



WORLD DAYS IN MERCATOR D.D.





MERCATOR IS THE LEADING RETAILER IN THE REGION. IT IS ONE OF THE LARGEST CORPORATE GROUPS IN SLOVENIA



462 FMCG stores

- Markets: 395 (<700 m²)
- Super: 44 (701–1,500 m²)
- Hyper: 23 (1,501–6,600 m²)



Population: 2,1 mio



No. of households: 0,8 mio

#1



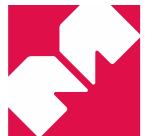
Legend:

	Retail operations
	Mercator real estate
	Other operating activities

The **Mercator Group** is one of the **largest corporate groups in Slovenia**, and within the **Fortenova Group** it operates in the entire region of Southeast Europe. Headquarters of **Poslovni sistem Mercator, d.d.** is in the **Republic of Slovenia**.

The primary and most important activity of the Mercator Group is the retail of fast-moving consumer goods, complemented by a range of supplementary services. We therefore wish to provide our customers with a comprehensive offer that meets their needs and wishes.

In Slovenia, Mercator has over 70 years of tradition.





WE CONTINUE PIONEERING IN DEVELOPING INNOVATIVE STORE CONCEPTS



BEST WORLD PRACTICES

Mercator Šiška and Kranj Primskovo, Mercator Ložionička and Borik, Maxi



CONVENIENCE CONCEPT

Minute
Gregorčičeva



LOCAL CONCEPT

Idea Dorćol,
Idea London
Idea
Beograđanka

LIFESTYLE CONCEPT - GREEN

Idea Organic



FLAGSHIP LARGEST MERCATOR HYPERMARKET STORE CONCEPT ŠIŠKA RENOVATED IN 2017



Focus on flavors from around the world, new fresh departments, upgraded offer and assortment



Self-service checkouts, mobile scanning



Complete choice, continuous discovering of new products and ranges, world class shopping experience for all shopping missions, shopping theatre





HM ŠIŠKA AFTER RENOVATION



- **World class shopping experience** in all departments

- **Open market feel entrance:** fruit& vegetables and florist

- **The biggest assortment:** over 35.000 SKUs, of which 5.000 novelties

- **Show cooking:** gastro, bakery, confectionery, butcher, fish tank with live fish and lobsters

- **Video wall** 10m², extra-long cash counters, **M Scan** mobile, dedicated M Scan checkouts, self-checkouts

- The biggest **Local department**, medical supply shop in shop **Sanatura**

Deli



Fishmonger



Gastro, pizza, sandwiches



Bio



Winery



F&V





HM ŠIŠKA AFTER RENOVATION



- **Bakery** with special types of bread made in store by hand

Bakery



- **New sushi counter:** freshly prepared at the POS by a sushi chef

Sushi



- **Butcher** with meat products made in store and meat aging zone

Meat - butcher



- **Cakes and coffee:** cakes prepared on site, including sitting area

Local and bio



- **Largest local** department with products made by local farmers

Cakes and coffee



M Scan





FLAGSHIP UP-SCALE CONVENIENCE STORE CONCEPT „GOURMET“



Focus on broader offer in gastro, new departments, new services in delicatessen



Self-service, Cashless self-checkout



Immediate consumption and convenience for to-go and stock-up shopping





maxi
GOURMET MARKET

MAXI GOURMET MARKET AFTER RENOVATION, ENCOMPASSING WORLD-CLASS TRENDS, OFFER AND EXPERIENCE

- Increased sales area by **20%**
- **Convenience food solutions** at the beginning of shopping route
- **Wines and spirits** from various countries and regions
- **Prosciutto counter** & **dry meat ageing** in store
- **Cashless checkouts** for quicker service

Deli



Bakery



Gastro, pizza, sandwiches



Bio



Winery



Self-service checkout





maxi
GOURMET MARKET

- New: **sushi** made fresh in store & **fishmonger** department

- **Butcher:** dry aged meat refrigerators in store

- **F&V** including exotic delicacies

- **Local section** with products from local farmers

MAXI GOURMET MARKET AFTER RENOVATION

Prosciutto corner



Sushi



Fishmonger



Butcher



F&V



Local





CARRIED OUT PROJECTS FOR BRINGING CUSTOMERS FLAVOURS FROM AROUND THE WORLD



DAYS OF ITALY
2021

DAYS OF RUSSIA
2019

DAYS OF GREAT
BRITAIN
2018

DAYS OF
ASIA
2017

DAYS OF THE
BALCAN REGION
2017





REACH OF THE PROJECT: EXAMPLE OF BRITISH DAYS



- CATALOGUE WITH THE BRITISH PRODUCTS: 150.000 households
- RADIO SPOTS: reach of the 66.000 listeners
- TV SPOTS: reach of the 709.391 viewers
- PRINTED MEDIA: 142.000 readers
- DIGITAL REACH: 350.000 views

At the time of the project was taking place we had 210.000 shoppers and 450.000 visitors





EXAMPLE OF PROJECT OKUSI PO ITALIJANSKO (TASTE OF ITALY) IN HYPERMARKET ŠIŠKA



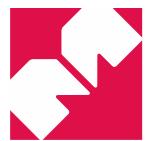


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