

# bambi®

## obuća

### Market

Bambi is a company established with a strong vision of greatness and success, which it has strived for and achieved - making it a leading brand.

A life-long family tradition and attained knowledge guarantees the company's continuous success on the market, further growth and expansion and improvement of quality service - all of which are the essential goals that Bambi strives for. While the fashion market is constantly developing and trends are changing - it is essential in such conditions to continuously adjust the company's business activities. It is exactly for this reason that Bambi's expert team of designers annually attend fashion shows in Milan, Dusseldorf and Bologna, where they receive firsthand information of how fashion is changing and where current trends are headed in the coming seasons.

Bambi is constantly developing, year after year, and is opening new retail stores in every major city across Croatia. By doing so it has been able to achieve extensive market coverage in Croatian cities on its own and through Peko retail stores and other major stores and companies. Besides product placement in Croatia, Bambi's products can also be found in New Zealand, Bosnia and Herzegovina, Australia, Germany, Serbia and Slovenia.

Through detailed market analysis and customer needs, the company has decided to expand its offer, which at first only produced shoes, also into children's clothing; and so, in 1999 Bambi introduced its new products in seventeen of its retail stores, and from then on has a wide selection of children's clothes in every store. Numerous renowned domestic as well as foreign brands of children's clothing enable customers to purchase clothing for their children - from "head to toe." Their selection offers an assortment of well known international and Croatian brands that sell clothes for children up to twelve years old.

Bambi has been able to open its stores at almost all the best locations in towns and cities. Concerning the interior design of the stores - Bambi always strives to decorate and design them in an interesting and creative way. With more than its 27 retail stores, all of which were carefully planned and opened with intention to offer the best quality and access to their stores - Bambi has become an unavoidable leader in the children's clothes industry.

### Achievements

In twenty years since its founding Bambi has become a prominent brand in children's clothes. Bambi always tries to be in step with fashion trends and the needs and wishes of its young customers.

Bambi company has been awarded many times for its achievements, while their products have won awards of gold and silver recognition on numerous



occasions. Just some of the awards Bambi has received are the Gold and Silver Zagreb Fair awards - not to mention the Golden Shoe award at the Zagreb Fair during the International leather confection, shoes and clothes week.

Significant resources have been invested over the years to position Bambi as a brand on the internet. Bambi's webpage was launched with the goal to constantly be in contact with its buyers, so that they are easily introduced to the Bambi brand.

In 2006 Bambi was given the award for best webpage in the category "Fun, Fashion and Music." The Vidi publishing house has selected bambi.hr webpage as one of ten best Croatian web projects out of 4,000 other web pages.

In 2009 Bambi received the Superbrands Croatia 2009 status and was included among the leading Croatian brands.

Bambi's mission is to make every child happier and every child's step a safe one; and to help every parent choose the right shoes for their children - with quality products, suggestions and expertise. Bambi has taken the stress out shoe shopping for the little ones, and made it a delight - while believing a fine selection is always needed for their gentle little feet. Bambi has stayed ahead of the competition by being a brand with originality, a wider selection, better quality and creative design that is always recognisable.

### History

Bambi was founded in 1988 in Varaždin as a family company and today has 180 employees, while all key operations are run by the family itself. The company opened its first retail store in 1988 in Varaždin when the company was founded. Every store's interior is designed to



be pleasant and attractive to both children and parents alike. Proof of this achievement is self evident with the appraisal of their customers, business partners, not to mention the fact that their interior can be seen in prestigious magazines such as "Leather and Shoes." A music video starring "Klinci s Ribnjaka" (Ribnjak Kids) was also filmed and recorded in one of their outlets featuring famous singers Davor Gobac and Jacques Houdek.

After opening their first retail store in Varaždin, they opened their first store in Important Center in Zagreb. After success there, they expanded their net of retail stores and opened stores in Dubrovnik, Split, Zadar, Šibenik, Pula, Sisak, Veľika Gorica, Karlovac, Slavonski Brod, Vinkovci, Osijek, Vukovar, Čakovac, Bjelovar, Koprivnica, and the newest in the Westgate shopping centre.

### Product

Bambi shoes are a top-level Croatian product, and are one of the best choices when it comes to shoes for those gentle feet. A wide array of colours, natural materials and over 250 models per season helps parents buy the best for their kids right from the very start. All Bambi shoe designs are made from natural materials, which can be found adapted and in all sizes. Choosing the right pair of shoes for your child is important; Bambi shoes are all made





following specific orthopaedic guidelines and tips, which were the result of many years of research and experience. Bambi shoes have won many awards for their quality and design. Shoe sizes range from 16-35.

Every Bambi shoe has a hard supported heel that ensures a proper stance and fit for children's gentle feet, which is firm and supportive, while at the same time providing softness and comfort. Bambi shoes are anatomically shaped and have elastic soles making them more comfortable and easier to walk in. Great care is given to making "Bambi Profy" shoes that are specially constructed and adapted for your youngest that are just taking their first steps.

Besides First Shoes, Bambi has a great selection of sneakers, which are extra flexible - excellent for a child's everyday activities.

Besides shoes, there is also a good selection of children's slippers to choose from. Children spend more than 50 percent of their time in slippers, which is why Bambi slippers are anatomically designed and made to be long-lasting. Bambi slippers are made from natural materials, which are not stuffy so they help children's feet stay dry, and allow children themselves to roam around freely and comfortably.

Bambi has a great image and is an easily recognisable brand to every customer for the special service it provides. Bambi's high standards and competency together with their kind and obliging service, is well-known and acknowledged by every customer.



### Recent Developments

Because of increased demand and need for expanding sales in the domestic and international market, the construction of larger and more modern



factories was launched.

At the end of 2009, a new Bambi factory of 3600 m<sup>2</sup> was opened. The factory with the latest technology, of total investment amounting to

26,000,000 kn was opened by the Prime Minister Ms. Jadranka Kosor.

Bambi, the leading Croatian producer of shoes will in the new factory increase its capacity by 20 percent. The placement will be oriented to the export and the expansion of the retail network. Its imaginative design, innovation and quality for which Bambi has received numerous awards reflects also in the construction of the new factory.

The factory reminds of children's building bricks and is one of the latest achievements of modern architecture. Great attention was paid to interior design of business premises, which are furnished in a way that employees feel comfortable and thus are productive and creative.

Monitoring trends in modern industry, investment in research, development and equipment, as well as employee training are key comparative advantages of the Bambi company.

### Promotion

The Bambi company annually invests significant resources in various ways of communicating with the market and customers.

Communication with the market is achieved through media-advertisement, along with their slogan "Easy steps - Bambi steps!"

Bambi advertises its products through renowned fashion magazines to specialised magazines for parents and children.

While radio and television advertising is the most massive form of product promotion - a large amount of resources is invested precisely in the type of advertisement. In today's business world, the internet is having more and more of an important role as a medium for advertisement. Bambi recognises these changes, and is taking the modern path onto the internet and is expanding and bettering its advertisement campaigns over the internet. On their website [www.bambi.hr](http://www.bambi.hr), new Bambi shoe collections are advertised every upcoming season to customers, which lets them get acquainted with world fashion trends and current events in Bambi stores.

For the fourth year in a row, Bambi is the sponsor of the Baby and Mom day fair, where customers old and new can learn about Bambi and their products. A great amount of resources is invested for their customer satisfaction in the stores themselves, above all by giving out useful and stimulating information, but also by handing out free gifts to show appreciation. Much attention is given also to packaging and other promotional materials in stores. Bambi shoeboxes aren't only that, but little suitcases, while on the backside of the box, children can find entertaining games.

### Brand Values

Quality, original design, reliability, diverseness and the authentic Croatian product, with their many years of tradition, are only a few values of the Bambi brand.

Another value is their employees' satisfaction, which is the result of constant investment and care and respect for the employee.

The making of a brand and its qualities is a long



and difficult process, in which the brand becomes stronger by attracting customers, gaining their loyalty and trust through quality and image, as well as with strong and focused advertisement.

Over the 22 years since its founding, Bambi has gained a strong and recognisable image, and many satisfied and dedicated customers with its quality and design of Bambi shoes.

[www.bambi.hr](http://www.bambi.hr)

### THINGS YOU DIDN'T KNOW ABOUT...

#### Bambi

- ▶ Bambi was founded as a family store.
- ▶ Bambi shoes are designed according to renowned orthopaedists.
- ▶ Bambi has won many awards for quality, innovation and design.
- ▶ Bambi received the award for best webpage in the category "Fun, Fashion and Music" in 2006.
- ▶ Bambi received the Superbrands Croatia 2009 award and was listed among the leading brands.
- ▶ Bambi in every collection offers 250 new shoes, sneaker and slipper models.
- ▶ Bambi sells its products in over 20 of its own stores and 90 other major stores.
- ▶ Bambi stores also have a great assortment of children's clothes.
- ▶ Bambi in 2009 expanded its own retail network on markets in Slovenia and Serbia.