deliver products to all sales outlets in a timely manner.

The modern and carefully planned logistical process enables us to send out over 235 tons of goods every month.





OKOLJU PRIJAZNI

V oddelku logistike smo centralizirali nadzor ravnanja z odpadki. Ker smo okolju prijazno podjetje, v skladu z zakonodajo izvajamo nadzor pri ravnanju z odpadki tako v centralnem skladišču kot tudi v trgovinah, kjer imamo organizirano ločevanje odpadkov. V našem podjetju zato ločujemo:

- papir ter papirno in kartonsko embalažo,
- plastične trakove,
- folijo,
- prazne kartuše - tonerje.

Z ločevanjem odpadkov racionalno zmanjšujemo komunalne odpadke in prispevamo k ekološki zavesti posameznika in družbe.

Na področju energetike uvajamo ukrepe za izboljšanje energetske učinkovitosti. Tako smo uspeli zmanjšati porabo energije potrebne za osvetljevanje in hlajenje prodajnih površin. Na vseh odjemalnih mestih preverjamo priključne moči električne energije. Poskusno smo namestili LED razsvetlavo, ki bo zmanjšala oddajanje toplote v okolico in prinesla dodaten prihranek električne energije. Novo LED tehnologijo bomo uporabili tudi pri zunanjih svetlobnih elementih, kar bo dodatno vplivalo na zmanjšanje obremenitve okolja.

Kot obliko varčevanja v prodajalnah ponujamo strankam nakupovalne vrečke, ki vsebujejo reciklirano folijo. Obešalniki so v vsaki prodajalni nujni za predstavitev oblačil. Poškodovane obešalnike zbiramo in pošiljamo proizvajalcu, ki jih uporabi pri ponovni proizvodnji.

ENVIRONMENTALLY FRIENDLY

Waste management control was centralized in our logistics department. Because we are an environmentally-friendly company, we carry out waste management control in accordance with valid legislation in our central warehouse as well as in our stores where we organized waste separation. Our company therefore separates:

- paper, as well as paper and cardboard packaging,
- plastic bands,
- foil,
- empty cartridges – toners.

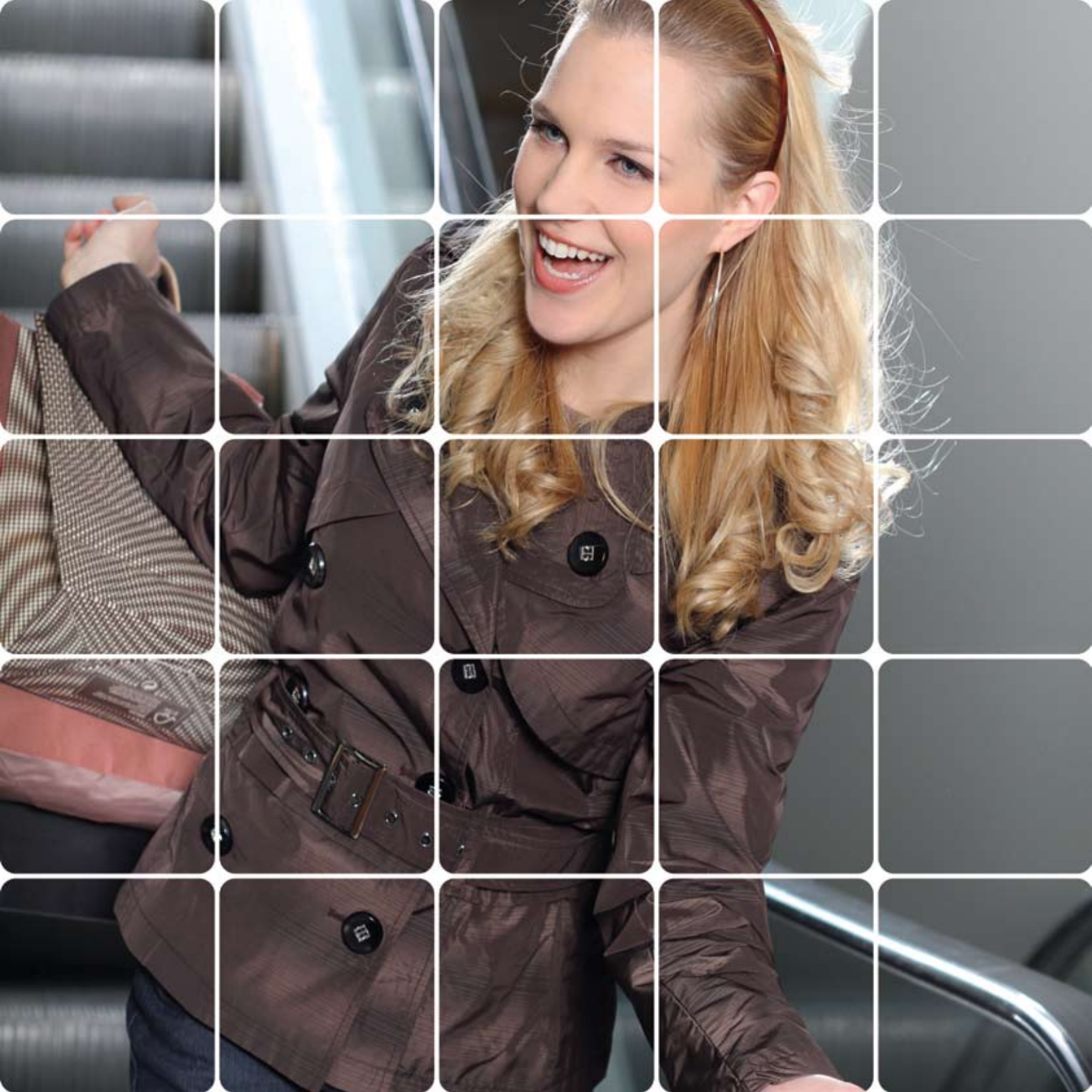
By separating our waste, we are rationally reducing municipal waste and contributing to the ecological awareness of individuals and society.

In the field of energy, we are taking measures to improve energy efficiency. This way, we managed to reduce the consumption of energy needed for the lighting and cooling of sales surfaces. We check the supply power of electricity in all power consumption locations. We installed trial LED lighting. This lighting will reduce the release of heat into the environment, and additionally save electrical power. The new LED technology will also be used in exterior lighting elements, which will be an additional influence on the reduction of ecological damage.

As a way of saving in stores, we offer our customers shopping bags which include recycled foil.

Hangers are a necessity in every store in order to present the clothes. We collect damaged hangers and send them to the manufacturer who once again uses them in production.





SKUPAJ SMO MOČNEJŠI

Veliko pozornost posvečamo skrbi za zaposlene. Ustvarjanje pogojev za prijetno, urejeno in dobro organizirano delovno okolje, ki omogoča dobro počutje zaposlenih in povečuje njihovo motiviranost, se uvršča med naše glavne prioritete. Zato ponujamo zaposlenim vrsto ostalih ugodnosti:

• Varnost in zdravje pri delu

Sledimo vsem zakonskim obvezam na področju zdravja in varstva pri delu. Skladno s tem redno izvajamo usposabljanja zaposlenih na področju zdravja in varstva pri delu ter požarne varnosti. V vsaki enoti dela imamo priskrbljeno tudi zadostno število zaposlenih, ki so usposobljeni za nudenje prve pomoči.

• Neformalno druženje

Trudimo se zaposlene čim bolj povezati s podjetjem, tudi z neformalnim druženjem. V ta namen organiziramo različna družabna srečanja, piknike, izlete in poslovne konference, na katerih se z druženjem bolje spoznamo, izmenjamo izkušnje, mnenja in poskrbimo za dobro vzdušje.

• Komuniciranje z zaposlenimi

Zaposleni lahko uspešno delujejo in so zadovoljni pri svojem delu, če so pravočasno in ustrezno informirani s strani podjetja. Zaposlene informiramo prek naše spletne strani, elektronske pošte in oglasnih tabel. Tako redno skrbimo za obveščenost zaposlenih o dogajanju v podjetju, teamih, o novostih, skrbimo za izmenjavo informacij.

• Izobraževanje

Strokovno usposobljenost zaposlenih zagotavljamo s stalnimi izobraževanji. Največ je bilo izvedenih internih usposabljanj in izobraževanj, ki se izvajajo četrtletno. Na njih udeležence seznanimo z novostmi na področju prodaje. Pripravili smo tudi praktične delavnice s področij, ki jih predlagajo zaposleni v maloprodaji.

Sodelujemo s srednjimi šolami ter dijakom in dijakinjam omogočimo opravljanje obvezne delovne prakse. Sodelujemo tudi z Zavodom z zaposlovanjem pri izvedbi usposabljanj delovnega preizkusa ter pri zaposlovanju težje zaposljivih oseb.

Pomemben korak na področju razvoja kadrov smo naredili z vpeljavo letnih razgovorov.

TOGETHER, WE ARE STRONGER

We pay much attention to the care for our employees. Creating conditions for a pleasant, orderly, and well organized work environment which enables the employees to feel well and increases their motivation is among our main priorities. Therefore, we offer our employees a number of other benefits:

• Health and safety at work

We follow all statutory obligations in the field of health and safety at work. Accordingly, we regularly carry out employee training in the field of health and safety at work, as well as fire safety. Each work unit has a sufficient number of employees who are trained to offer first aid.

• Informal socializing

We try to connect our employees with the company as much as possible, even by means of informal socializing. For this purpose, we organize various social gatherings, picnics, day trips, and business conferences, where we get to know each other better by socializing, exchange experiences, opinions, and we create a nice atmosphere.

• Communication with employees

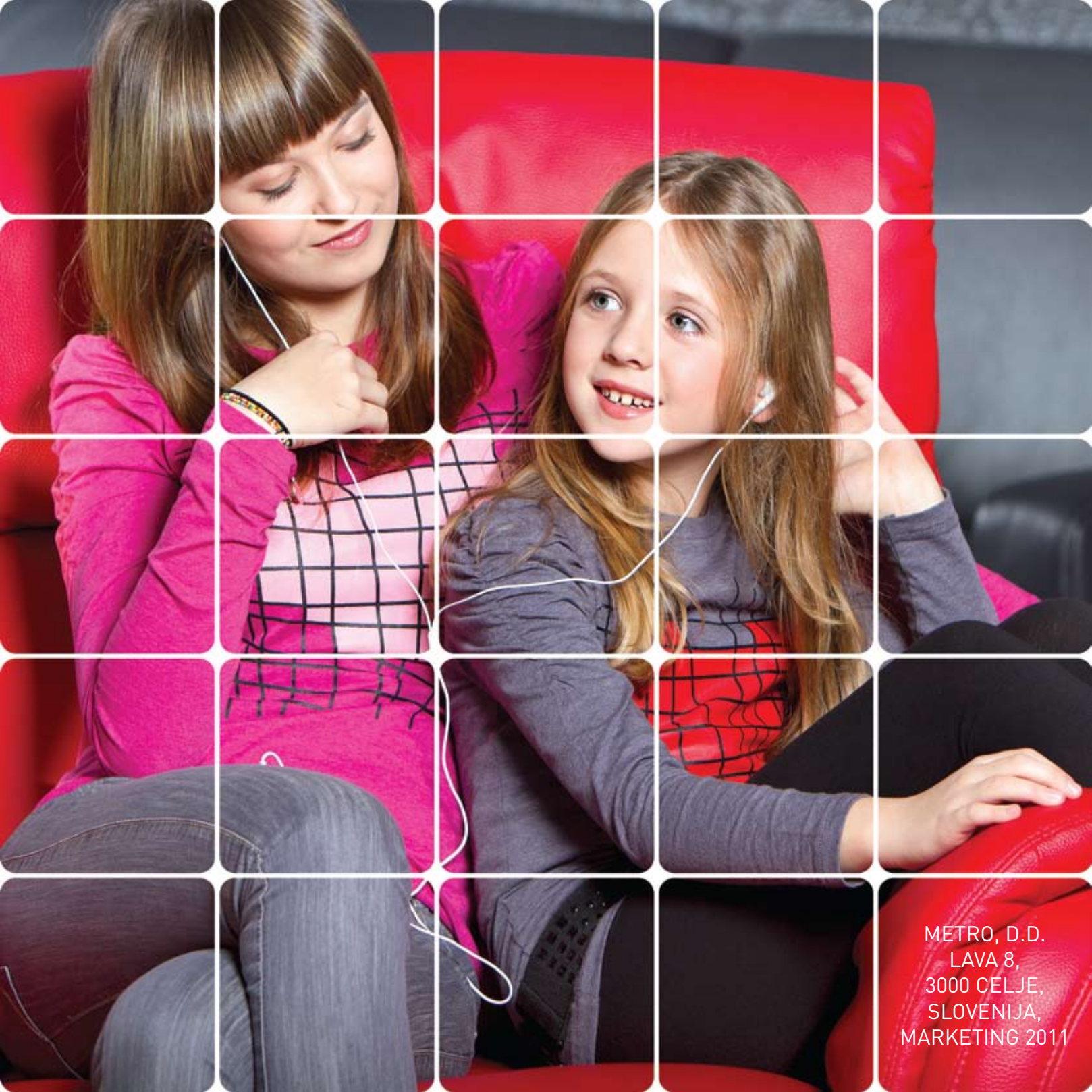
Our employees can operate successfully and can be happy with their work if they are informed by the company in an appropriate and timely manner. We place the greatest emphasis on personal communication; however, we also inform our employees by means of our webpage, email, and notice boards. This way, our employees are regularly informed concerning the happenings in the company, the teams, new developments, and information is being exchanged.

• Education

Our employees are professionally equipped by means of constant training. Most frequent are in-company trainings and classes which are carried out quarterly. There, the participants are familiarized with the new developments in the field of sales. We also prepared practical workshops in fields which are suggested by employees working in retail.

We work together with secondary schools and thus enable students to perform their mandatory internship. We also work together with the Unemployment Office in connection with trial work periods and employing hard-to-place workers.

We made a significant step in the field of personnel development by implementing annual interviews.



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SLOVENIJA,
MARKETING 2011