



*Planeta savremenih tehnologija*



**Profil kompanije / *Company profile***

# Preduzeće

Avtera d.o.o. je najveći slovenački i distributer najznačajnijih brendova iz oblasti kompjutera, informatičkih tehnologija i zabavne elektronike. Karakteriše nas iskusno osoblje koje vam svojim znanjem i iscrpnim informacijama pruža pomoć za sve programe u prodaji, a i savjetuje vas u vezi sa kupovinom.

Za partnere redovno organizujemo stručno usavršavanje, uvek ih upoznavajući sa novim tehnologijama primenljivim u praksi i tako podstičemo entuzijazam za prodaju.

Verujemo u tradiciju, ali radimo sa mladenačkim entuzijazmom. Naša konkurentska prednost su znanje i iskustvo koje gradi više od 110 zaposlenih i u kojem veruje više od 600 poslovnih partnera u Sloveniji i u inostranstvu.

*Avtera d.o.o. is the major Slovene representative and distributor of some of the most important trademarks in the line of informatics, information technology and multimedia, such as Acer, Asus, Axis Communications, Brother, Belkin, Canon, CA, Cisco Systems, Corsair, D-link, Epson, Genius, Gigabyte, GoClever, HP, Intel, Kingston Technology, Kodak, Linksys, LG, Microsoft, PCX, Philips, Port Design, Samsung, Trust, Verbatim, WD, Xerox and many others. Our specialized technical and marketing staff is equipped with detailed knowledge on the entire range of products to help customers select just what they need. Our support and information services are here to help your business, even after purchase.*

*We organize regular expert trainings for our partners, where they can learn more about new technologies and best practices or make sure they are buying just what they are looking for.*

*We believe in traditional values but work with a youthful enthusiasm. Knowhow and experiences are our competitive advantages, resting upon more than 110 employees and trusted by more than 600 bussines partners in Slovenia and abroad.*

# Istorija

Poslovanje firme, koja se nekad zvala Repro d.o.o, bilo je uspešno u devedesetim godinama prošlog veka, uprkos velikim i brzim promenama u proizvodima i tehnologijama, kao i promenama u veličini i strukturi tržišta. Počeli smo sa 11 zaposlenih u preduzeću, a kao ekskluzivni zastupnik i distributer EPSON robne marke na tržištu koje je obuhvatalo 20 miliona ljudi. Za samo godinu i po dana uspeha na tržištu, tržište se smanjilo na desetostruko sa raspadom Jugoslavije. Ipak je firma stalno rasla, a godišnji prihod porastao je deseterostruko.

Deset godina posle osnivanja kompanije, uspešno smo završili proces opširnije reorganizacije i nastala je grupa od nekoliko najuspješnijih slovenačkih kompjuterskih firmi: Alstore, ... Firme cele grupe imale su dugogodišnja iskustva u postizanju zajedničkih ciljeva. Uprkos promeni, Avterin tim ostaje dinamičan, mlad i oduševljen novim idejama. Možemo da se pohvalimo da smo uspeli da zadržimo visoku stručno osoblje koje je Avterin zaštitni znak.

U 2008.godini preselili smo se u nov logistički centar Atropola, u nove poslovne prostore koje omogućavaju još bolji rad sa dobavljačima, kao i sa partnerima. Zaposleni u Avteri i danas ostaju visoko motivisani i predani stalnom poboljšanju usluga.

Od 2009. godine osnovali smo dva preduzeća na području bivšeg zajedničkog tržišta, jedno u Bosni i Hercegovini, a drugo u Srbiji.

*Trading of the company, which used to be called Repro d.o.o., has been successful for ten years in spite of big and rapid changes in products, technology, market size and structure. We started out as the sole representative of EPSON trademark and distributor in the market, which at the time counted 20 million inhabitants. As soon as a year and a half after the company's launch the market was decimated by the disintegration of Yugoslavia. Nevertheless the company steadily grew and the yearly profit has increased more than tenfold since then.*

*A decade after its Repro foundation we have successfully concluded an extensive process of reorganization, whereby the group was joined by some of the most successful Slovene computer companies: Alstore, Avrotehna Biro, HPC and PCX Computers, whose experience enhanced our common goals. Despite changes, the Avtera team is still dynamic, devoted and full of fresh ideas. We have our young colleagues to thank for that, too, as they keep contributing to our company's success. We are proud to say that we have managed to maintain the originally high professional structure of the staff, which has been Avtera's trademark.*

*Since summer 2008, we have been working in a new business and logistic centre Atropola, which allows us to co-operate ever more fruitfully with our suppliers as well as our partners. The Avtera staff is highly motivated and constantly strives to improve its services.*

*After 2009 we open two companies on former common market in Bosnia and Hercegovina and Serbia.*

## Misija

- mi smo distributer napredne tehnologije
- partnerima osiguravamo optimalni kvalitet, odgovornost i dobre cene.

## Mission

- *distribution of modern technology goods*
- *ensuring an optimal balance between quality, prompt service and price to our partners*

## Vizija

- nastaviti širenje poslovanja na tržištima u jugoistočnoj Evropi
- nastaviti razvoj automatizacije prodaje i logističkih procesa
- nuditi zaposlenima podsticajno radno okruženje, mogućnosti za obrazovanje, lični razvoj i napredovanje u karijeri

Avtera ima poverenje u svoje znanje. Želimo biti još bolji i uspešniji!

## Vision

- *continue to expand their business to the South East European Market*
- *we will further develop the automation of sales and logistics processes*
- *to offer our employees with a stimulating work environment, training possibilities, personal development, and promotion*

*At Avtera we have confidence in our know-how. We wish to become even better, more successful!*

## Strateški ciljevi

- ostati vodeći distributer naprednih tehnologija na slovenačkom tržištu
- izgraditi dugoročne odnose i saradnju sa partnerima
- razvijanje najnovije tehnologije i poboljšanje poslovnih tehnologija
- postići zakazane putokaze poslovnog uspeha i opravdati poverenje relevantnih partnera, kako i ispunjavanje njihovih očekivanja

## Strategic targets

- *to remain the major provider and distributor of modern technology in the Slovene market*
- *to build long-term relationships and cooperation with partners*
- *develop and perfect their electronic commerce*
- *to achieve the targeted business performance and thus justify and fulfill the trust of all relevant parties involved*

Avtera SR je počela sa radom 01.08.2011. godine I trenutno je najmlađi član Avterine porodice.

Sačinjava nas tim mladih a iskusnih profesionalaca, koji u svakom trenutku može da vam da pravi odgovor i ponudi adekvatno rešenje.

Koristeći oprobani poslovni model, već od početka postojanja stremimo da našim partnerima pružimo sve na jednom mestu, uz odličan balans kvaliteta usluge I cene. Kod nas već sada možete naći vodeće svetske robne marke kao što su Canon, Epson I HP, a želja nam je I cilj da vam obezbedimo širinu asortimana koju pruža naša matična kompanija svojim kupcima u Sloveniji.

Kako bi imali sve što vam treba I kada vam treba, pobrinuće se naša logistika, koja iz našeg lokalnog magazina dostavlja željenu robu na vašu adresu. A kada vam treba nešto što nije redovno na stanju, tu je uvek regionalni magazin u Sloveniji koji isporučuje dva puta nedeljno sve što nam dodatno treba.

*Avtera Serbia started operations on 01.08.2011. and at this moment is the youngest member of Avtera family.*

*We are powered by a team of young, yet experienced professionals, who can at every moment provide a correct solution for you.*

*By using tried and successful business model of our mother company, from the very beginning our desire is to offer a full service to our partners, with good balance of service and price. At this moment we can offer leading world brands such as Canon, Epson and HP and our goal is to provide a full product portfolio, based on offer of our mother company in Slovenia.*

*In order to give you the fullest support, our logistics delivers from our local warehouse to your doorstep. And, when you need that extra something, we can always top up our local warehouse from Avtera Slovenia regional logistical center via two weekly deliveries.*

AVTERA BH je počela sa radom 01.09.2008 g. kao zajednički projekat AVTERE Slovenija i nekoliko kompanija iz BiH.

Koristeći dugogodišnje iskustvo matične kompanije u distribuciji IT-a, i znanje o BH tržištu domaćih kompanija, AVTERA BH je vrlo brzo zauzela dominantnu poziciju na tržištu BH u distribuciji CANON, EPSON i HP potrošnog materijala, brandovima koji su u distributivnom portofoliu AVTERA BH od samog početka poslovanja.

Prateći strategiju razvoja, AVTERA BH je početkom 2011 g. portfolio dodatno proširila programima HP, ACER i ASUS PC-a, laptopa i monitora.

Stalnim unapređenjem i optimizacijom svih aspekata poslovanja, širinom ponude najvećih IT svetskih proizvođača, jednostavnom i brzom logistikom, i maksimalno pojednostavljenim poslovanjem sa partnerima, cilj AVTERA BH je postati jedan od ključnih IT dobavljača na BH tržištu.

Vodeći se idejom da posao čine ljudi, AVTERA BH posebnu pažnju vodi o edukaciji, uslovima rada i motivaciji svojih zaposlenih. Tim AVTERA BH trenutno čini 10 zaposlenih.

*Avtera BH started its operations on September 1st, 2008, as a project of Avtera Slovenia and some other partner companies from Bosnia and Herzegovina (BiH).*

*With the usage of years of experience in distribution of IT equipment performed by Avtera Slovenia and the knowledge of market in BiH, Avtera BH soon became one of the best distributors in the country for Canon, EPSON and HP consumables. These brands are present in the business portfolio of Avtera BH from the very beginning.*

*In 2010 Avtera BH increased its portfolio to HP, ACER and ASUS computers (desktop and mobile) and monitors. Constant growth, optimization of all aspects of business solutions, increasing product availability of worldwide known IT brands, simple and efficient logistics combined with user friendly attitude towards partners lead to one and only goal: to become one of the most important IT distributors on BiH market.*

*In awareness that success can only be achieved by highly qualified personnel our business is ran by the best sales specialists in the region. Avtera BH always educates, motivates and listens to the suggestions of their employees. 10 satisfied and loyal people are part of successful Avtera BH team.*



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