



# MiniMe

Passion for excellence

# MiniMe – passion for excellence



- Company Minime d.o.o. was established in 2014 as a daughter company of Eltus plus d.o.o.. Our core business is **distribution of high-tech equipment for children and parents.**
- **Passion for excellence** is our motto and we take it very seriously. Our products stands out for it`s functionality, superior design and maximum value for money.
- Our mission is to **offer products with true added value for modern parents that seek innovation, functionality, multipurpose and best price-quality ratio.**
- We have proven ourselves as a **reliable partner toward both our suppliers and our buyers.** We retain a big customer base of over 100 independent nursery retailers and also supply some major retail chains in our area of operations.



# Proud distributor of globally recognized brands



- We carefully choose which brands to represent, they must reflect our motto and philosophy.
- We are an official distributor of carefully selected **brands, which are globally recognized for its diversity, highest quality and technological sophistication**, such as: 4moms, UppaBaby, Inglesina, BabyPatent, ValcoBaby, Babiage Doodoo, AxKid, Oribel and others.



We distribute on  
the territories of:

**Slovenia, Italy,  
Russia, Croatia,  
Serbia, Macedonia,  
Monte Negro,  
Bosnia, Romania  
and Greece.**



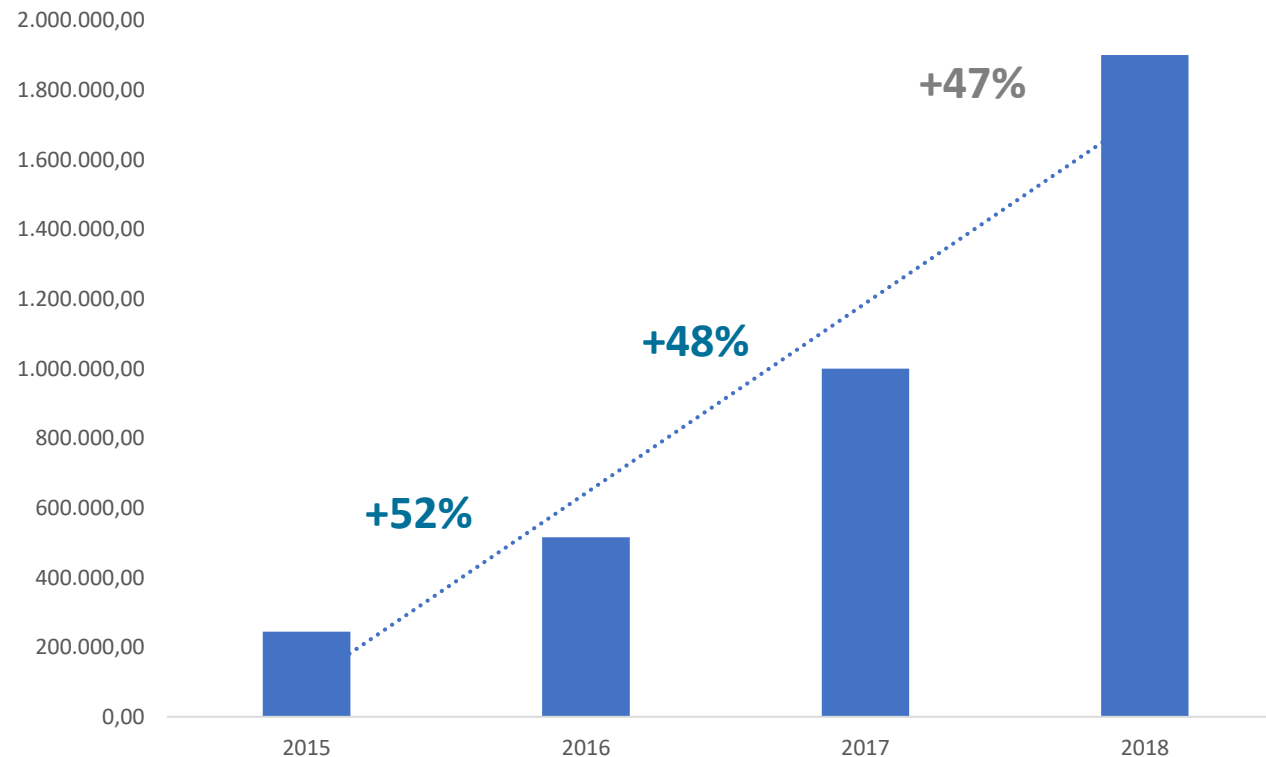
# Distribution and logistic organization



# MiniMe successful growth

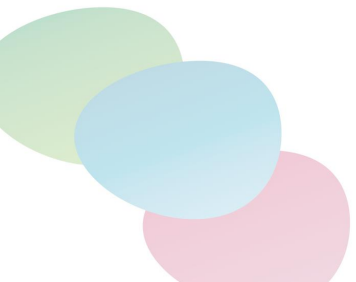


- MineMe is a young company that already achieved a good recognition on Slovenian market and abroad. Thanks to our good distribution, logistic, years of experiences and most of all because of our good quality and functional product from globally known brands we established a **good brand recognition and awareness**.
- This is also proven and demonstrated by our sales results, which are explicitly higher each year. **Each year we record approximately a 50% of sales growth**. Realistic forecast for 2018, with 47% planned in growth is 1.900.000,00 in sales.



# Focus for 2018

- Our main focus is to continue living our motto – **passion for excellence**. We will continue to be a proud distributor of globally recognized brand that we believe of. We are also looking up for new brands or product but only if they reflect our standards.
- We will work even more **to improve brand recognition and brand experience on all our markets**. This will be possible since we have a marketing department in HQ and a good logistic and distribution organization that helps us to deliver and control all communications and brand presentations on all distributed markets.
- Our mainly focus will be also to remain a good and reliable partner **toward our suppliers and our buyers**.
- All this will help us to achieve our high but realistic **sales planes for 2018**.





[www.minime.si](http://www.minime.si)

[www.minime-baby.it](http://www.minime-baby.it)

[www.minime-beba.com.hr](http://www.minime-beba.com.hr)

[www.minime-beba.com](http://www.minime-beba.com)



Contact us:

MiniMe d.o.o.

Tibilisijska ulica 59

1000 Ljubljana

[info@minime.si](mailto:info@minime.si)

+386 40 760 900