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# COMPANY PROFILE

MUSICA DIRECTA doo

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2018.

# CONTENT

**BACKGROUND – Company Info**

**THE EXTRAS – Marketing References**

# BACKGROUND

Musica Directa doo

# Company | GENERAL DATA

## COMPANY INFO



## BRIEF HISTORY

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**Musica Directa LLC** is run by general manager Malinovic Predrag, and currently employs 6 people in office Adriatic region (SEAD, Europe). With over 5 years of continuous expansion, the company now works with some of the major brand names in the world, and it has become one of **the leaders in the Adriatic region – market of professional Audio & Lighting, DJ and Studio, Hi-Fi equipment, Musical Instruments** – thanks to its wide dealer network.

## GENERAL INFO:

**Company name:**  
**Musica Directa LLC**

**Type of business:**  
Import and trade (Professional audio/video equipment, Hi-Fi)

**Headquarter address:**  
Brzakova 16, 11000 Belgrade, Serbia

**Telephone:** +381646470094

**Mailing address:** [info@musicadirecta.net](mailto:info@musicadirecta.net)

**Company website:** [www.musicadirecta.net](http://www.musicadirecta.net)

# Company | MISSION

## COMPANY INFO

### OUR VALUES

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- TRUST
- HONESTY
- COMMITMENT
- CUSTOMER SATISFACTION
- PEOPLE
- QUALITY
- CUSTOMER LOYALTY

### OUR MISSION

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*Musica Directa LLC provides musical equipment to the community. We separate ourselves from our direct competitors by paying intensive personal attention to our customers, **and educating our clients about the products they need or desire before, during, and after the sale.** We offer creative programs to reward customer loyalty, and we provide on-site repair services for the items we sell. We consider our staff, our partners and insist they prosper equitably with the growth and success of the company. **We have the largest selection of Professional Audio, DJ and Studio equipment in Adriatic region, and we use that advantage to separate ourselves from the competition.***

### OUR VISION

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*“Looking for and finding new fields for growth, participating in different countries and diversifying our activities. Creating sections, specializing and delivering at the utmost quality.”*

# Corporate CULTURE

COMPANY INFO

WE BELIEVE  
THAT CORPORATE CULTURE IS  
THE DNA  
OF THE COMPANY

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*Musica Directa LLC has built its business position on a unique corporate culture and has created an image of a reliable business partner.*

*The company has made business decisions effectively and efficiently, and transferred available knowledge to western corporations. It was at this point that the long-term business cooperation with international companies began.*

*The Company has introduced international business standards to the Serbian market.*

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# Location and FACILITIES

OFFICE | BELGRADE | SERBIA



## OFFICE and WAREHOUSE

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- **OFFICE** is located on the quiet part of the city. We deal all business from this location.

- We have our own forwarder agent so we do all customs procedures, paperwork, import, certificates from government agencies, declarations, eco tax calculations.

*Most important part of our business is customs warehouse and duty paid warehouse, which is located outside of Belgrade to avoid city crowded streets and heavy traffic. From that location we distribute goods to whole Serbian area to our dealers. Warehouse is over 1200m<sup>2</sup>, 1000m<sup>2</sup> of it for duty paid and customs part.*

- ***Beneficial demographics:** Belgrade, regional center, is the capital and largest city of Serbia, spreads over 3.6% of the territory of Serbia, with 21% of the Serbian population. All of the above qualities are consistent with the Musica Directa company goal of providing a fresh approach to audio/video equipment retailing.*

# Location and FACILITIES

MUSICA DIRECTA | WAREHOUSE + TRANSPORT



## WAREHOUSE

CUSTOMS WAREHOUSE 1200m<sup>2</sup>, lower level

DUTY PAYED WAREHOUSE 1000m<sup>2</sup>, upper level

# Location and FACILITIES

MUSICA DIRECTA | WAREHOUSE + TRANSPORT



## VEHICLES

1 BIG VAN vehicle,

5 smaller vehicles, VW & FIAT

# Brands REPRESENTED

MUSICA DIRECTA COMPANY

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## EXCLUSIVE DISTRIBUTION

### Pro Audio & Light

- ❖ Martin Light
  - ❖ Beyerdynamic
  - ❖ Martin Audio
  - ❖ Focal Professional
  - ❖ Casio
  - ❖ 18 Sound
  - ❖ Cordial
  - ❖ D.A.S. Audio
  - ❖ FBT
  - ❖ Apart
  - ❖ Marshall
  - ❖ PR Lighting
  - ❖ Montarbo
  - ❖ Ortofon
  - ❖ Elektron
  - ❖ Reloop
  - ❖ Suzuki
  - ❖ Eminence
  - ❖ Celestion
  - ❖ ESI
- ❖ Gemini
  - ❖ Antari
  - ❖ Superlux
  - ❖ Studiomaster
  - ❖ FiveO
  - ❖ QSC

## EXCLUSIVE DISTRIBUTION

### HiFi

- ❖ Marantz
- ❖ Denon
- ❖ KEF
- ❖ Focal Hi Fi
- ❖ Tannoy
- ❖ Wharfedale
- ❖ Arcam
- ❖ Klipsch
- ❖ Q Acoustics
- ❖ Beyerdynamic consumer
- ❖ Electrocompaniet
- ❖ NAIM
- ❖ Custom Design
- ❖ Real Cable
- ❖ QED

## SUB DISTRIBUTION

- ❖ Pioneer Pro
- ❖ Sennheiser
- ❖ Allen & Heath
- ❖ Behringer
- ❖ Native Instruments
- ❖ Philips
- ❖ Sylvania
- ❖ Shure
- ❖ Dynacord
- ❖ Neutrik

# Musica Directa - TEAM

MEET OUR AMAZING TEAM!



**Predrag Malinovic**

General manager

E: pedja@musicadirecta.net

M: +381646470094



**Darko Ljubojevic**

Wholesales

E: sales@musicadirecta.net

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**Aca Stankovic**

Wholesales

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**Nikola Stankovic**

Forwarding agent

E: spedicija@musicadirecta.net

M: +381646470090



**Jelena Boskovic**

Finance Director

E: jelena@providence.rs

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**Bojan Krotic**

Logistic & Distribution

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**Dusan Radic**

Logistic & Distribution

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M: +381646470110

# Belgrade DISTRIBUTION

## DEALERS NETWORK

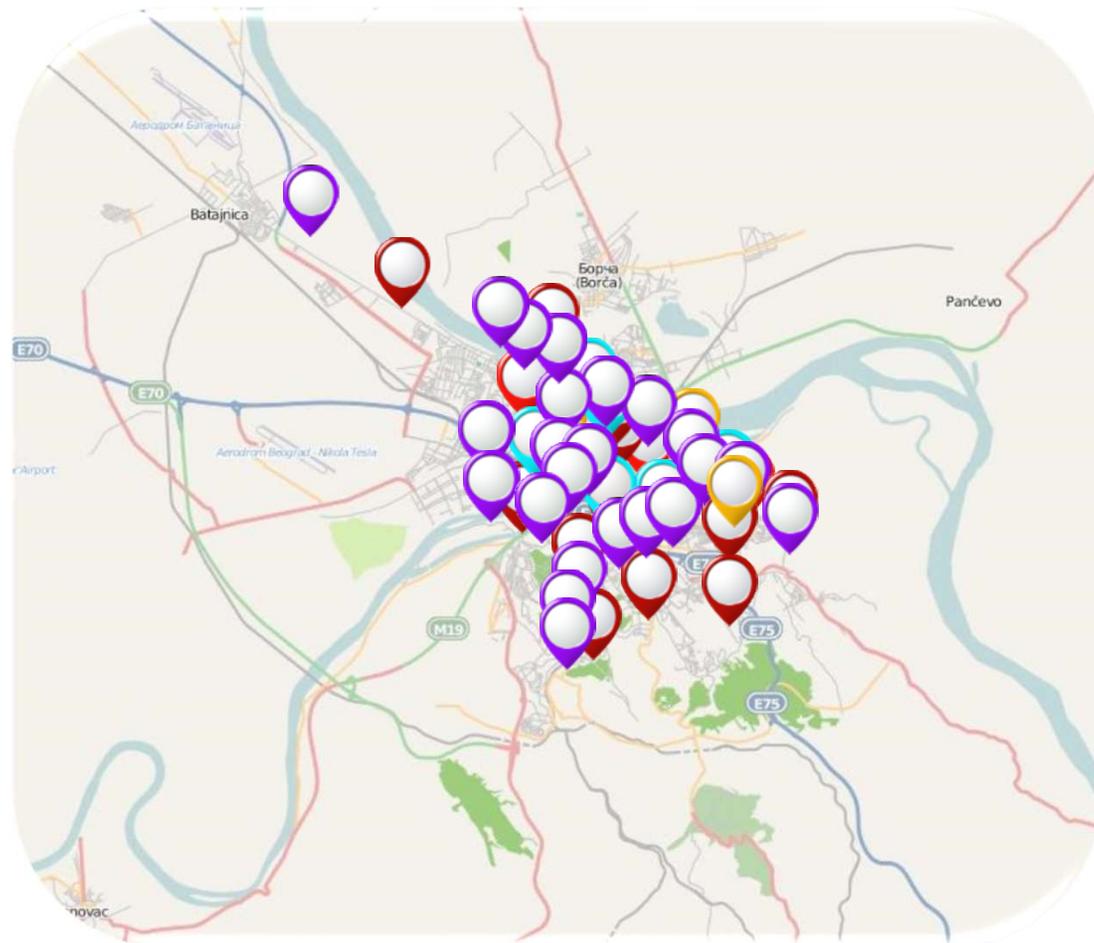
MUSICA DIRECTA  
EXISTING AND PLANNING DISTRIBUTION  
- Business model that exists, we use to expand the offer.

EXISTING | 2018

- Independent Specialist Retailer | 3
- Power Retailer | 14

PLANNING | 2019-2020

- Independent Specialist Retailer | 5
- Power Retailer | 20



# Serbian DISTRIBUTION

## DEALERS NETWORK

MUSICA DIRECTA  
EXISTING AND PLANNING DISTRIBUTION  
- Business model that exists, we use to  
expand the offer.

EXISTING | 2018

- Independent Specialist Retailer | 27
- Power Retailer | 17

PLANNING | 2019-2020

- Independent Specialist Retailer | 15
- Power Retailer | 50



# Regional DISTRIBUTION

## DEALERS NETWORK

Region	Target Dealer Name	Dealer Type
Belgrade, Serbia	Player Plus doo	Independent Specialist Retailer
Belgrade, Serbia	Tehnomanija doo	Power Retailer
Belgrade, Serbia	Music Media Centar doo	Independent Specialist Retailer
Belgrade, Serbia	Voja Elektronik doo	Independent Specialist Retailer
Belgrade, Serbia	Megamusic Centar doo	Independent Specialist Retailer
Novi Sad, Vojvodina, Serbia	Audio Plus doo	Independent Specialist Retailer
Novi Sad, Vojvodina, Serbia	Stringer doo	Independent Specialist Retailer
Ruma, Vojvodina, Serbia	Wizard doo	Independent Specialist Retailer
Ruma, Vojvodina, Serbia	Chameleon doo	Independent Specialist Retailer
Zrenjanin, Vojvodina, Serbia	Senzal doo	Independent Specialist Retailer
Backa palanka, Vojvodina, Serbia	Tehno Park doo	Independent Specialist Retailer
Nis, Central Serbia	Mustang doo	Independent Specialist Retailer
Vranje, Central Serbia	Mix Music doo	Independent Specialist Retailer
Zajecar, Central Serbia	Music House Mix doo	Independent Specialist Retailer
Novi Pazar, Central Serbia	Tim - Elektronika doo	Independent Specialist Retailer
Kraljevo, Central Serbia	Megamusic Centar doo	Independent Specialist Retailer
Loznica, Central Serbia	Tehnomanija doo	Power Retailer
Bijeljina, BIH (Ex-Yu)	Wizard doo	Independent Specialist Retailer
Mostar, BIH (Ex-Yu)	Skutor doo	Independent Specialist Retailer
Osijek, Croatia (Ex-Yu)	Bljesak doo	Independent Specialist Retailer
Herceg Novi, Montenegro (Ex-Yu)	Music doo	Independent Specialist Retailer
Podgorica, Montenegro (Ex-Yu)	Ingal doo	Independent Specialist Retailer
Niksic, Montenegro (Ex-Yu)	Audio Dream	Independent Specialist Retailer
Kosovska Mitrovica, Kosovo	SA Electronic doo	Independent Specialist Retailer
Zvecani, Kosovo	FOLK US	Independent Specialist Retailer

# Musica Directa yearly TURNOVER

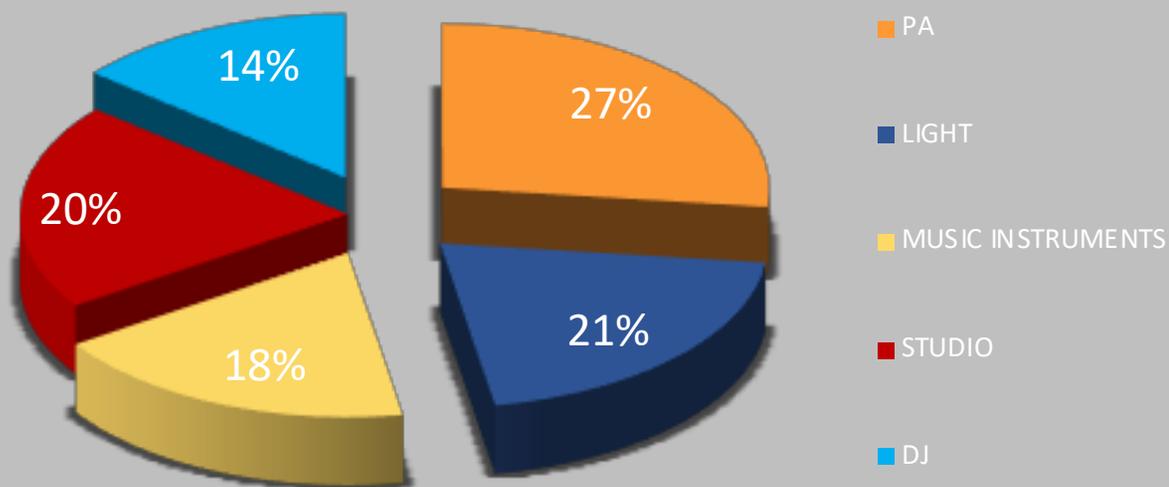
TURNOVER



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**4.400.000 €**  
year 2016.

DIVIDED BY DEPARTMENTS:



# Musica Directa yearly TURNOVER

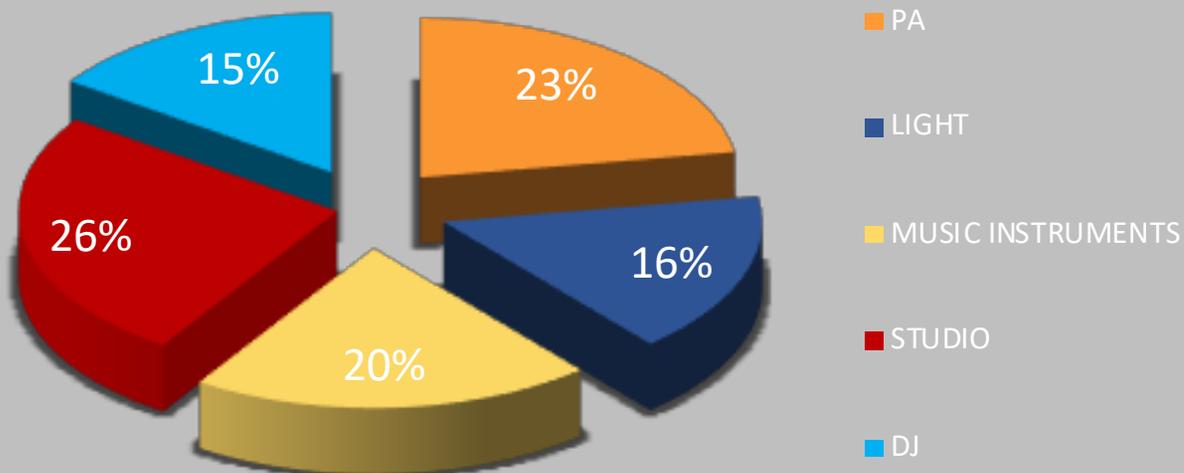
TURNOVER



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**4.600.000 €**  
year 2017.

DIVIDED BY DEPARTMENTS:



# Company | **MARKETING & PR**

PRESENTATIONS

FOCAL PROFESSIONAL PRESENTATION @ FACULTY OF DRAMATIC ARTS BELGRADE



# Company | MARKETING & PR

PRESENTATIONS

FOCAL PROFESSIONAL PRESENTATION @ MPA ACADEMY ZAGREB



# Company | MARKETING & PR

PRESENTATIONS

FOCAL PROFESSIONAL PRESENTATION @ AKADEMIJA UMETNOSTI NOVI SAD



# Company | MARKETING & PR

PRESENTATIONS

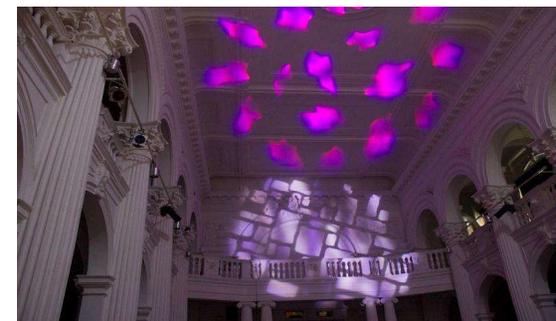
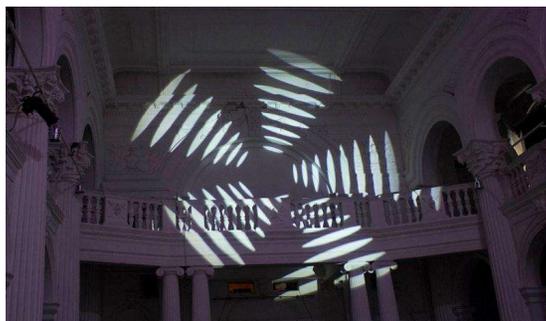
AUDIO FORUM BELGRADE



# Company | MARKETING & PR

PRESENTATIONS

MARTIN PROFESSIONAL LIGHT

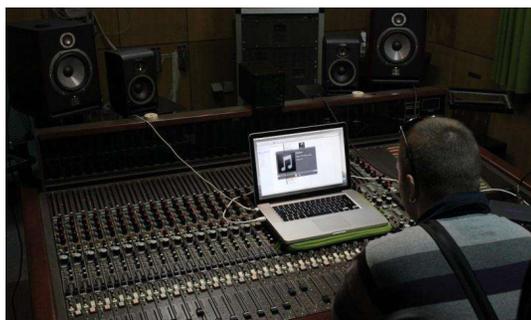


# Company | MARKETING & PR

## PRESENTATIONS



FOCAL ROADSHOW PRESENTATION



# Company | MARKETING & PR

PRESENTATIONS

AES STUDENT SUMMIT POWERED



# Company | MARKETING & PR

PRESENTATIONS

EXIT FESTIVAL.

**EXIT FESTIVAL** – The award winning festival. EXIT has played a vital role in bringing together the new nations of former Yugoslavia, war-torn by the events at the end of last century. It is the social importance of the Festival that made it unique and globally recognized.



# Company | MARKETING & PR

PRESENTATIONS

EXIT REVOLUTION



# Company | MARKETING & PR

PRESENTATIONS

S A E TEST LABS



# Company | MARKETING & PR

PRESENTATIONS

NATIVE INSTRUMENTS @ NO SLEEP CONFERENCE BY EXIT



# Company | MARKETING & PR

PRESENTATIONS

## MIXER FESTIVAL

MIKSER is a multidisciplinary platform which centers around the affirmation of cultural industry of the Balkans and the organization of the biggest regional festival of creative arts. MIKSER gathers together professionals and enthusiasts who, through their different transcultural projects, support the development of national and regional creative economy, and who facilitate a dialogue between contemporary global trends and domestic, as well as regional practice.



# Musica Directa

## OUR SUCCESS:

Vast resources to provide product lines with appropriate attention: Economies of scale that our larger operation has to offer Musica Directa LLC has a history of quickly increasing brand loyalty, sales and support on all our exclusive lines. Focus, stability, strategic growth Striving for growth, we are careful in choosing a product line to represent. We focus on leaders in their product categories that are complimentary to our existing product lines.

