



BILLA Romania

Povesti de **SUCCES** in promovarea produselor romanesti

Successful promotional action plans for the Romanian products

Bucuresti, 25.10.2012

Bucharest, 25.10.2012

REWE 
GROUP

1. ZIUA RECOLTEI / *HARVEST DAY*

O actiune promotionala desfasurata anual si care implica marcarea cu succes a belsugului alimentar specific perioadei

An annual promotional program involving special actions with the occasion of autumn products abundance



2. IMPLICAREA FURNIZORILOR REGIONALI in sortiment/ *REGIONAL SUPPLIERS' RECOGNITION in our assortment*

Incurajam activ aparitia producatorilor si distribuitorilor romani in filialele noastre. Gandim global si actionam local.

We strongly encourage Romanian producers and suppliers to be competitive and to be seen in our locations. We think global and act local.



3 . PROIECTE IN DERULARE/ *ONGOING PROJECTS*

Extinderea acoperirii regionale/ *local suppliers' expansion*



ZIUA RECOLTEI / *HARVEST DAY*

- **Actiunea s-a desfasurat** in anii 2011 (12 filiale / 29.09 – 9.10) si 2012 (13 filiale / 13-23.09)
The action took place during the years 2011 (12 stores/ 29.09-9.10) and 2012 (13 stores/ 13-23.09)

- **Trei furnizori principali / *Three main suppliers***

Bucuresti : Ketos Production (65%)



Interfruct (20%)



Brasov :Tara Fagarasului (15%)



- **Evolutia cantitativa si valorica a vanzarilor inregistrate:**

Quantitative and in value evolution of sales:

- 2011: vanzari de peste 39 tone / 73.000 RON

2011: sales of over 39 tons / 73.000 RON

- 2012: vanzari de peste 56 tone (crestere cu 86.44%)/ 146.000 RON (crestere cu 161.37%)

2012: sales of over 56 tons (increase of 86.44%) / 146.00 RON (increase of 161.37%)



ZIUA RECOLTEI / *HARVEST DAY*

- **Top 5 articole cel mai bine vandute/ *Top 5 best sold articles:***
 - Cartofi albi sac 10 kg/ *Potatoes – bulk 10 kg*
 - Varza alba / *White cabbage*
 - Mere Gala Romania / *Apples*
 - Rosii de gradina / *Tomatoes*
 - Gogosari / *Peppers*
- **Preturile** au fost mai mici cu 7-10% fata de competitie / *The prices have been smaller with 7-10% in comparison with our competition*
- **Beneficiile pentru Billa/ *Benefits of this action for us:***
 - cresterea vanzarilor si a numarului de clienti / *increase in sales and in the number of clients*
 - vizibilitate mai mare pentru filialele noastre / *better visibility of our stores among the clients*



La fata locului / *On field*



FURNIZORI REGIONALI

REGIONAL SUPPLIERS





14 articole
14 items



Gustul de neuitat

10 articole
10 items



6 articole
6 items



BUNĂȚĂȚURI DIN ARDEAL

29 articole
29 items



12 articole
12 items



10 articole
10 items



AURORA
preparate tradiționale

11 articole
11 items



9 articole
9 items



8 articole
8 items



10 articole
10 items



7 articole
7 items



Cum? / *How?*

• **11 furnizori regionali** dintr-un total de 30 (mezeluri si specialitati)/

11 regional suppliers out of a total of 30 (meat specialties)

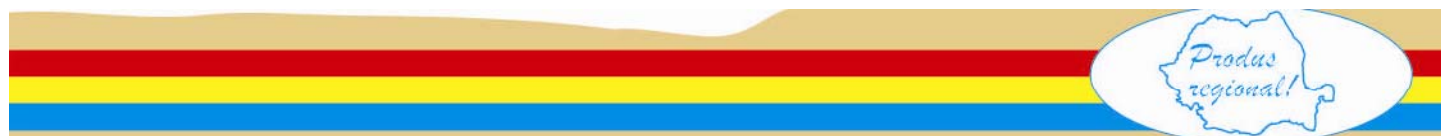
• **28.4% produse regionale** din total sortiment mezeluri (126 out of 444)

28.4% regional articles from the total sausages assortment (126 out of 444)

DE CE? / *Why?*

• **venim in intampinarea gusturilor fiecărei tipologii regionale de clienti (mezeluri)** / *we welcome every regional specificity in taste (especially in meat specialties)*

La fata locului / *On field*



PROIECTE IN DERULARE/ *ONGOING PROJECTS*

- **Extinderea regionala a proiectelor actuale / *Regional expansion of current projects***

Proiectul Sergiana (vitrina speciala “fresh si natural” cu produse traditionale) – urmeaza: Bucovina si Banat

Sergiana Project (special “fresh” storefronts with traditional products) – next targets: Bucovina and Banat areas



- **Organizarea de targuri de produse traditionale/ *Set-up of Traditional products’ markets***

- **Marirea numarului de potentiali furnizori regionali/ *Increase in the number of regional suppliers***

Vizam, prin discutii deja incepute, dezvoltarea retelei de furnizori regionali in zonele:/ *we aim, with meetings already in place, expanding the regional suppliers’ number in :*

Sud / *South*

Nord Est / *North-East*

Centrala (Transilvania) / *Center (Transylvania)*

VA MULTUMESC PENTRU ATENTIE !

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