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## SUCCESS STORY

# Biotrend Expands Business by 30%

**With Project assistance, Biotrend has been able to place its products in a large Serbian retail chain**



The image above shows Biotrend's owner, Ms. Ljubica Stankov, (center) at the Anuga fair with business associates. The new packaging for Biotrend's products is visible at the lower left. Agribusiness Project assistance helped Biotrend to re-design their packaging, and prepare themselves for international trade.

*With assistance from the Project Biotrend has become more visible on the local market, and it has placed its products in Serbia's largest grocery store chain. Over the past 18 months Biotrend has expanded its sales by 30%, and it is now looking for a larger production facility. The company hopes to sell products to EU customers, following participation at the Anuga fair.*

Ms. Ljubica Stankov is the owner of the company Biotrend Donato of Novi Sad, a small family owned company which has been producing and marketing vegetable-based sauces and salads in Serbia since it was founded in 1990. As part of its program of assistance to companies involved in vegetable production and processing, the Agribusiness Project has helped Biotrend to grow in 2009, despite the global recession.

Over the past year Biotrend has participated in a number of Project supported programs, and these have all had a positive impact on the fortunes of the company. Early in the year Biotrend was one of a large group of Serbian companies that exhibited their products at a Project supported booth at the Novi Sad Agricultural Fair, one of the largest such fairs in Europe. Ms. Stankov was very pleased with the results of the fair, and as a result Biotrend is one of the companies that will be participating in the Anuga fair in Cologne, Germany in October of 2009.

In preparation for the Anuga fair Biotrend has received assistance from the Project to support their initiative to re-design their packaging and labeling, and to prepare new marketing and promotional materials. The new packaging, which is visible in the picture at the left, will give Biotrend a more modern and up to date image, and it should greatly facilitate their ability to make sales to potential customers at the Anuga fair.

Ms. Stankov also participated in a training program aimed at improving business skills. The most interesting topic for her was the session on "Professional Selling Skills". Following the training event she had an opportunity to apply the lessons learned, with great success for her company. In a meeting with Metro Cash & Carry, one of the largest retailers in Serbia, she used "open" and "closed" questions, and got the Metro representative to provide information on Biotrend's competition, on the sales of their products, and the problems that buyers face when buying their products. As a final result the buyer agreed to place Biotrend's products in their 30 retail shops without the usual "listing fee" which is very expensive, particularly if the company has wide range of products.