

# Company Profile



 **Bijelić Co**

**A reliable partner for smart living solutions.**





# Agenda



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**Always efficient,  
always reliable.**

Bijelic Co distribution

**Bijelić Co**

## About the Company

▶ With over 30 years of business experience and hundreds of thousands of kilometers traveled, we manage a distribution company for FMCG products and smart consumer electronics in Croatia, Slovenia, and Montenegro.

▶ Our company's business, as well as the number of employees, is constantly expanding. Today, we are glad to state that we have 130 workers with experience in logistics, warehousing, retail and wholesale, e-commerce, marketing, design, promotion, and distribution.



## Mission



For us - it's not just a business.  
It's being a friend-partner to all business  
colleagues.

We strive to connect homes and cutting-  
edge smart technology, improving and  
simplifying the lives of our residents and  
the wider community we serve.

Finally, our mission is to spread a more  
relaxed, fun-filled lifestyle into homes.

## Vision



To be a partner always guided  
by the highest business  
standards based on a long-  
standing tradition of tireless  
and continuous work.

With no downtime, our reliable  
and secure distribution  
includes transportation from  
point A to points B and C.

## Why work with us?



With years of market expertise, we walk  
a well-trodden path and are familiar  
with all the tracks and shortcuts that  
quickly deliver our partners' desires to  
the goal.

At the same time, we carefully track  
those most important, our partners and  
customers — and their needs while  
continually improving our staff's  
knowledge and skills.



## Operational Excellence

- Supply chain collaboration
- Infrastructure development
- Warehousing and distribution centers
- Regulatory compliance
- Collaboration and partnerships
- Efficient Transportation



## Market Expansion

- Setting up a new distribution center
- Establishing partnerships with local logistics providers
- E-commerce and retail integration
- New customer and market segments
- Customization and localization
- Brand positioning



## Customer Satisfaction

- Timely and accurate deliveries
- Clean and consistent communication during the shipping process
- Transparent pricing, clear terms and conditions
- Quick and efficient problem solving
- Consistently delivering high-quality service





## Offered Services

Distribution

Wholesale

Retail

eCommerce

Logistic

Service center

In-house design

Marketing &  
Promotion

Social Media  
Management







## Number tales



**30+**

Years  
in business



**130+**

Employees



**700+**

Sales  
partners



**5000+**

Sent  
packages



**3**

Distribution  
center



**6000 m 2**

Warehouse  
size



**35**

Vehicels



**6**

Point  
of sales



# Business roadmap



1992

2001

2003

2010

2013

2017

2018

2020

2021

2023

COMPANY  
FOUNDED

TOBACCO  
FACTORY ROVINJ  
partnership

T-MOBILE  
partnership

JAPAN TOBACCO  
INTERNATIONAL  
distribution

MONSTER ENERGY  
distribution

XIAOMI  
distribution  
Croatia, Slovenia,  
Montenegro

XIAOMI STORES  
Vienna & Zagreb

AMAZIFT  
distribution  
Croatia, Slovenia,  
Montenegro

RODIMI  
distribution  
Croatia, Slovenia,  
Montenegro

[mi.hr](http://mi.hr)

XIAOMI  
STORES  
Rijeka, Split,  
Zagreb,  
Osijek

IMILAB  
distribution  
Croatia,  
Slovenia,  
Montenegro

[venkon.hr](http://venkon.hr)

360 SMART  
LIFE  
distribution  
Croatia,  
Slovenia,  
Montenegro

ELFBAR 600  
distribution

XIAOMI  
award  
Premium  
partner of  
the year



# Partners

## Building a Better Future Together





# Words from Partners



Bijelic Co. has been Schenker's trusted partner for years. Their skilled logistics staff offers timely, high-quality information and a vast regional network of business partners, ensuring consistent growth.



Bijelić Co is our long-term partner and over the years we have supplemented our cooperation to mutual satisfaction. It is a pleasure to cooperate with the team in all business segments.s."



They calmly handle all issues and converse with truck drivers who visit their address, following the traditional Slavonian hospitality tradition in busy times.



We have a highly productive partnership with Bijelic Co. We are frequently in contact with the logistics team, and communication is excellent. They are highly competent, accommodating, diligent, and prompt.



This close partnership will continue in the future with the goal of giving clients better goods and services.



A reliable partner who, from the very beginning of cooperation, has brought significant progress in the quality of our business.



We have been working with Bijelic Co for many years, and we are extremely satisfied with their support, especially their flexible approach to our customers' wishes and needs



Working with Bijelic Co brought outstanding results over many years. The quality of their products, efficiency, dedication, and professionalism make them an essential partner for any organization seeking sales excellence. .



# Performance

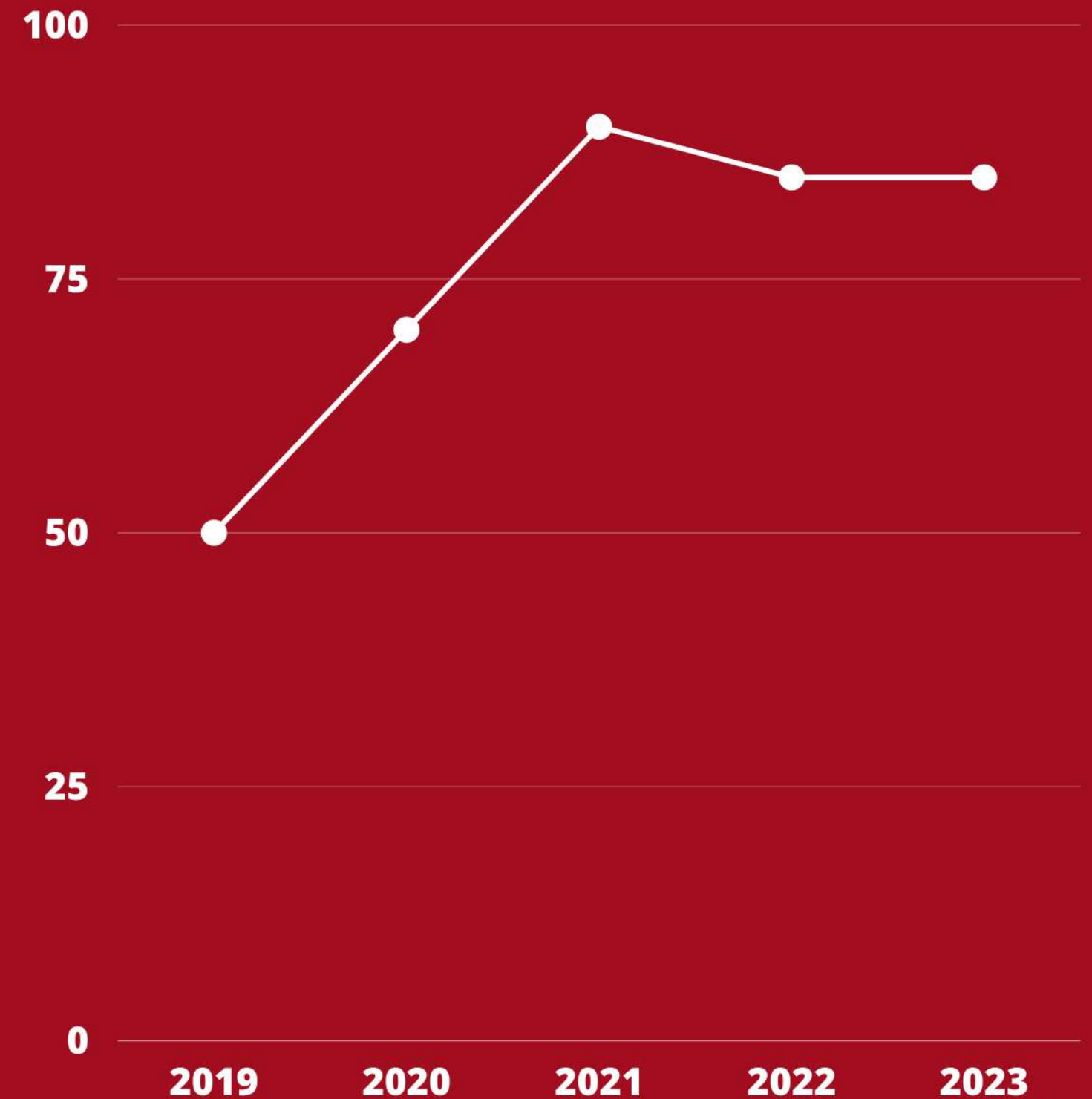


In 2019 and 2020, company's income increased consistently across all business segments.

In 2020, due to the COVID crisis, we launched two web stores - [mi.hr](https://mi.hr) & [venkon.hr](https://venkon.hr) - that brought us stability and business expansion.

In 2022, we observed a slight decline in traffic, which was not a surprise to us and which we fully anticipated, given the conflict in Ukraine, price increases in all segments of the domestic and regional markets, stagnating wages, and a decline in the purchasing power of the end of users.

In 2023, we foresee the same amount of revenue. In 2024, however, we anticipate a resurgence in revenue due to the new business partnerships with well-known brands and the expansion of the market into e-cigarettes.





# We do awareness for our partners

## ISKRENO O MAJCINSTVU supermame

### pametni sat za djecu – 360 kids smartwatch E1

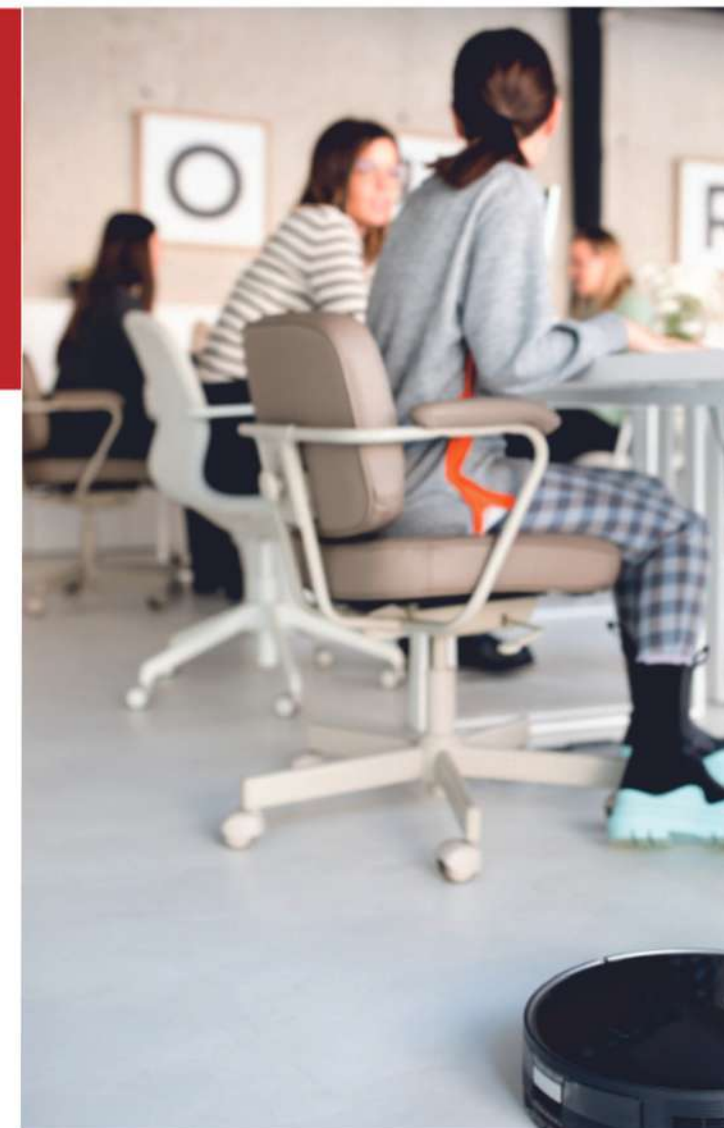


360 Kids Smartwatch E1

Pametni sat za djecu 360 Kids Smartwatch E1 – donosimo recenziju.

Nova školska godina je počela, a roditelji i novi izazovi za nas roditelje, ali i za naše dijete. Većina nas nastoji odgoditi što kasnije korištenje mobitela, ali želimo da djeca na putu do škole, na tobaku ili na druženju kod prijatelja imaju mogućnost nazvati nas. Savrem logičan izbor je pametni sat za djecu.

Imate sreo priliku isprobati i koristiti 360 Kids Smartwatch E1 dostupan u [Vulkan.hr](http://Vulkan.hr) trgovini.





# Opening Xiaomi Store



Split, 2020



Osijek, 2021



City Centar, 2021. Zagreb



Arena Centar, Zagreb 2018



# Xiaomi Global Partner Conference, Beijing 2023.

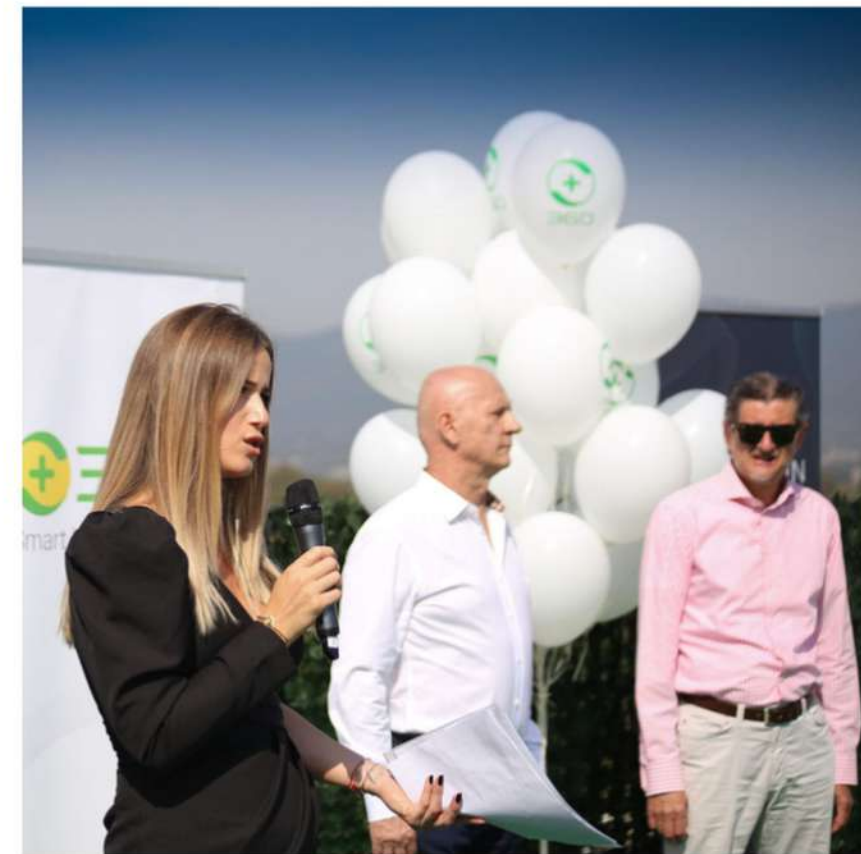
## "Premium Partner of the Year"







## 360 Smart Life brand presentation, 2021.

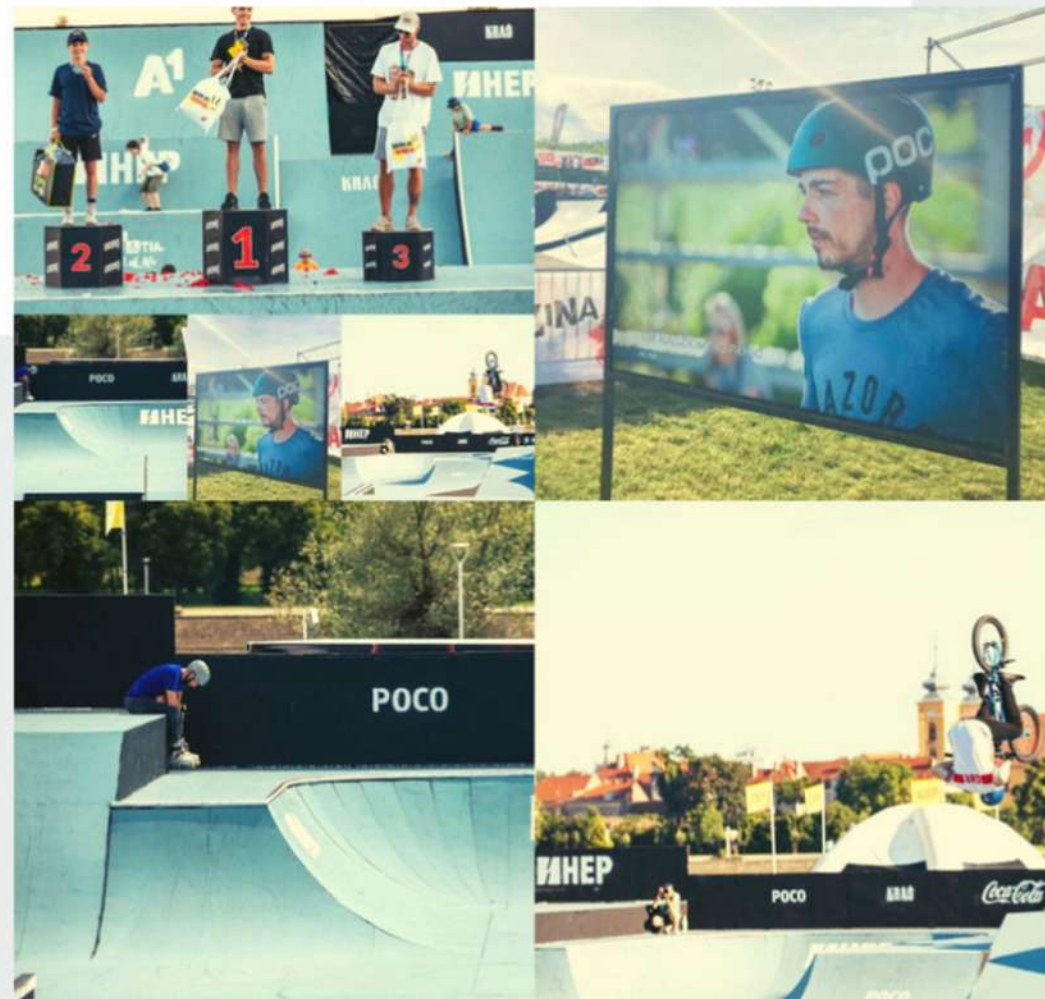




**POCO**  
Experience zona  
Pannonian Challenge 2022.

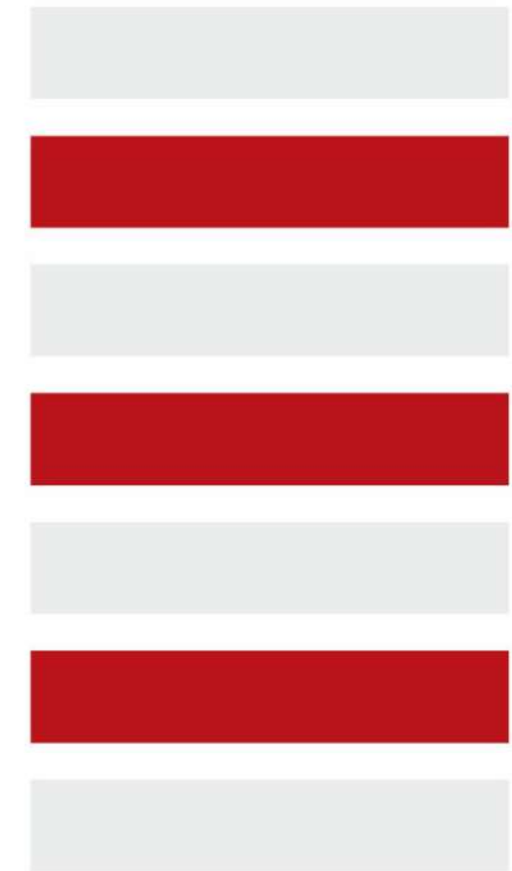
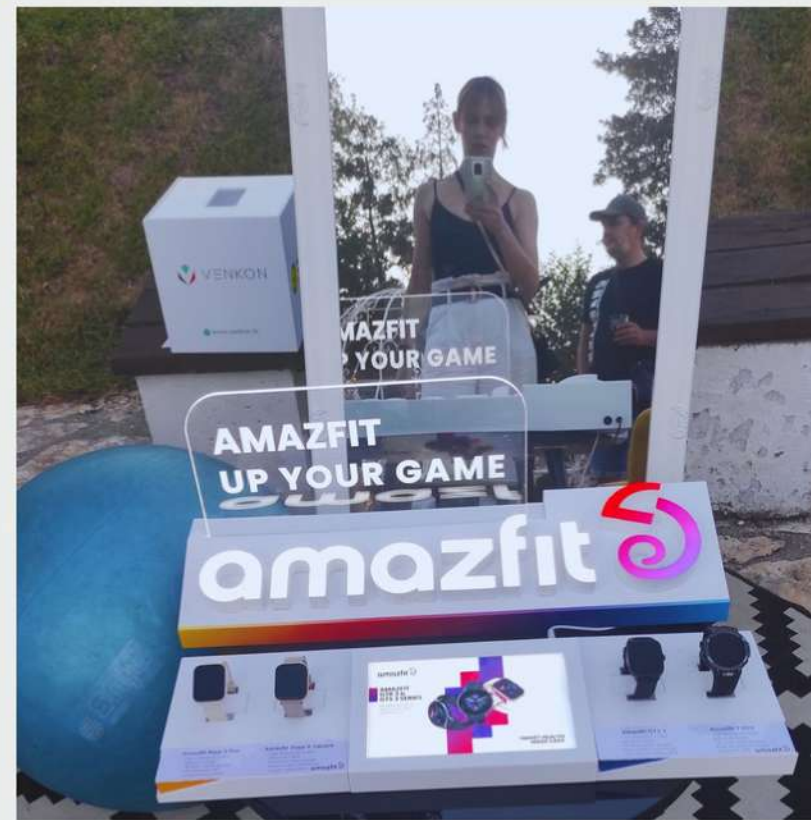


**POCO Experience zone,  
Pannonian Challenge festival,  
2022.**





# Venkon.hr Experience zone, Zenski recenziraj Summer party, 2022.





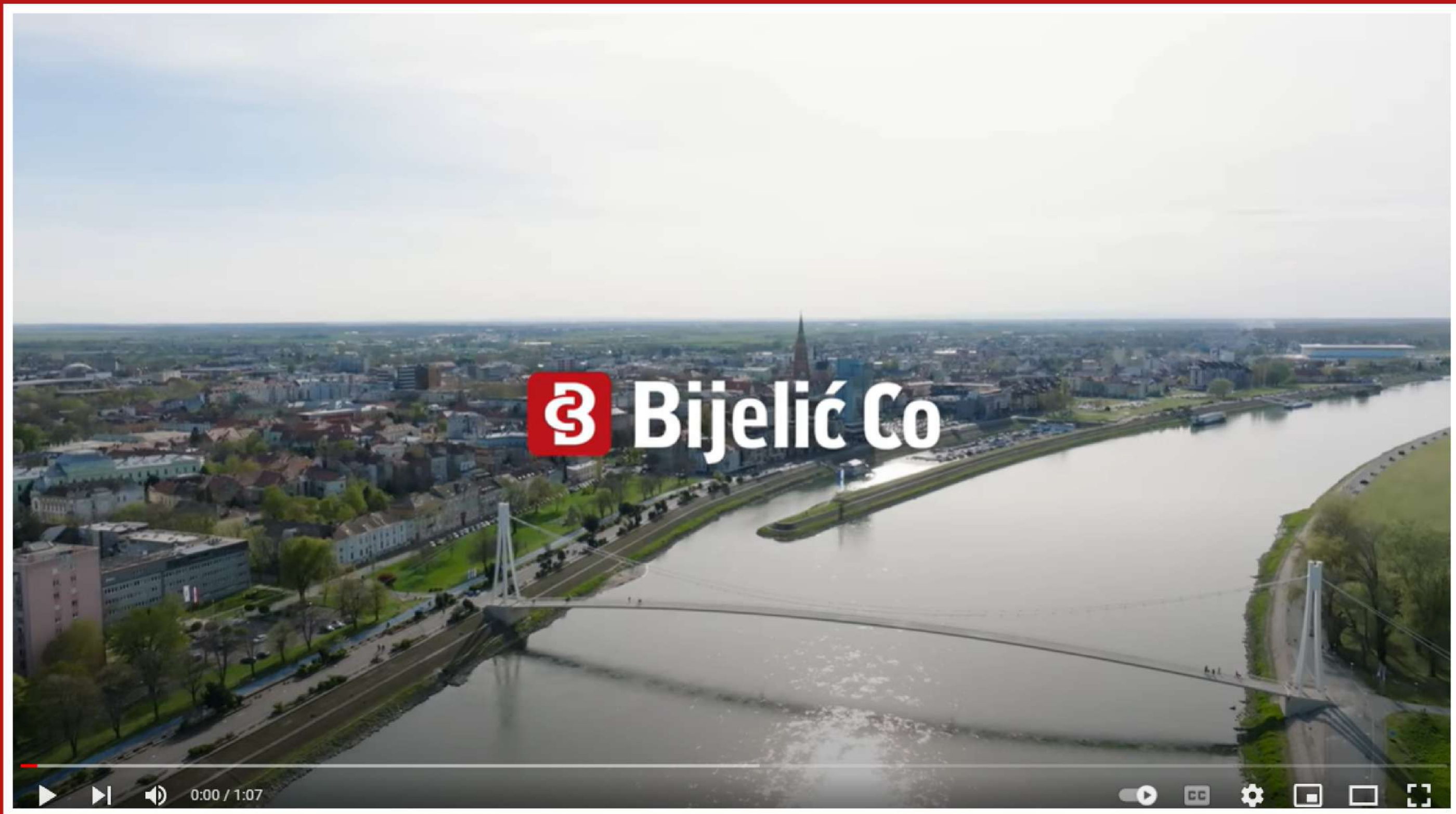


# ELFBAR Experience zone CroCommerce Conference Zagreb, 2023.





# Company video



 **Bijelić Co**



## Connect with us!

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