

bio&bio

TRGOVINE EKOPROIZVODA

Iako je izabrati dobar osjećaj

Market

The chain of **bio&bio** organic food stores is an original Croatian concept designed by Jadranka Boban Pejić and Zlatko Pejić, pioneers of organic production and healthy nutrition in Croatia. Stores **bio&bio** were also the first organic store chain in Croatia when they were opened more than six years ago. They were a logical continuation of the Biovega health-food store and their years-long presence on the Croatian market is just a confirmation of their uniqueness and customer satisfaction. Reliable information provided by well-trained staff, as well as top quality products truly give **bio&bio** customers a good feeling. Good feeling is also the slogan of the **bio&bio** stores.

The mission of the **bio&bio** store chain is clearly defined. We offer wholesome organic products of the highest quality – fair-trade products carrying certificates of organic production that guarantee that all the standards of ethical and ecological farming have been respected. The Croatian **bio&bio** organic food stores offer certified organic products exclusively. One can find more than 2,500 products there, ranging from food, natural cosmetics, and natural food supplements to household cleaning products. They offer more than one hundred leading brands, both global and Croatian. That is why **bio&bio** is a truly unique brand. Products offered by **bio&bio** stores do not contain pesticides or insecticides and come with the organic farming certificate. One of the most important product selection criteria is the wholesomeness of the products, ensuring the highest nutritional value and quality of the products.



Thanks to continued substantial investments of time and effort into brand recognition among the target group, **bio&bio** became synonymous with an extensive range of certified organic products, knowledgeable and friendly sales personnel, as well as a pleasant and safe buying environment. At the moment there are seven **bio&bio** stores located in four cities in Croatia. The familiar **bio&bio** logo will soon be present in even more attractive locations throughout Croatia.

Achievements

Apart from being a favourite shopping location, **bio&bio** stores are also becoming a rich source of information and advice to an ever-increasing number of customers. A myriad of versatile business activities are all directed towards the primary business goal – meeting the needs of even the most selective and demanding customers.

One of the key elements of the **bio&bio** business philosophy is the responsible business policy towards clients and business partners (B2C and B2B). Its business strategy reflects fair trade principles and also emphasizes the importance of valuing clients by providing them with true and reliable product information. The same principle also extends to business partners and employees. Employees receive extra motivation through training in the fields

of healthy diets and natural life styles that enables them to transfer their new enthusiasm to an ever-increasing number of customers. The **bio&bio** chain is aware of the responsibility it has towards its clients, therefore great care is given to introducing clients to a wide and versatile range of organic products.

History

Biovega opened its first health-food store some fifteen years ago. Its owners, Jadranka Boban Pejić and Zlatko Pejić, are the creators of the **bio&bio** concept based on examples of similar business models abroad. The store was the foundation on which they built the original Croatian franchise system. The first **bio&bio** store was opened seven years ago at Ilica 72 and was owned by Biovega. Soon after, stores were opened in Zagreb, Split, Dubrovnik and Rijeka. In the years to come, the concept itself was developed further. The largest **bio&bio** store now covers an area of 160 m². All stores are situated in busy locations, also a part of the business philosophy. In this way the wide selection of organic products is available to a large number of people. The presence on main streets and in large shopping malls completely embodies the mission of the **bio&bio** stores – connecting man and nature in an urban environment. What is special about this brand is the fact that all its employees in all stores live an organic life-style and their work at **bio&bio** stores reflects their true convictions. Many world experts in organic farming like to mention the brand **bio&bio** as an example of a successful prototype of specialized





stores that can compete with other similar world eco-store chains. Thanks to strict criteria in product selection (organic and wholesome) **bio&bio** is unique, as well as for customer service provided by the personnel with authentic experience and knowledge of the products.

Products

On the shelves of **bio&bio** stores one can find approximately 2,500 globally leading organic brands and this number increases every year. The selection is generally natural and wholesome: organic foods, natural food supplements, natural beauty products, and organic household cleaning products. Special attention is paid to the store layout in order to make products accessible and to guarantee customers an appropriate and pleasant experience. The modern info desks enable buyers to find out more information about products, as well as their price and availability. Organic fruits and vegetables have been available for some time now, while, as a response to the demand, the selection has recently been expanded by an organic dairy assortment made in Croatia. It is important to point out that **bio&bio** stores follow the concept of socially responsible business. They have also been cooperating with Croatian organic farmers from different counties and distributing their total yield for several years. That has also made it possible for the store chain to widen their selection with new agricultural products. This supports the development of Croatian organic farming and improves the quality of Croatian organic produce. A carefully designed customer loyalty program is another **bio&bio** feature. Points collected can be used in stores, but also in other institutions promoting healthy life styles, i.e. Makronova, the natural beauty studio Orgona, or the vegan restaurant Nova.

The stores have been developing the social responsibility concept from the very beginning and often donate products to various organizations, orphanages, and people in need.

Due to its original and authentic concept, **bio&bio** often participates in national and international professional conferences.

Recent Developments

A more intensive cooperation with local organic



farmers that would result in a wider selection of fresh fruits and vegetables is of great importance to the business of **bio&bio** stores. Three years ago, **bio&bio** launched its own organic cake production unit, with the plan to broaden the product range. More proof of the development of the **bio&bio** store chain was the opening of a new store in Rijeka. Several new stores will be opened in other Croatian cities in 2010.

Promotion

Promotional and other business activities are a result of the basic values interwoven in each business segment: organic&wholesome, commitment&thoughtfulness, knowledge&dedication, openness&responsibility. **bio&bio** recently went through a transformation; it was rebranded and the new slogan *Good feeling* was launched. The transformation, as well as the new slogan, were publicised in the stores and to a larger audience. The main segments of the strategic orientation of the **bio&bio** chain stores are its positioning in terms of its professional audience and its brand recognition by the general audience. Every month a newsletter is distributed to a few thousand e-mail addresses. The customer response to the web shop launched in 2009 was also excellent. A very dynamic presence in the media that characterizes the work of these stores is another indicator that the press recognizes the **bio&bio** chain store as a competent source of information they can always rely on.

Highly developed commercial promotion, continuous PR activities, and events in cooperation with celebrities have contributed to making **bio&bio** a respected brand and the leader in organic products.

Brand Values

The **bio&bio** brand embodies Biovega's tradition, a unique concept of synergy with subsidiaries and



Lako je izabrati
**dobar
osjećaj**

Umjetni konzervansi, boje, antibiotici, hormoni i 7000 drugih umjetnih dodataka nije dovoljeno u ekološkim proizvodima iz naše ponude. Dok uživete u njihovoj okusu, činite dobro za svoje zdravlje!

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TRGOVINE EKOPROIZVODA

JEDINA TRGOVINA U HRVATSKOJ S
2500 CERTIFICIRANIH EKOPROIZVODA

hrana • dodaci prehrani • kozmetika

Zagreb, Brijuni, Dubrovnik, Osijek, Rijeka, Pula, Šibenik, Trogir, Zadar, Zlatibor, Makronova, Orgona, Nova, Planetopija
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supporting units, know-how, well-developed and organized logistics and infrastructure, and the re-branding value. Besides the quality of the products themselves, the quality of the **bio&bio** employees' work is also very precious. Organic products and the organic way of living is not only a part of their professional lives, but also of personal lifestyles. They are highly trained, but also honest and sincere because they are aware of the value of their work. The **bio&bio** chain stores have become synonymous with health, high quality organic products, individual care, and a dedication to customers.

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THINGS YOU DIDN'T KNOW ABOUT...

bio&bio

- **bio&bio** has two subsidiaries: Makronova (the leading educational institution specialized in healthy life-styles) and Planetopija (the first Croatian mind, body and spirit publisher).
- **bio&bio** has the largest organic product web shop in the region.
- 85 percent of the customers rated **bio&bio** employees and service quality as 'I am very satisfied'.