IZGRADNJA GLOBALNOG BRENDA
SINERGIJOM DOMAĆIH KADROVA, ZNANJA I VJEŠTINA NA PRIMJERU KOMPANIJE INTERPROCESS D.O.O.

Jasmin Kalabić, 30.11.2023

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KO JE  ?



- 37 godina, **sretno** oženjen, otac 2 djece
- Rođen u Sloveniji
- Državljanin BiH
- O.Š Gazi Ferhad Beg 1993-2000
- Kuleli Askeri Lisesi 2000-2005
- **Po struci vojno lice / potencijalni oficir pješadije**
- Engleski i Turski



ZAŠTO



DRŽI PREDAVANJE NA OVU TEMU ???



- Natron Hayat 2005 – 2013 / regionalni direktor izvoza
- Samas 92 d.o.o. 2010 – 2016 / direktor
- Heinzel Sales GmbH 2013 – 2016 / direktor Russia & CIS
- Heinzel sales GmBH 2016 – 2018 / stručni saradnik
- Peplast d.o.o. Odžak 2014 – 2016 / direktor
- Interprocess d.o.o. Tešanj 2016 – trenutno / direktor
- Hifa Oil Tešanj, sektor petrohemije 2017 – 2019 / direktor sektora
- Premium Plus d.o.o. Tešanj 2019 – trenutno / direktor
- InterMobello d.o.o. Nazarje 2021 – trenutno / direktor
- HP Holding 2023 – trenutno / član upravnog odbora

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KAKVE VEZE IMAJU

interProcess
Quality.Innovation.Reliability

I STVARANJE GLOBALNOG BRENDA???



interProcess
Quality.Innovation.Reliability

MOBELLO

MOBELLO

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KO JE

MOBELLO

MOBELLO

I KAKO **USPJEŠNO I EFIKASNO** IZGRADITI SLIČAN GLOBALNI BREND???

Uspješna i efikasna izgradnja brenda!

Osnovna klasifikacija tržišnih modela brendinga/marketinga/prodaje :





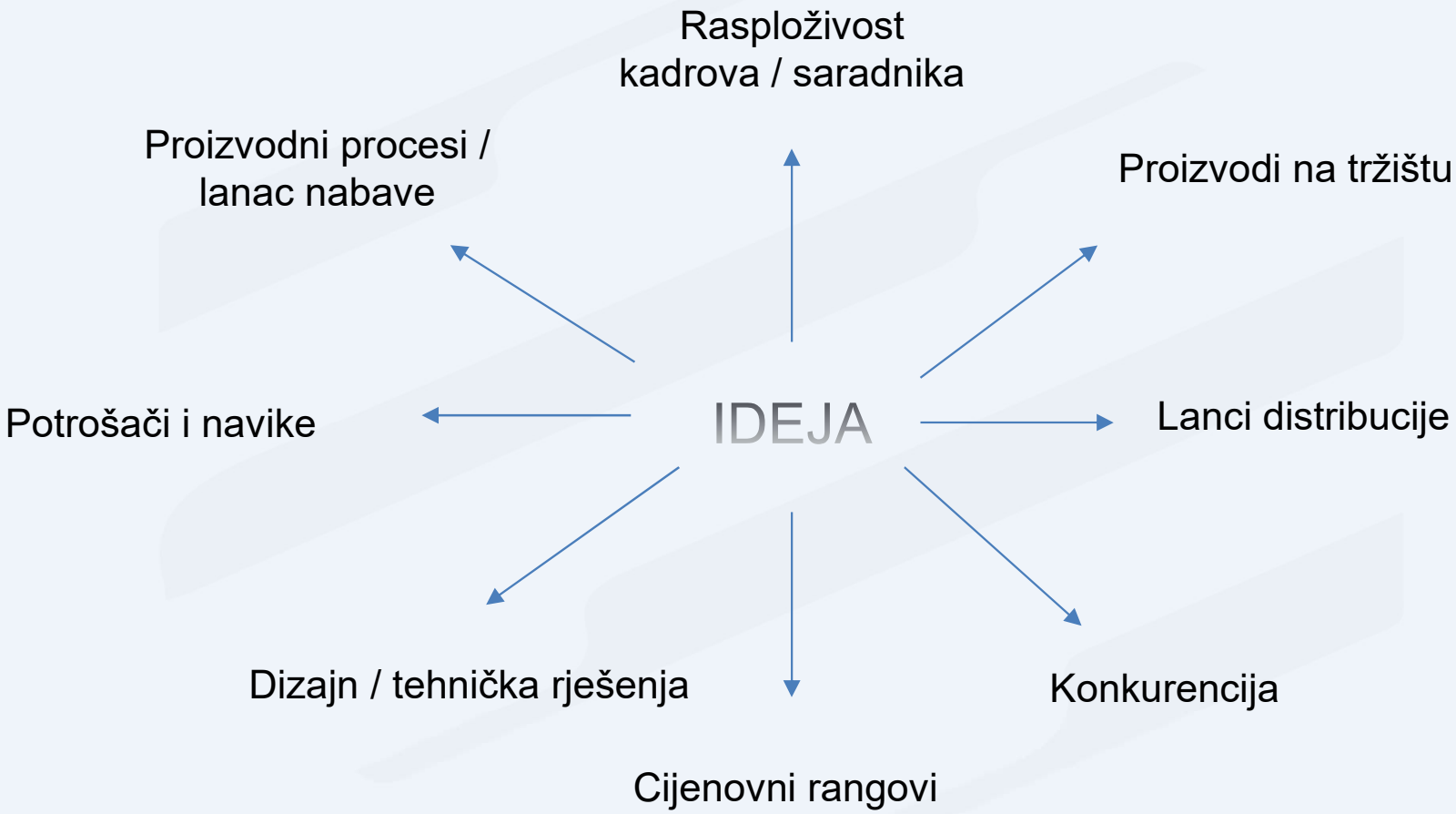


Uspješna i efikasna izgradnja brenda!

PRVI korak:

DUBINSKO ISTRAŽIVANJE
***SVEGA*!**

Uspješna i efikasna izgradnja brenda!



Uspješna i efikasna izgradnja brenda!

~~DRUGI korak:~~

~~**BUSINESS PLAN!**~~

ODVOJENA TEMA!

Uspješna i efikasna izgradnja brenda!

DRUGI korak:

DEFINISATI OPREDJELJENJE I PRIPADNOST !

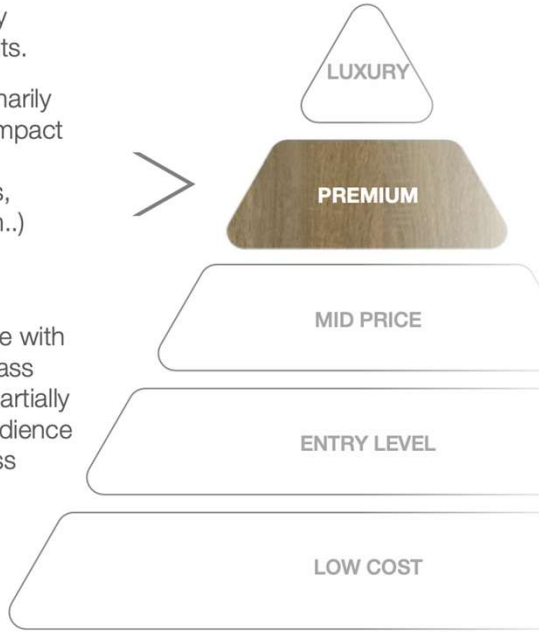
Uspješna i efikasna izgradnja brenda!

POSITION / NEEDS FULFILLMENT

Mobello's impact is defined by brand attributes and arguments.

Since Mobello as a brand primarily targets and has a significant impact at customers' Esteem needs (Respect, Self-esteem, status, recognition, strength, freedom..) it should be positioned as a Premium brand.

This position is fully compatible with our targeted Upper Middle-Class audience. Additionally, it will partially cover lower Wealthy-Class audience and a segment of Middle-Class audience.



Self-actualization
Desire to become the most that one can be

Esteem
Respect, Self-esteem, status, recognition, strength, freedom

Love and belonging
Friendship, intimacy, family, sense of connection

Safety needs
Personal security, employment, resources, health, property

Physiological needs
Air, water, food, shelter, sleep, clothing, reproduction

Maslow's hierarchy of needs is a theory of motivation which states that five categories of human needs dictate an individual's behavior.

Uspješna i efikasna izgradnja brenda!

TREĆI korak:

KREIRATI KARAKTERNE LINIJE VAŠEG PROIZVODA ILI USLUGE!

Uspješna i efikasna izgradnja brenda!



Uspješna i efikasna izgradnja brenda!

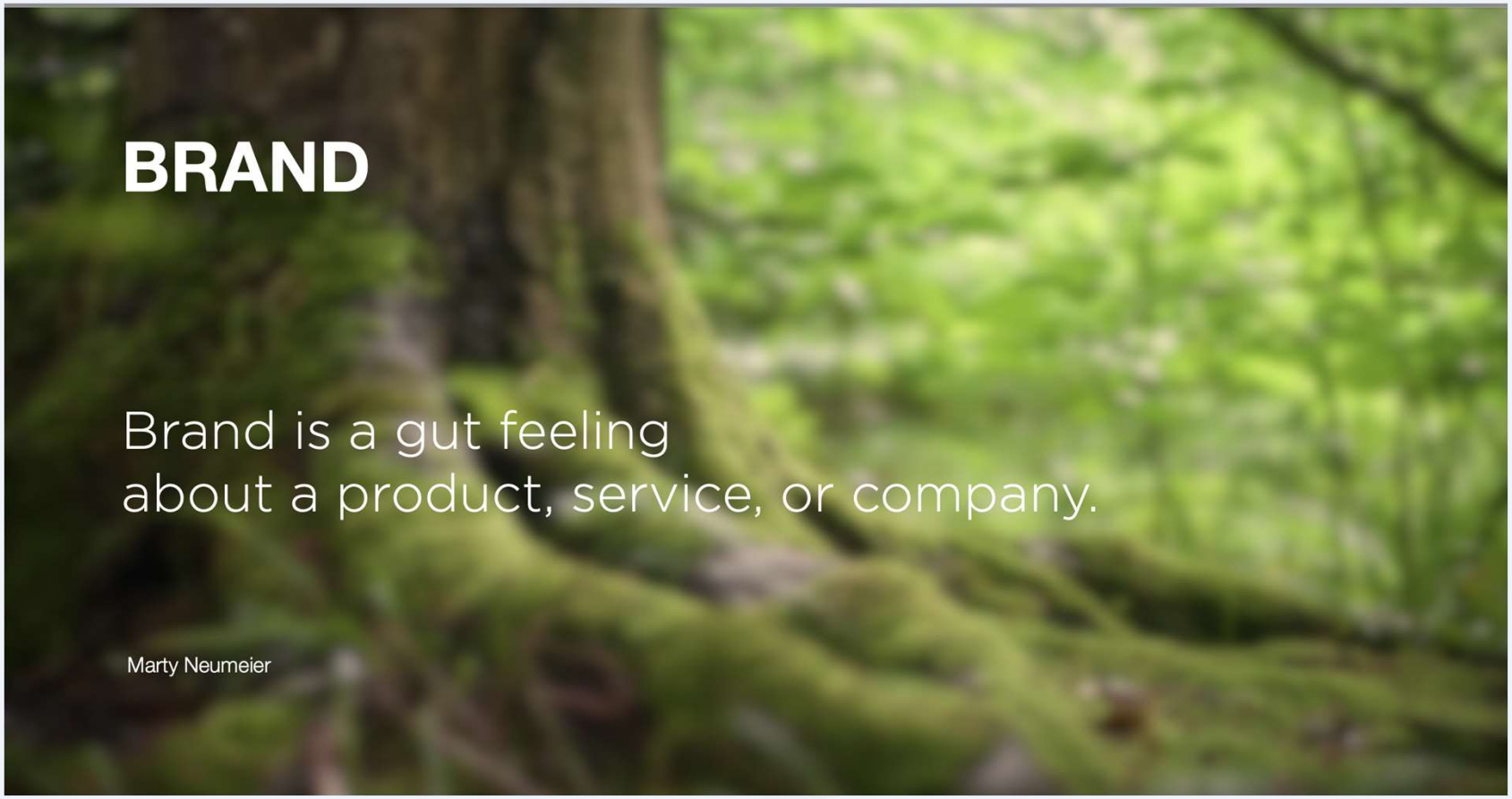
Po čemu ćete biti drugačiji od **MNOŠTVA** sličnih ili istih proizvoda i žašto da kupci izaberu **BAŠ VAŠ** proizvod ili uslugu???

Uspješna i efikasna izgradnja brenda!

ČETVRTI korak:

IZRADITI BRAND I MARKETING STRATEGIJU!

Uspješna i efikasna izgradnja brenda!



Uspješna i efikasna izgradnja brenda!

KEY TRAITS

The most important characteristics of our products

1. Massive wood
2. Craftsmanship
3. Unique design
4. User exp. simplicity
5. Inhouse production
6. Premium quality
7. Full circle sustainability
8. Attention to details
9. Fast delivery
10. Value for money

Uspješna i efikasna izgradnja brenda!

AUDIENCE

Our primary target audience is **Upper Middle Class.**

This social group constituted by higher status members of the middle class who are well-educated professionals with comfortable incomes.

In their work, they have a higher degree of autonomy, while their occupational tasks tend to center on conceptualizing, consulting, and instruction.

Upper middle class individuals are key target audience for the majority of premium brands as well as affordable luxury (fashion, cosmetics, furniture, cars) brands.

Often, they perceive non-luxury and/or non-premium goods as inferior simply by virtue of them being non-luxury / non-premium, they also come to the conclusion that higher priced goods are of better quality (contrary to any evidence about their actual level of quality or durability).

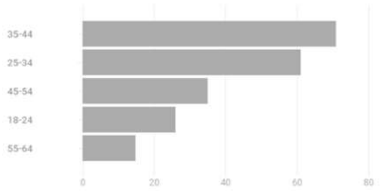
For a significant part of this audience, a luxury and premium goods can go a long way in increasing self-esteem or providing a sense of belonging and/or accomplishment

Women are predominant opinion and/or decision makers when buying premium or luxury furniture, regardless if they are single or in a relationship.

There are 3 subgroups of upper middle class premium/luxury furniture buyers:

A. Single (25+)
B. Full Nest (30-50)
C. Empty Nest (50-70*)

Segmentation by age, based on initial web analytics



The target audience should be clearly defined but broad enough to encompass a strong working definition of the company's customer base.

Uspješna i efikasna izgradnja brenda!

BUYER PERSONA / A

Anna (29)

- Springfield, Massachusetts, USA
- Single
- MBA Stanford University - Global politics
- Comes from an "old money" family living by herself
- Occasional boyfriends (artists, designers, architects etc.)

  Lives in a large modern apartment in a gated community neighborhood, with her 2 yr old shiba inu puppy.
- The apartment is mainly equipped with ikea furniture in combination with some really nice design furniture pieces she inerited from her grandmother.
- Loves art, fashion design & modern dance
- Primarily chooses luxury & premium branded products
- Spends vacations in her family's houses near Yosemite National Park, and on Hawaii.
- Enjoys long hikes in mountains and truly believes in sustainability and nature preservation.
- Working as expert policy maker for several US NGOs operating in eastern Europe and Africa
- Trying to make her mark in the professional field to prove that she's made it on her own.



BUYER PERSONAS / B

Bastian & Barbara (37 & 35)

- Berlin, Germany
- Married for 7 years
- Bastian: MBA ESMT Berlin - International Leadership
  Barbara BFA Duke university - Architecture
- Barbara comes from an old and respected Cologne family and Bastian is the youngest son of a middle-class Munich family.
- Bastian is a Head of International media operations division at DT headquarters in Bonn and Barbara is an owner of a boutique architecture studio.
- Both of them, and especially Bastian, who's career path is continuously going upwards since he has joined DT 5 years ago, have earnings much higher than average
- Have two kids Bertha (4) and Benjamin (2)
- They love family trips and vacations in Greece & Italy.
- Collecting fine art pieces, especially paintings of young and still unknown artists is their hobby but also an investment for the future.
- They live in an expensive neighborhood of Berlin in a two-bedroom house that is decorated, primarily by Barbara, with truly luxurious and premium branded furniture and equipment.
- They are thinking of buying a new four-bedroom house in the same neighborhood.



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BUYER PERSONAS / C

Conrad & Carla (62 & 59)

- Geneva, Switzerland
- Married for 32 years
- Conrad: MBA ETH Zurich – Climate Science
  Carla: MBA London Business School - Business
- After a long and successful career in business, both are enjoying their current professional roles: Conrad as a senior environmental adviser of Geneva Municipality, and Carla as a Supervisory board advisor of Banque Heritage in Geneva.
- They have two kids: Corinna (24) currently at the university in the USA, and Carl (32) who has just married and living in Basel.
- After the kids have moved out, Conrad and Carla are spending more time together, often outdoors or vacationing on exotic destinations.
- They both love jazz and have a valuable collection of sculptures.
- Their spacious home is located in a prestigious Geneva neighborhood, where they are surrounded mostly by similar high earning professionals.
- They appreciate premium quality and design, and they are willing to spend above average amounts on furniture if it suits their standards.



Uspješna i efikasna izgradnja brenda!

BUYER REASONING

1. Uniqueness
2. Quality & Build
3. Eco friendly
4. Heritage
5. Nature
6. Ageless Design
7. Longevity
8. Healthy
9. Weight / Stability
10. Fits w/ various interiors
11. Convenience
12. Ease of Maintenance



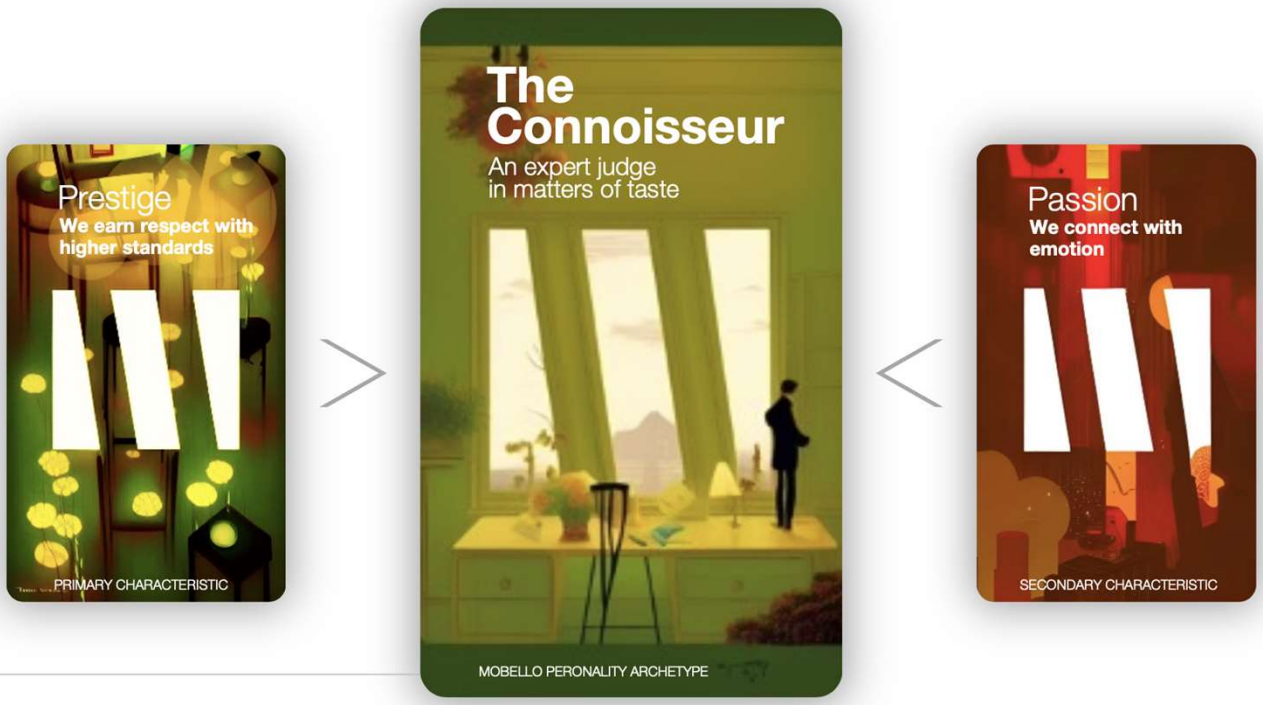
Key buyer reasoning
for buying premium
solid wood furniture

Uspješna i efikasna izgradnja brenda!

PERSONALITY

The definition of a connoisseur is a person who is an authority at something or who has informed and discriminating taste.

A specialist of a given field whose opinion is valued; especially in fine arts, design, culture, etc.



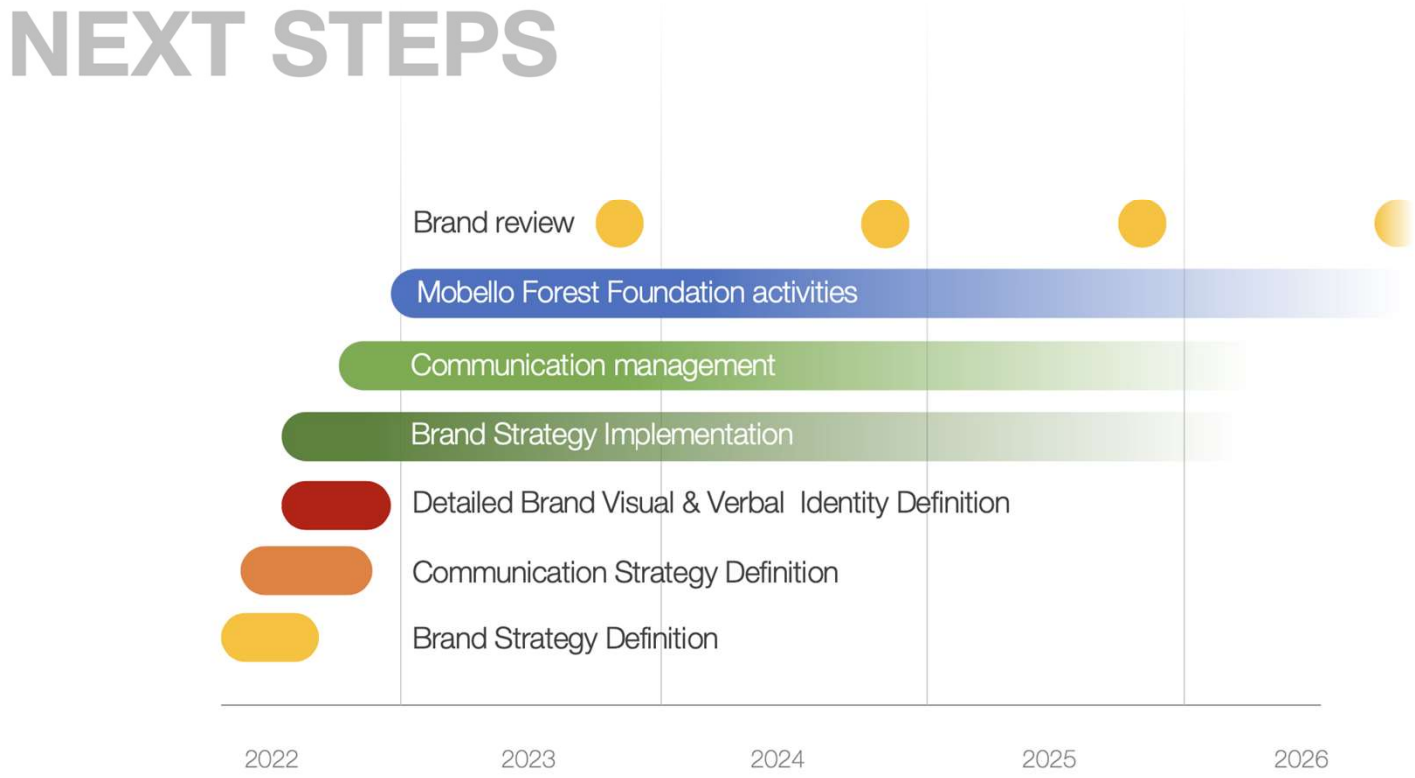
Brand personality is a depiction of a brand as a person, giving a face to the abstract characteristics, values, and voice that businesses cultivate. It is used as a foundation of brand identity.

Uspješna i efikasna izgradnja brenda!

PETI korak:

IMPLEMENTACIJA BRAND I MARKETING STRATEGIJE!

Uspješna i efikasna izgradnja brenda!





SINERGIJA izgradnje **GLOBALNOG** brenda i **LOKALNIH** kadrova uz njihove vještine i znanja.

KADROVI koji izgrađuju **MOBELLO** brand



Adnan Kalabić
Project manager
Sarajevo



Adnan Lihić
Marketing manager
Tešanj



Tarik Tokalija
Designer
Sarajevo



Lidija Petričević
Dizajnerica
Doboj



Jelena Grubor
Dizajnerica
Banja Luka



Slobodan Todorović
CEO and sales, USA
Doboj / Boston



Edin Tukić
Creative martketing
Doboj Jug



Mirsada Bureić
Quality Control
Kakanj / Tešanj



Mirza Valjevac
Tecnichal director
Maglaj



Adnan Lepirica
CEO and sales EU
Ključ / Augsburg

KADROVI koji izgrađuju **MOBELLO** brand



Almir Đuhera
Engennering
Maglaj



Ismail Elkazović
3D modeling
Teslić



Fatmir Krnjić
Engeenering
Kakanj / Tešanj



Dragan Ostojić
Sales, USA
Doboj / Boston



Lejla Mujakić
Social Media
Bihać / Augsburg



Miralem Bahtić
Sales, SEE
Tešanj



Armin Kašibović
Production manager
Tešanj



Nevzad Ramić
Production planning
Tešanj



Ajla Plančić
Customer service
Tešanj



Ermin Zukic
Sales, EU
Tešanj

Sve je ovako krenulo iz sela Jablanica pored Tešnja 1999.godine.













2017

2023




thank you
danke
謝謝
merci
gracias
obrigado
dziękuję
bedankt
teşekkür ederim
go raibh maith agat
ngiyabonga
спасибо
рахмат
Баярлалаа
dank je
tapadh leat
mochchakkeram
sukriya
kop khun krap
terima kasih
arigatō
dakujem
grazie
takk
hvala
mauruuru
sagolun
tack
barka
mersi
vinaka
blagodaram
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merci