

A MORE BEAUTIFUL SIDE OF SUCCESS

Successful Women in Economy






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Our Reasons

During the realization of the CREDO Krajina Project, aimed at improvement of enterprises' competitiveness and opening of new jobs, we have increasingly realized how significant the role of women is in business of industrial enterprises. Although the industry, especially the wood processing and metal processing industries, are traditionally observed as industries run by men, the practice has shown that, in a substantial number of enterprises, women manage key positions, such as financial management, organization of production and working with clients. Even in cases when they do not occupy formally significant positions, women perform duties that are of essential importance for enterprises. The experience from the implementation of the Development Fund have shown exceptional dedication and professionalism of women involved in the realization of projects, so we found it to be on the easiest and safest side to work when we had women as our main counterparts on the other side. This is why we would like to use this edition to show how significant the role of women is in the industry here and now, although being quite aware that this role quite often remains unseen to observers outside the very enterprises. We have tried to present inspirational and interesting details about several successful women with whom, to our luck, we have successfully cooperated. We consider it to be our great privilege to have an opportunity to cooperate with them and present them in this way.




The Eda Team

„Increasing women's representation across the board - in governance and peacebuilding efforts, in economies and core institutions - is a sine qua non in achieving gender equality.“
Margot Wallström, Minister for Foreign Affairs, The Government of Sweden (A feminist foreign policy – extract from Foreign minister Margot Wallström speech to United States Institute for Peace (USIP), Embassy of Sweden, Sarajevo, 5 February 2015)



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First a Friend, Only Then an Employer



ZAH d.o.o. is a metal processing company, founded in 1997, from Bosanska Krupa and it employs 78 employees.

The company's products are used at the electrical engineering and car industry and they are sold on the markets of the EU countries.

Azra Huzejrović, Head of Personnel

What she considers significant for business success is organization of work and setting of priorities. She emphasized on the significance of attitude to work and fair and honest relation to the employees, customers and suppliers.

In her associates, she particularly appreciates responsibility, honesty, dedication and readiness to teamwork and agreements. "An employer must know how to appreciate and reward employees and provide them with the salary they can live on."

The question given to the colleagues about her characteristics got the following answers:

"Whoever does not have her as a friend has a huge emptiness in both private and business life."

"Tolerance, understanding. It is hard in such times to find such employers."

"Communication, honesty, interaction with all the employees, professionalism."



Don't Stand Out as an Individual, but as a Team



The footwear company BEMA d.o.o. Banja Luka, from the leather and footwear industry sector, has operated for 11 years now and employing 1.250 employees.

They place their products on the domestic market and on the European Union states' market.

M.A. Dragana Dilas, Lawyer

She considers that the starting point for success in business is the knowledge one obtains through education, then, the skills you have. The skills determine very much the personality of a person, even their ability to respond to challenges in daily business.

„It is very important that you have the ability to establish good communication and cooperation with your work colleagues and business clients. In this, it is very important that you do not stand out as an individual, but rather seek for achieving the goals of the whole team.

The employers today look for associates who are ready to take over as much responsibility and work tasks as possible, which is why the ability to learn, obtain new knowledge and skills, and this not just in the area that you do, but it is rather significant for achieving the success in work.”

In her employees, she particularly appreciates their responsibility to work, trust and adaptability. She considers that the key factors to successful business are own work, organization, ability to adapt, cost reduction, acceleration of administrative processes and ability of the management to fast and efficiently act at the moment of crises.

www.bemadoo.com



Knowledge and Teamwork are Significant



The Chamber of Commerce of the Republic of Srpska employs 27 employees and it presents an association of business companies of the Republic of Srpska with more than 9,000 members. The Chamber goals include creation of a more favorable business environment, increase of competitiveness, improvement of business cooperation with abroad and participation in development programs.

Dragica Ristić Ph.D. Director

"I believe that business success mainly takes satisfaction of clients, in our case, satisfaction of our members. This was a reason for us to introduce international quality standards 14 years ago."

"Our policy is constant learning, developing individual and collective competencies, and one of the key elements of success is the exchange of knowledge and experience, as well as readiness to teamwork, both of staff with exceptionally significant experience and the young, ready to increase the level of professional competencies."

"In our associates, I particularly appreciate knowledge, responsibility, continuous learning and application of knowledge, ability, flexibility and readiness to teamwork."

"I honestly hope that my associates recognize my objectivity and readiness to share with them the experience and knowledge I have, to daily participate in teamwork, understand them and resolve problems together."



Honesty and Trust for Successful Business



SPEKTRA DMG d.o.o. is a family company from Banja Luka, which has successfully operated in the metal sector for more than 15 years now.

The company employs 52 employees and they put their products on the local and foreign markets (Serbia, Montenegro and the European Union states).

Jelena Kecman, Finance Director

She believes that it is particularly important for business to have persistence, honesty, accuracy and quality. When it comes to employees, she particularly appreciates honesty, as successful business takes building of trust.

What her colleagues appreciate in her are her direct approach, complaisance and understanding. Her contribution to the establishment and development of the company is also emphasized on by her husband, the company's owner. In addition to have initiatives and participating in development of the idea behind establishing the company, he emphasized that in the period of his two years' long absence from the company due to illness, her dedication and commitment where a decisive factor for the company's survival, which, despite difficulties in that period, operated rather successfully.

The basic values that made SPEKTRA DMG such a success are moved onto the heirs, through transfer of management knowledge and experience of the founders to their successors, in order to provide a continuous company development.

www.spektradmg.com



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Dare Being One Step Ahead



The meat industry "MI-TRIVAS" d.o.o. from Prnjavor deals with the processing of meat and production of meat products.

The company employs 80 employees and it has operated since 2001, producing and putting their products on the markets of Bosnia and Herzegovina and Serbia.

Jelena Vasić, Deputy Director

"I believe that it really is important to emphasize and promote all the more increasing role that women have and could have today in the business environment of our area. The role of women has long been neglected in this area, maybe as a part of social heritage that women, unfortunately, in one period had, as a consequence of insufficient education, engagement and affirmation of women in business."

She believes that, in order to succeed in business, it is particularly important to know the environment you operate in, have a realistic selection of targets, proper selection of employees and motivation.

As for abilities and skills of individuals, she believes that the following are very significant for business success: ability to foresee changes, dare being one step ahead, being entrepreneurial, having creativity, commitment and persistence.

In her employees, she most appreciates the ability to work in a team, to adapt to changes, to constantly learn and apply the obtained knowledge, while her employees particularly appreciate her commitment, accuracy and being entrepreneurial.

trivas@teol.net



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Love What You Do



MLADEGS PAK from Prnjavor deals with production and packing of food products.

The company started with work in 1988 with three employees. Today, the company employs 185 employees and it exports its products into the neighboring countries.

Margita Pratljačić
Director of Production Sector

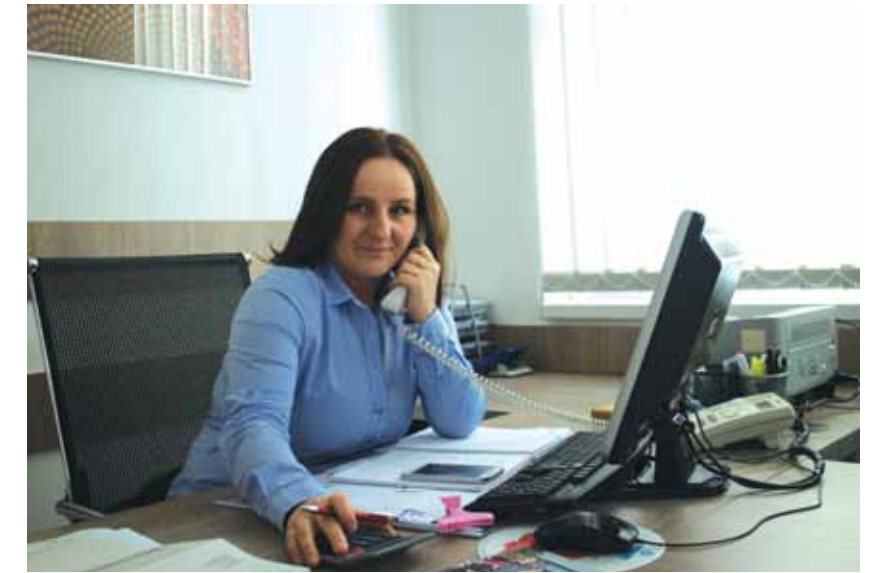
"The most important thing in business is the love for what you do, which is, then, followed by a good team. In order to be persistent in work, it is necessary to be motivated well, at which I do not have just salary in mind. A new project, including a new product, new raw materials, new customers, suppliers, sometimes new equipment - all these present very good motivation. All this carries challenges, new problems, as well as new learning, which makes us stronger in what we do."

"We should not be afraid because of expected problems in work. The problems have their advantage, as they make us learn much more and much faster. Resolving the problems and seeking new solutions is a part of growth and development. In any situation, one should keep their heads cool and seek for solutions, which usually come on its own."

She is honest, critical and self-critical and expects the same from her employees.

The employees emphasize that Margita cherishes teamwork, as well as that she is a good mentor and honest.

www.mladegspak.com



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Innovating to Work



„MAGIC TOUCH“ is a family company for production of natural cosmetics.
The products are sold in the whole of Bosnia and Herzegovina, using web shop, while the direct sale is represented in the area of Una-Sana Canton.

Meliha Klopić Murtić
the Owner and Innovator

The winner of several awards for innovations for “medicinal sugar depilation paste” at the competition of young innovators in Bosnia and Herzegovina and abroad.

“In my business, the most significant thing is to have a good quality and innovative products that are 100% natural and nicely packaged.”

“Particularly significant for success in business are people we work with. We always listen and we research about the needs of customers, we educate ourselves and, based on that, we create the recipes that will give us the wanted results.”

She finds the most significant characteristics of associates to be: trust, punctuality, accuracy, motivation and desire to build good business relations. She tries to be adaptable and realistic, to stick to the agreements made and perform the work and activities depending on her even prior to the agreed deadlines.”

www.magictouch.ba



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The Key to Success Lies in Good Focus



VITAMINKA A.D., Banja Luka was founded in 1947 and it has since dealt with processing of fruit and vegetables. It employs 206 full-time employees and it additionally employs about 200 seasonal workers every year. The products are placed on the domestic and foreign market (the countries of the European Union, USA, Australia).

Nataša Đurđević
Executive Director for Production

„Solid grounds of success are dedicated, motivated and skillful employees. The key to success is focus, i.e. determining of a strategy where to focus the funds, time and attention in order to achieve the best results. There is no success without work, constant change and innovations.”

When it comes to associates, what she appreciates most is their responsibility in performing the tasks. Also, she finds personal characteristics and professional features to be important. When it comes to the personal characteristics, she particularly emphasizes on initiative and loyalty and, out of professional ones, on teamwork, expertise and decision-making ability.

When asking the question what is that the team particularly appreciates in her, a team of technologists particularly emphasized the following: decisiveness, being direct, innovative, self-confident and resourceful.

www.vitaminka-kreis.com



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Reacting Fast is the Key



VENDOM D.O.O. is a metal processing company from Laktaši dealing with production of metal containers and constructions, as well as providing of cutting, folding and welding services, since 2008.

It employs 20 employees and it exports its products on the market of Switzerland, Germany and Austria.

Sandra Đukanović, Sales Manager

She considers that responding fast to the market and customer demands and monitoring of all the modern trends of metal production are decisive for business success. The time for which you respond to the request of a customer and the price you offer will make them decide whether to do business or not, and both the first and the second are result of negotiation.

In her employees, she particularly appreciates the timeliness and flexibility.

"Timeliness allows and enables corrections of possible mistakes. In addition to that, it is very important to have the ability of adjustment to certain situations, as every work is a project on its own."

She also emphasized being multi-skilled, i.e. being able to simultaneously perform several tasks is significant for any job, which is a reason which is why she likes working with women.

Biljana Savić, Head of Administration Sector particularly appreciates her fast responses to the customers' demands and friendly relations with her colleagues.

"There are no obstacles and delays with her when it comes to work. There are no problems and issues that cannot be resolved, which makes my work a lot easier."

www.vendomdoo.com



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Being Recognizable is a Sign of Success



NAŠ DOM MB has successfully operated for 10 years now in Gradiška and it deals with production of plate, upholster and ecological massive furniture without artificial colors. It employs 10 employees and puts its products on the local and foreign markets (Croatia and Germany).

Sandra Pezerović, Commercial Director

She has performed a range of responsible duties at the company, including designing, purchasing of the materials and coordination of work, from production to delivery of products to final customers.

“Success in business particularly takes a good market, accuracy in terms of meeting deadlines, quality and price. Namely, it is good to reconcile the price, quality and deadlines.”

As for her colleagues, she always puts their expertise first, but she just as equally appreciates their honesty. She emphasizes the need of constant development of staff through obtaining new knowledge and skills, in line with the market requiring the introduction of new products and processes of work.

She emphasizes that she will consider it success if the company becomes recognizable by its products.

She considers that it is important to respect the agreements and her colleagues emphasized her persistence, decisiveness and resourcefulness, confirming that the cooperation with her is pleasant and efficient.

www.nasdommb.com



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No Business Success without Huge Giving up on Other Things



FIKO COMMERC SF D.O.O. from Cazin deals with production of construction sheet metal, sale and services of installation. Next year, the company will celebrate 20 years of existence and today it has 43 employees, out of whom the majority has been at the company since its establishing. The products are placed onto the domestic and foreign market (Montenegro, Albania, Serbia, the European Union states).

Senada Hadžić
the Owner, employed in administration

"The success of our company and our being recognizable on the market has occurred with our huge work and our giving up on other things, both me and my husband, but also thanks to all the employees without whom we would not be today what we are." She considers the employees to be the biggest and most significant resource of the company, as they are top masters educated for every type of assembly and production.

"For a person to be successful in their work, one needs to give up a lot on other things in their private life. The upbringing of my children and their orientation to take the right road in life is a great success, as well as success in work, as, during these times, it is very difficult for a woman to be a mother, a housewife and a business woman." What she finds particularly important in work colleagues and business partners is to be responsible in work, to adhere to the deadlines and agreements and finish the work started, as "I dislike the work to be partially done or be left for tomorrow".

The characteristics appreciated by her employees are her simplicity, honesty, directness, giving her opinion and position, hearing and understanding the interlocutors, learning and acceptable of ideas and advice for business improvement.

www.fikocomerc.com



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The Riskiest of All is Not to Act



Adria MM is a family company from Banja Luka, producing pasta and confectionery products.

This year, it marks 25 years of existence and employs 23 employees. It puts its products on the market of BiH and the countries in the region.

The majority of employees have been employed at the company since its establishing.

Svjetlana Mičić Andrić, Director

She believes that both are equally significant for business success – a good quality, safe and competitive product as well as a reliable and well-trained team.

“In my employees, what I appreciate most is loyalty, competence, self-initiative and mutual respect and appreciation, which is significant for a good quality and long-term cooperation.”

“I can freely say that my employees appreciate the safety I try to provide to them, my efforts to try and resolve all the problems and mistakes that happen, and they do happen, by conversation, primarily as a man and as a friend. I am here for the employees, regardless of work. I try, together with them, to build the vision and mission of the company, the way my father started it 25 years ago.”

“I think that all the employees appreciate good organization and preparedness for risks that always exist and, honestly, my motto is that doing nothing is probably even a bigger risk than doing something. We act together, we take risks and we survive, and I hope we will be doing so in the next 25 years.”



Success Gives New Strength



Dis Eurostandard d.o.o. from Prnjavor is a metal processing company, operating for more than 10 years, with 95% of export-oriented production. It employs 60 employees and it has continuously increased the number of its employees.

Tanja Starčević, Director

She believes responsibility, commitment and consistency, as well as satisfaction in work, to be important for business success.

“When business results are positive, this gives you strength for further work, to resolve various problems you face in business.” Also, it is very important to be open and honest, because, in this way “concrete questions come and concrete answers go”.

What she particularly appreciates is honesty, loyalty and persistence. “External associates, even those who complained in the beginning when cooperating with us, have recognized that business takes certain order, as well as that certain procedures and agreements must be adhered to.”

“I believe that the employees still appreciate my persistence in work, my persistence in achieving goals, together with appreciating the same rules for everybody. Employees are also given privileges according to their efforts they put into this company.”

diseurostandard@blic.net



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The Eda Team





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