

Partneri / Partners



BEMUST

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Bemust kompanija osnovana je 1996. godine te od svog osnivanja bilježi napredak u poslovanju i ubrzo postaje respektabilan i prepoznatljiv subjekt u grafičkoj industriji te je danas vodeća kompanija u oblasti štamparstva u BiH.

Unutrašnja organizacija Bemusta oslanja se na vrhunsko, integralno softversko rješenje za upravljanje business procesima SAP. Sa ciljem boljeg tržišnog pozicioniranja i stvaranja boljih uvjeta poslovanja za grafičku industriju, izgrađen je i poslovni grafički centar površine 5.500 m². Bemust danas zauzima prostor od 9.000 m², te upošljava 75 radnika. Poslovanje Bemusta zadovoljava najviše standarde kvalitete, što potvrđuje i portfolio koji uključuje mnoge respektabilne firme i organizacije iz BiH i šire, kao što su Bosnalijek, FDS i sl.

Bemust danas posluje kroz četiri profitna centra: štamparija, ambalaža, trgovina kancelarijskim materijalom i izdavaštvo.

Proizvodi profitnog centra štamparije su: knjige - tvrdog i mekog uveza, kao i monografije, časopisi - klamer i ljepljeni hrbat, štampani promotivni materijal - katalogi, brošure, slikovnice, mape, prospekti, papirnate naljepnice, letci, afiše, vizit karte, memorandum, razglednice, notes blokovi, ulaznice, kalendari, rokovnici, papirnate vrećice, plakati do veličine A1 formata itd.

Ambalaža je dio proizvodnog procesa koji u posljednje vrijeme bilježi nagli rast. Bemust je u mogućnosti izraditi kartonsku ambalažu za pakovanje širokog spektra proizvoda, kao što je ambalaža za duhansku, prehrambenu i druge grane industrije.

Strateški cilj kompanije je uspostavljanje i očuvanje pozicije lidera na tržištu Bosne i Hercegovine i regije. Rast i ekspanzija kroz povećani prihod te povećanje broja uposlenih, investicije u nova tehnološka dostignuća, kvalitet proizvoda i usluga, zadovoljstvo kupaca, efikasan rok isporuke, konkurentna cijena i inovativan proizvod temelj su našeg budućeg razvoja i poslovanja.

Istinske vrijednosti kompanije Bemust kao što su integritet, hrabrost podržana istraživanjem i činjenicama, inovacije bazirane na želji za trajnim i kontinuirajućim razvojem, društvena odgovornost, te nulta tolerancija za korupciju moraju biti poštovane i očuvane u bilo kojem vremenu kako bi se postigla superiornost u poslovnim operacijama.

ljudskim resursima, brizi o kupcu, kvalitetu proizvoda te stvorila mogućnost da se zadrži vodeća pozicija na tržištu Bosne i Hercegovine i regije.



Bemust company was founded in 1996 and ever since it has recorded progress in business operations, soon becoming a respected and recognisable subject in the printing industry, and today it is the leading company in the printing industry in BiH.

The internal organisation of Bemust relies on top-quality integrated software solutions for managing business processes SAP. With a view to better market positioning and creating better working conditions for the printing industry, the company built a business printing centre with a surface of 5,500 m². Bemust today uses 9,000 m² of business premises and employs 75 workers. Bemust operations comply with the highest standards of quality, as reflected by its portfolio which includes many eminent companies and organisations from BiH and wider, such as Bosnalijek pharmaceutical company, FDS (Sarajevo Tobacco Factory) etc.

Bemust presently operates through four profit centres: printing house, packaging, office material supply and publishing.



The printing house, as a profit centre, produces the following: books - hard and soft cover, as well as monographs; magazines - stapled and glued back-spine, printed promotional materials - catalogues, brochures, picture-books, maps, booklets, paper stickers, flyers, business cards, memorandums, postcards, business notebooks, tickets, calendars, organisers, paper bags, posters up to A1 format size, etc.

Packaging is a segment of the production process registering rapid growth lately. Bemust has the capacity to produce cardboard packaging for a wide range of products, such as packaging for tobacco, food and other industry branches.

The company's strategic goal is to establish and maintain its leader position at the market of Bosnia and Herzegovina and the region. Growth and expansion through increased income and increasing the number of employees, investments into new technological advancements, quality of products and services, customer satisfaction, efficient delivery deadlines, competitive prices and innovative products represent the foundations of our future development and operations.

True values of Bemust company, such as integrity, courage supported by research and facts, innovations based on a desire for lasting and sustained development, social responsibility and zero-tolerance policy with regard to corruption must be observed and maintained at all times in order to accomplish superiority in business operations, human resources, customer care, product quality, and to create prerequisites to maintain the leading position at the market of Bosnia and Herzegovina and the region.





COM ART

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Društvo za tržišno komuniciranje Com Art d.o.o. Sarajevo je osnovano u februaru 2003. godine i među prvim je specijaliziranim agencijama koje su pristupile pružanju profesionalnih marketing usluga klijentima na bh tržištu i time dali značajan doprinos razvoju struke na ovim prostorima.

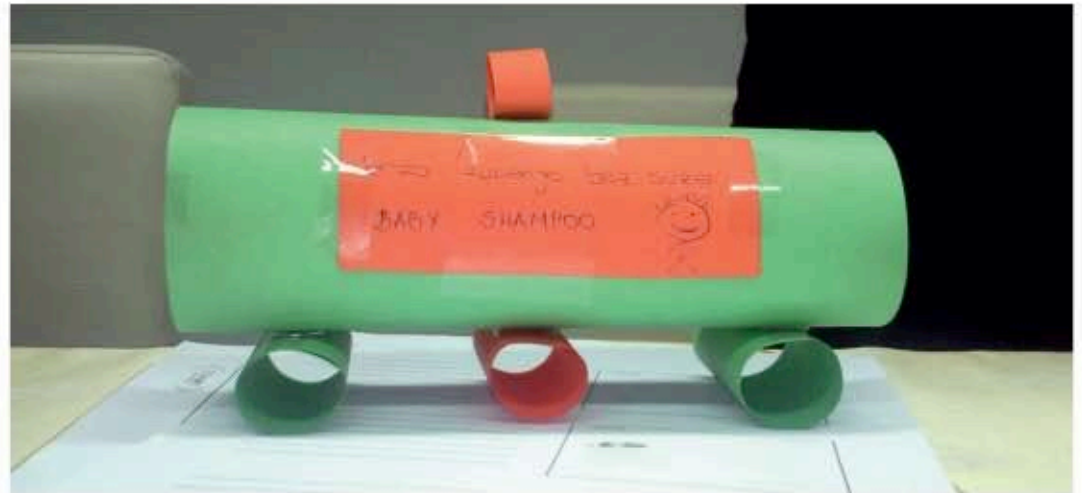
Prateći zahtjeve i potrebe klijenta te trendove na tržištu pokrenuli su branding centar čija je osnovna uloga razvoj i promocija brandova. Razvili su i vlastiti BCBQS, Brand Quality System - Standard za kvalitetno upravljanje brandovima, a koji implementiraju u privrednim organizacijama i općinama (brandiranje gradova).

U decembru 2008.godine pokrenuli su školu strateškog Brand Managementa u kojoj se polaznici kroz praktične radionice obučavaju za uvođenje BCBQS standarda u vlastitim organizacijama. Program za osposobljavanje CBOs (Chief Brand Officers) ili Voditelja brand odjela prošlo je preko 30 top menadžera iz vodećih lokalnih, regionalnih i globalnih kompanija, a cilj ovog modula je razumjevanje vrijednosti brand kapitala za uspjeh i konkurentnost kompanija. Planovi u 2010. godini su implementacija istih programa na susjedna tržišta, prvenstveno Crne Gore i Hrvatske, u suradnji s partnerima.

U sklopu Branding Centra pokrenuli su projekt Brand Povelja BiH koja predstavlja dokument koji potpisuju pojedinci, privatne i javne organizacije u cilju promicanja brand filozofije i njihove vlastite uloge u izgradnji nacionalnog branda. Ovaj program je know-how Brand Magazina iz Republike Srbije sa kojom su potpisali ugovor o realizaciji twinning programa za BiH. Cilj Brand Povelje BiH je stvaranje konsenzusa javnog-privatnog partnerstva koji će se implementirati kroz princip javne, medijske kampanje.

Uskoro kreću sa realizacijom dodjele znaka BH Origin. Ovaj projekt podrazumjeva dodjelu znaka kompanijama, proizvodima i uslugama koji nose autohtono i autentično porijeklo iz BiH, a koji se dodjeljuje na osnovu zadovoljavajućih kriterija kao što su ponjeko sirovine, dokaz o intelektualnom kapitalu, nagradama za kvalitet i dr.

Com Art je vlasnik medija, informativnoedukativnog portala, Comart.ba, koji se pozicionirao kod poslovne i finansijske javnosti



kao izvor „korisnih poslovnih informacija“, a putem kojeg plasiraju više od 1200 novih poslovnih informacija mjesečno. Urađen je re-branding istog te će se u javnosti pojaviti kao Business Info Zona - Bizon.ba (www.bizon.ba)

Svoje poslovanje grade isključivo na vlastitom intelektualnom kapitalu. Klijentima pristupaju profesionalno te njeguju partnerski pristup i dugoročno praćenje klijenata, zasnovano na kreativnim i jedinstvenim rješenjima.



Company for market communications - Com Art d.o.o. Sarajevo, was founded in February 2003, and it is one of the first specialised agencies providing professional marketing services to clients at the BiH market, thus giving their important contribution to advancement of profession in this region.

Observing client needs and demands as well as market trends, the company established a Branding Centre, with brand development and promotion being its main role. The company also developed its own BCBQS, Brand Quality System - standard for high-quality brand management, implemented



in business organisations and municipalities (town branding).

In December 2008, Com Art d.o.o. launched the School of Strategic Brand Management, whose students are trained through practical workshops to introduce BCBQS standards in their respective organisations. The training programme for CBOs (Chief Brand Officers) or Brand Department Heads was completed by more than 30 top managers from the leading local, regional and global companies, and the goal of this module is to understand the value of brand capital for company success and competitiveness. Plans for 2010 include implementation of identical programmes in the neighbouring markets, primarily those in Montenegro and Croatia, in cooperation with partners.

Within the Branding Centre, Com Art d.o.o. launched another project entitled the BiH Brand Charter, which represents a document signed by individuals, private and public organisations with a view to promoting brand philosophy and their own role in building a national brand. This programme is the know-how of Brand Magazine from the Republic of Serbia, with which the company signed a contract on implementation of twinning programme for BiH. The goal of the BiH Brand Charter is to build a consensus in the public-private partnership, which will be implemented through a principle of a public, media campaign.

Com Art d.o.o. will soon start distributing and awarding BH Origin labels. This project implies awarding the label to companies, products and services with autochthonous and authentic BiH origin, awarded on the basis of relevant criteria such as the origin of raw materials, proof of intellectual capital, rewards for quality etc.

Com Art is the owner of media outlet - informational and educational web portal Comart.ba, which positioned itself in the business and financial sector as a source of "useful business information", and which is used to present more than 1200 new pieces of business information monthly. Re-branding of the said portal was completed, and it will appear in public as Business Info Zone - Bizon.ba (www.bizon.ba).

Com Art develops its business operations exclusively on the grounds of its own intellectual capital. It approaches clients professionally and fosters the principle of partnership and long-term monitoring of clients, based on creative and unique solutions.