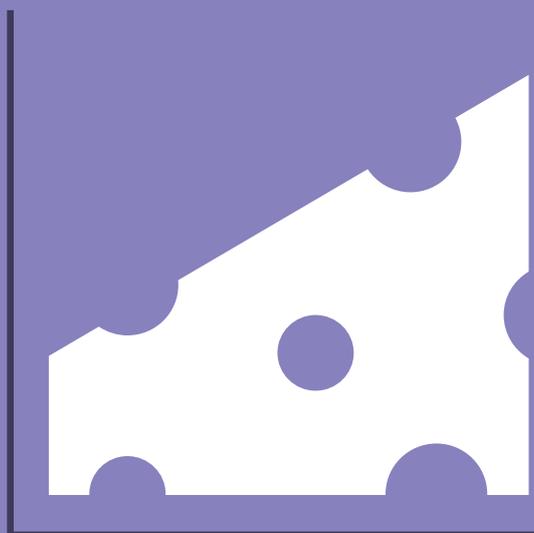


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# Need to find new customers? *Know how.*

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With funding from the European Union, we helped dairy company Buchen Kozjak reach new customers by updating their brand.



# Dairy producer, FYR Macedonia

**We helped Buchen Kozjak, a dairy company producing a range of milk, cheese and yoghurt, improve their marketing. Working with a local consultant, Buchen Kozjak modernised their packaging and their brand and reached out to new customers, increasing their sales by 20% in the first six months.**

Buchen Kozjak was founded in 1983, and is owned and managed by women. When we started working with them, they had 33 employees and produced more than nine tonnes of dairy products a day. Their vision is to become the leading dairy producer in the country, and export their products across the region.

But success depends on more than just a high quality product. Over the past few years, international companies have entered the Macedonian dairy market. To keep up with this new competition,



A new marketing strategy and an updated brand helped Buchen Kozjak reach more customers.

Buchen Kozjak knew they needed better branding, and an effective marketing strategy.

We helped the business find the right consultant to help update their brand. The consultant, Kreativa Nova, looked at the dairy market in the country and recommended a strategy for the future.

The project included:

- Researching the dairy market, covering all the supermarket chains in the capital, Skopje
- Developing a new marketing strategy
- Designing new packaging for Buchen Kozjak's range of cheeses
- Creating a publicity campaign including ads in local and international media, in-store promotions and branded gifts like T-shirts and aprons
- Introducing new yoghurt products to appeal to different customers.

As soon as the project was completed, Buchen Kozjak launched their new packaging, stressing the idea of high quality at affordable prices. Their new products also opened up new markets.

Six months later, total sales had increased by 20%. The new promotion strategy proved a distinctive edge against other Macedonian dairy brands, and the company's sales to supermarkets have also grown. Buchen Kozjak have now hired two new employees to keep up with demand.

[www.ebrd.com/knowhow](http://www.ebrd.com/knowhow)

Production

+22%

Turnover

+10%

Employees

+9%

Total project value

€14,500

Client contribution

€3,625