





ABOUT US

We represent to you serving merchandising and positioning of your products in chains of retail trade in Serbia.

MVM Company is founded in 2004. with the main purpose of giving merchandising services concerning high range of products.

OTHERS ABOUT US

UMETNIČKI ZANATI

Stranci luduju za šajkačom i opankom

BLIC POSAO

Merčendaizing, pametna usluga za pametne trgovce

Uzoran raf, veća zarada

Dobrim raspoređivanjem robe u rafovima trgovina prodaja se povećava i do 60-65 odsto



Umetnički zanati su uvek bili popularni, ali se danas sve više razvijaju. Stranci su posebno zainteresovani za šajkaču i opankom. Ovo je prilika za trgovce da povećaju prodaju i zaradu. Merčendaizing je pametna usluga koja omogućava trgovcima da bolje rasporede robu na policama. Uzoran raf može povećati prodaju do 60-65 odsto.

MIZI | **POSLO** | POSREDOVANJE I PROMET NEKRETNIM PRAVIMA

ZAŠTO SU POZNATE MASKE UVEK PRVE NA OKU U SAMOUSLUŽAMA?

Bolje mesto na polici, veća prodaja

Rezervirani sveti lagrodio čitav niz tehnika za bolje pozicioniranje robe u maloprodajnim objektima



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BEFORE



Displaying and positioning of products play the main role in increase of sale and making the brand itself.

We are the attestors of bad positioning of products and POS materials in buildings every day (empty shelves, disordered place of sale).

AFTER



Bad positioning occurs due to this reasons:

- Overload of staff
- Excessive number of clients

BEFORE



AFTER



Direct reasons of bad positioning are:

- Making a bad image of manufacturer / supplier
- Bad informing of clients of the products
- Weak response of clients in action (sales)
- Corruption of brand due to neglecting which has immeasurable consequences

To resolve this problem providers lie under the necessity of developing their own merchandising departments and by doing that, making new expenses.

MVM Company is offering this services:

Serving merchandising

For companies that don't have its merchandising department and that deliver products to the central warehouse. The service of serving merchandising consists of:

- Positioning of the products
- Arranging the shelves / the place of sale
- Cleaning and maintenance of orderliness of shelves / the place of sale
- Taking the products from the warehouse and its placing on shelves / in the place of sale
- Giving a suggestion to the headman to order or demand the products

The verification of existing merchandising departments



In case that your company already has the merchandising team, MVM Company offers you discrete supervision of merchandisers working in the field. In Western European countries many companies offer this type of services for practical reasons – impossibility of good supervising of people working in the field, of their effort, time delay in the buildings, work on the shelves and places of sale etc. We offer you all services of serving merchandising, plus additional supervising services:

- a) of merchandisers
- b) of buildings
- c) of headmen

Datum obilaska:	01.01.2011.
Broj običenih objekata:	1
Merchandise:	Petar Petrović

NAZIV OBJEKTA	NAPOMENA ZA OBJEKAT										
	Gramaza	Napolitana sa kakao filom=10%gratis 100g	Napolitana sa lesnik filom=10%gratis 100g	Napolitana sa kakao filom=10%gratis 200gr	Napolitana sa lesnik filom=10%gratis 800gr	Smiles Mleko 140gr	Smiles jogging mtecri fil i cerallije 120gr	Kond bo jagoda 100gr	Kond bo kajsija 100gr		
IDEA NIŠ	Cena proizvoda	37,99	37,99	71,99	279,99	134,99	126,99	35,99	35,99	Novo u asortimanu bomboni vocna karamela 100g limun 38,99 din, mix vocnih karamela 102,99 din, karamela menta 38,99 din, karamela jagoda 38,99. Tri naša artikla nisu bila zastupljena u objektu. Cene nisu bile ispred proizvoda. Roba je trebovana. Svi artikli koji su pred istek roka za mesec februar su rasprodati.	
	Zatečeno stanje	Broj facing-a	1	0	1	1	0	1	0		1
	Završno stanje	Broj facing-a	1	1	1	4	2	1	2		1
	Zaliha robe		1	1	1	1	1	1	1		1



And all the other objects that are not on the list, but which you think would be good to be...

★★★★★
Imate problem sa izlaganjem?
Mi radimo za Vas!



TRAINING

The entire merchandising team is trained by German expert in merchandising at supermarkets, Mr. Zigfrid Daum (expert for positioning of products and cross merchandising).

Every month, Mr. Daum visiting our merchandisers, to check for expertise and carried by the new knowledge and technology (impulsive buying, human factors, time of year, region).



TRAINING

Please note that each merchandiser has built excellent interpersonal relationships with all the foremen of the above system at home. Such a relationship was built many years evading, presentation, and good business relationships.



By using our services, your company directly gets:

- increase of the sale
- making of the brand
- pointing the dealers and customers to the products
- obtaining all sorts of information that can be useful for your company

MVM company covers most retail stores from Subotica to Vranje.



CLIENTS



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WE ARE WORKING FOR YOU!

