

USPEH RAST **STYLE** SUCCESS QUALITY **SNAGA**

ADVANTAGE PONUDA FORMA PLANIRANJE DIZAJN

SAVREMENOST KVALITET **FAMILY** DESIGN **POWER**

BRZINA COMFORT

POSVEĆENOST POWER **CREATIVITY**
TIMSKI DUH PREDNOST PRAKTIČNOST

INOVACIJE KONTINUITET

RESPONSIBILITY **TRADICIJA**
AVAILABILITY

KOMFOR **AMBIJENT**



FORMA IDEALE

UVOD

INTRODUCTION

Forma Ideale je osnovana 1995. kao porodična firma SZR EL-EN, a danas je kompanija specijalizovana za serijsku proizvodnju pločastog i tapaciranog nameštaja, prepoznatljivog na tržištu po svom savremenom dizajnu, funkcionalnim karakteristikama i odličnom odnosu cene i kvaliteta. Tokom godina proširen je prostor za poslovanje i na svetska tržišta, što je rezultiralo da kompanija postane jedan od vodećih izvoznika nameštaja u Srbiji sa 21 odsto ukupnog izvoza nameštaja. Više od 400 donatorskih akcija čine kompaniju Forma Ideale kao prepoznatog i priznatog člana zajednice od strane građana Srbije i svih relevantnih institucija. U 2022. godini Forma Ideale je kompanija za čije ime se vezuje odlična organizacija, vizija i liderstvo, i koja je utemeljila obrazac savremenog poslovanja u industriji nameštaja u jugoistočnoj Evropi.

Forma Ideale was founded in 1995 as a family-owned in serial production of panel and upholstered furniture, recognizable in the market for its modern design, functional features and excellent price-quality ratio. During the years, business operations have been expanded to global markets, resulting in the company becoming one of the leading furniture exporters in Serbia, accounting for 21 percent of total furniture exports. More than 400 donor campaigns establish Forma Ideale as a recognized and reputable member of the community by the public in Serbia and all relevant institutions. In 2022, Forma Ideale is a company whose name is associated with excellent organization, vision and leadership, and which has established the pattern of modern business in the furniture industry in Southeast Europe.



1

1995-2000.

- 1995.** osnovana zanatska radnja EL-EN
- 1996.** početak serijske proizvodnje klub i set stolova od punog drveta, stakla i pločastih materijala
- 1997.** početak distribucije robe kroz izvoz
- 1998.** prvo učešće na Sajmu nameštaja
- 1999.** prošireni proizvodni pogoni
- 2000.** distributivna mreža je proširena po celoj Srbiji

2

2001-2005.

- 2001.** otvoren prvi maloprodajni objekat u Zaječaru
- 2002.** društvo menja naziv iz EL-EN u Forma Ideale
- 2003.** otvoren prvi salon u Beogradu
- 2004.** prerasta u Privredno društvo Forma Ideale d.o.o., proširenje proizvodnih pogona na novu lokaciju – objekat bivše fabrike Koža
- 2005.** instalirana nova CNC oprema za serijsku proizvodnju nameštaja

3

2006-2010.

- 2006.** izgrađena fabrika sa Upravnom zgradom i višestruko su povećani proizvodni kapaciteti
- 2007.** prvo generalno sponzorstvo Sajma nameštaja, otvorena fabrika za proizvodnju tapaciranog nameštaja u Majdanpeku
- 2008.** beleži se dalji ubrzani razvoj maloprodajne mreže
- 2009.** društvo ulazi u partnerstvo sa EBRD
- 2010.** broj zaposlenih iznosi više od 1.100
- 2011.** otvorena prva internet prodavnica za prodaju nameštaja u Srbiji

4

2011-2014.

- 2011.** maloprodajna mreža broji 23 salona
- 2012.** izvezeno više od 1.000 kamiona nameštaja
- 2014.** organizovan sopstveni Distributivni centar na površini od više od 3 hektara, sa više od 24.000 paletnih mesta

5

2015-2019.

- 2015.** broj zaposlenih iznosi više od 1.300
- 2016.** rast izvoza na 35 tržišta širom sveta
- 2017.** maloprodaja broji 33 salona
- 2019.** novi Distributivni centar
- 2019.** rast izvoza na 51 tržište na 4 kontinenta

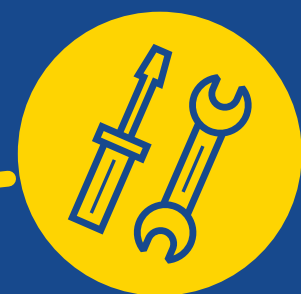
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2020-2022.

- 2020.** Obeleženo 25 godina kompanije Forma Ideale
- 2021.** 40 salona u okviru maloprodajne mreže
- 2021.** Plasman asortimana na 80 tržišta, na 4 kontinenta
- 2021.** Početak radova na izgradnji nove proizvodne hale
- 2022.** 11 godina od pokretanja internet prodavnice

KAKO SMO RASLI

DEVELOPMENT PATH



- 1995** craft shop EL-EN established
- 1996** start of serial production of club and nesting tables made of solid wood, glass and panel materials
- 1997** beginning of distribution of goods through exports
- 1998** first participation at the Furniture Fair
- 1999** expanded production facilities
- 2000** distribution network expanded throughout Serbia



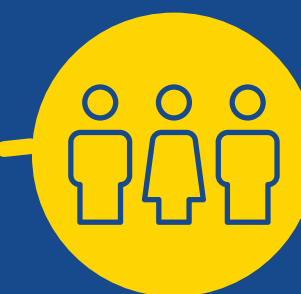
- 2001** the first retail store opened in Zajecar
- 2002** the company changes its name from EL-EN to Forma Ideale
- 2003** the first showroom opened in Belgrade
- 2004** grows into Forma Ideale d.o.o, expansion of production facilities to a new location - the former factory Koža
- 2005** new CNC equipment for serial production of furniture installed



- 2006** factory with office building constructed and production capacities multiplied
- 2007** first general sponsorship of the Furniture Fair, factory for production of upholstered furniture opened in Majdanpek
- 2008** further accelerated development of retail network
- 2009** company enters partnership with the EBRD
- 2010** more than 1,100 employees
- 2011** first online store for furniture sale in Serbia opened



- 2011** retail network of 23 showrooms
- 2012** more than 1,000 trucks of furniture exported
- 2014** own Distribution Center covering more than 3 hectares established, with more than 24,000 pallet places



- 2015** more than 1,300 employees
- 2016** export growth to 35 markets worldwide
- 2017** retail network of 33 showrooms
- 2019** new Distribution Center
- 2019** export growth to 51 markets at 4 continents



- 2020** Forma Ideale's 25th anniversary celebrated
- 2021** 40 showrooms within the retail network
- 2021** Portfolio placement in 80 markets at 4 continents
- 2021** Launch of new plant construction
- 2022** 11th anniversary of the web store launch

GDE SE NALAZIMO LOKALNO

WHERE WE ARE LOCALLY



SRBIJA

Razgranata maloprodajna mreža obuhvata skoro 40 salona koji se prostiru na više od 60.000 kvadrata u gotovo svim većim gradovima u Srbiji: Kragujevac, Aranđelovac, Smederevo, Jagodina, Beograd, Čačak, Kraljevo, Užice, Niš, Zaječar, Leskovac, Pirot, Aleksinac, Šabac, Sremska Mitrovica, Loznica, Valjevo, Subotica, Sombor, Kruševac, Paraćin, Novi Sad, Vrbas, Vršac, Novi Pazar, Zrenjanin, Vranje, Stara Pazova, Lazarevac, Mladenovac, Obrenovac, Pančevo, Požarevac i Bačka Palanka.

SERBIA

The extensive retail network includes nearly 40 showrooms that cover more than 60,000 square meters in almost all major cities in Serbia: Kragujevac, Arandjelovac, Smederevo, Jagodina, Belgrade, Cacak, Kraljevo, Uzice, Nis, Zajecar, Leskovac, Pirot, Aleksinac, Sabac, Sremska Mitrovica, Loznica, Valjevo, Subotica, Sombor, Krusevac, Paracin, Novi Sad, Vrbas, Vrsac, Novi Pazar, Zrenjanin, Vranje, Stara Pazova, Lazarevac, Mladenovac, Obrenovac, Pancevo, Pozarevac and Backa Palanka.

KOLIKO SMO RASPROSTRANJENI

WHERE WE ARE GLOBALLY

SVET

Nekoliko stotina prodajnih mesta na četiri kontinenta čini veleprodajnu mrežu Forma Ideale. Izvozna strategija Forma Ideale realizuje se kroz razgranatu mrežu u više od 60 zemalja Evrope, Azije, Afrike i Latinske Amerike. Izvoz na tržišta EU tokom poslednjih godina beleži dvocifrene stope rasta.

WORLD

Several hundred points of sale at four continents make up the Forma Ideale wholesale network. Forma Ideale's export strategy is implemented through an extensive network in more than 60 countries in Europe, Asia, Africa and Latin America. Exports to the EU markets have seen double-digit growth rates in recent years.





Na pitanje koliko će jedan posao uspeti, najbolji odgovor je onoliko koliko ste mu se posvetili. Forma Ideale je četvrt veka posvećena tome da svi procesi u planiranju, nabavci, skladištenju, proizvodnji, plasiranju i prodaji nameštaja budu realizovani uz poštovanje najviših standarda. Pločasti i tapacirani nameštaj proizvodi se u halama ukupne površine od više od 30.000m² u Kragujevcu i Majdanpeku. Proizvodni proces organizovan je po principu serijske proizvodnje na savremenoj proizvodnoj opremi, uz konstantno praćenje novih svetskih tehnologija u izradi nameštaja. Proizvodni asortiman čini više od 600 artikala iz programa pločastog i tapaciranog nameštaja. Osim toga, blizina fabrike iverice Kronošpan na 22 km od naše proizvodne hale otvara dobru perspektivu za širenje izvoza u EU. Primarni deo proizvodnje prostire se na 30.000m² i 18.000m². Proizvodni kapacitet kompanije čine 4 grupe mašina, organizovanih prema osnovnim fazama procesa proizvodnje: sečenje se obavlja na 8 mašina, kantovanje na 3 linije i 6 samostalnih jedinica, dok se proces bušenja obavlja na 4 CNC obradna centra sa 5 protočnih bušilica. Pakovanje se obavlja na 3 linije, uz automatizovano zatvaranje paketa i transport, kao i sopstveni pogon za proizvodnju kartonske ambalaže. Poseban deo proizvodnog procesa je obrada medijapan ploča na obradnom centru i njihovo oblaganje folijom. Elementi se obrađuju na osnovu dizajnerskih rešenja, uz primenu 3D aplikacija na frontovima. Sektor za projektovanje i razvoj na osnovu prateće dokumentacije izrađuje prototip, obavlja neophodne analize i, nakon verifikacije proizvoda iz nulte serije, proizvod je spreman za serijsku proizvodnju.

When asked how successful a business will be, the best answer is how much you are committed to it. For a quarter of a century, Forma Ideale has been committed to ensuring that all processes in planning, procurement, storage, production, placement and sale of furniture are realized in compliance with the highest standards. Panel and upholstered furniture is produced in plants covering the total area of more than 30,000 m² in Kragujevac and Majdanpek. The production process is organized according to the principle of serial production using state-of-the-art production equipment, while constantly keeping pace with new global technologies in furniture production. The product portfolio consists of more than 600 items from the range of panel and upholstered furniture. In addition, the proximity of the Kronošpan plywood factory, 22 km from our production facility, creates good prospects for expanding exports to the EU. The primary part of the production covers 30.000sqm i 18.000sqm. The production capacity of the company consists of 4 groups of machines, organized in accordance with the basic production process phases: cutting is performed on 8 machines, edging on 3 lines and 6 independent units, and the drilling process on 4 CNC machining centers with 5 flow drills. Packaging is executed on 3 lines, with automated closing of packages and transport, as well as our own facility for the production of cardboard packaging. A special part of the production process is the processing of MDF boards on the machining center and their foil-coating. Elements are processed following design solutions, with 3D applications on the fronts. Based on accompanying documents, the Design and Development Sector creates a prototype, performs necessary analyses and, after verifying the products from the zero series, the product is ready for serial production.

DEDICATION POSVEĆENOST

Bez obzira da li se plasira u zemlji ili inostranstvu, nameštaj Forma Ideale ima jednak kvalitet a to je standard. Kontrola kvaliteta obavlja se na prijemu ulaznih materijala i proizvoda, kroz tri prstena procesne kontrole, kao i kroz završno kontrolisanje, bazirano na obaveznoj montaži kontrolnog proizvoda iz svake proizvodne serije, na osnovu vizuelnih, dimenzionalnih i funkcionalnih karakteristika i daje odobrenje za pakovanje proizvoda - serije.

Whether placed in the country or abroad, Forma Ideale furniture has the same quality and that is standard. Quality control is performed upon the receipt of input materials and products, through three rounds of process control, as well as through final control, based on mandatory assembly of a control product from each production batch, in accordance with visual, dimensional and functional features and approval is provided for product packaging - batch.

QUALITY
QUALITY





U poslovanju praktičnost označava dobro isplaniran proces koji štedi vreme. Krajem 2019. godine je otvoren nov skladišno – distributivni centar kompanije Forma Ideale u Kragujevcu čime je ozvaničena nova era poslovanja. Izgradnjom i stavljanjem u funkciju novih logističkih kapaciteta, znatno je poboljšana distributivna kapacitet kompanije, što u velikoj meri doprinosi unapređenju pre svega izvoznih potencijala.

U pitanju su četiri objekta, pre svega namenjena za skladištenje asortimana gotovih proizvoda, okova, repromaterijala i ambalaže, dok su u finalnoj fazi završni radovi u dodatna tri objekta i očekuje se da u najskorije vreme budu stavljeni u funkciju. Ukupna površina objekta u novom skladišno – distributivnom centru, namenjenom isključivo za asortiman gotovih proizvoda, premašuje 11.000 kvadratnih metara. Sama otpremna zona ovog objekta poseduje tri otpremne rampe i kapacitet od 220 koleta, tj. 20 šlepera. Ukupan kapacitet regalnog skladišta je 24.350 paletnih mesta, a površina regalizovanog dela magacina premašuje 16.500 kvadratnih metara.

In business, practicality means a well-planned, time-saving process. At the end of 2019, a new warehouse and distribution center of Forma Ideale was opened in Kragujevac, officially marking the beginning of the new business era. By constructing and putting into operation the new logistics capacities, the distribution capacity of the company has been significantly improved, primarily contributing to a large extent to the improvement of export potentials.

These include four facilities, primarily intended for storage of a range of finished products, fittings, raw materials and packaging, while the final works in the additional three facilities are in the final phase and are expected to be put into operation soon. The total area of the facility in the new warehouse and distribution center, intended exclusively for the range of finished products, exceeds 11,000 square meters. The shipping zone of this facility itself has three shipping ramps and a capacity of 220 packages, i.e. 20 trucks. The overall capacity of the shelving warehouse is 24,350 pallet places, and the area of the shelved part of the warehouse is 16,500 square meters.

PRACTICALITY

↓
PRAKTIČNOST




Forma Ideale danas zapošljava više od 1.700 ljudi, od kojih je više od 500 angažovano u proizvodnji. U proizvodnom pogonu u Majdanpeku angažovano je više od 200 zaposlenih dok je u novom skladišno-distributivnom centru trenutno angažovano 60 zaposlenih, uz planirano proširenje broja zaposlenih. Temeljan i posvećen rad zaposlenih čine da kompanija raste iz dana u dan, i da je od domaće porodične firme postala najveći izvoznik nameštaja u Srbiji. Potražnja na tržištu rada je sve veća, i zato je važno pronaći, ali i zadržati dobrog i posvećenog radnika. Svakodnevni izazov se sastoji upravo iz toga da kompanija omogući radnicima da imaju prostor da pokažu šta znaju i da to implementiraju u svakodnevnom radu. Sa druge strane, ovo podrazumeva konstantan razvoj njihovih znanja i veština, što na kraju dovodi do njihovog napretka u okviru organizacione strukture. Dobra atmosfera je nešto što mnogi ističu kao prednost u odabiru posla, a to je upravo ono što se kompanija Forma Ideale trudi da gaji u svom okruženju.

Today, Forma Ideale employs more than 1,700 people, including more than 500 engaged in production. The production plant in Majdanpek employs more than 200 people and the new warehouse and distribution center currently employs 60, with a plan to create additional jobs. Employees' comprehensive and dedicated work makes the company grow day by day, from once a domestic family-owned company to the largest furniture exporter in Serbia. Demand in the labor market is growing, and that is why it is important to find, as well as retain a good and dedicated employee. The daily challenge consists precisely of providing the employees with an opportunity to demonstrate what they know and to implement it in their daily work. On the other hand, this implies constant development of their knowledge and skills, which ultimately leads to their progress within the organizational structure. A good atmosphere is something that many point out as an advantage in selecting a job, and that is exactly what Forma Ideale strives to nurture in its environment.

TEAM SPIRIT

TIMSKI DUH



Kompanija je snažna onoliko koliko su jaki njeni zaposleni, a njen uspeh je prevashodno uspeh upravo onih čije ruke osmišljavaju i prave svakodnevno komade nameštaja. Poverenje, stabilnost i zajednički rast su ključne prednosti koje idu u prilog Forma Ideale. To potvrđuje i činjenica da su 343 zaposlena više od 10 godina deo domaće kompanije koja izvozi na 4 kontinenta i u preko 60 zemalja sveta. Samo u poslednjih 5 godina broj zaposlenih je povećan za više od 40 odsto, a s obzirom na to da su planirana povećanja kapaciteta, ta brojka će nastaviti da raste.

Kompanija je snažan partner zajednici u kojoj posluje i relevantan igrač u stvaranju pozitivne ekonomske slike iz Srbije.

The company is strong as much as its employees are strong, and its success is primarily the success of those whose hands design and make pieces of furniture every day. Trust, stability and common growth are the key advantages of Forma Ideale. This is also confirmed by the fact that 343 employees have been with the domestic company that has been exporting to 4 continents and more than 60 countries of the world for more than 10 years. In the last 5 years alone, the number of employees has increased by more than 40 percent, and given that capacity expansion is planned, that number will continue to grow.

The company is a strong partner to the community where it operates and a relevant player in creating a positive business image of Serbia.

STRENGTH SNAGA



SUCCESS

USPEH

Kompanija Forma Ideale već dve i po decenije pažljivo gradi odnos sa svojim kupcima omogućavajući idealni odnos cene i kvaliteta, kako proizvoda tako i usluga, koje se konstantno unapređuju. Gradnja odnosa sa potrošačima sa jedne strane, a ulaganje u lokalnu ekonomiju i širenje tržišta poslovanja i van granica Srbije sa druge, doprinelo je da kompanija i zvanično, prema podacima Privredne komore Srbije, bude izabrana za najvećeg srpskog izvoznika nameštaja, sa učešćem od 21 odsto u ukupnoj vrednosti izvoza nameštaja.

Izvoz se realizuje na 4 kontinenta u preko 60 zemalja, dok je maloprodajna mreža salona Forma Ideale najveća u Srbiji i prostire se u više od 30 gradova i broji 40 salona.

For two and a half decades, Forma Ideale has been carefully building relations with its customers, enabling an ideal price-quality ratio of both products and services, which have constantly been improving. Building relations with consumers on one hand, and investing in the local economy and expanding the business market outside Serbia on the other, contributed to the company being officially, according to the Chamber of Commerce and Industry of Serbia, selected as the largest Serbian furniture exporter, with a share of 21 percent in total furniture exports.

Export is implemented to 4 continents and more than 60 countries, whereas the retail network of Forma Ideale is the largest in Serbia with 40 showrooms and covers more than 30 cities.

Moderno doba zahteva konstantno prilagođavanje, ali i uvođenje inovacija koje zadovoljavaju i najprobirljivije. Posvećeni smo stalnim inovacijama. Privrženi smo principima i vrednostima koje nas više od 20 godina svrstavaju u sam vrh industrije nameštaja Jugoistočne Evrope. Poznati smo kao uspešni kreatori savremenih estetskih i praktičnih rešenja u opremanju enterijera.

Na osnovu analiza i poslovne strategije kompanije, postavljaju se godišnji planovi razvoja novih proizvoda kao i planovi modifikacije postojećih proizvoda. Na osnovu ovih informacija, planiraju se reklamne kampanje, aktivnosti iz oblasti direktnog marketinga, programi lojalnosti i sve druge marketinške aktivnosti.

The modern age requires constant adjustment, but also the introduction of innovation that satisfies even the most demanding customers. We are committed to constant innovation and to the principles and values that have positioned us at the very top of the furniture industry in Southeast Europe for more than 20 years. We are reputed as successful creators of modern aesthetic and practical solutions in interior design. Based on the company's analysis and business strategy, annual plans for the development of new products, as well as plans for the modification of existing products are set. Advertising campaigns, direct marketing activities, loyalty programs and all other marketing activities are planned in accordance with this information.

INNOVATIONS NOVACIJE



Forma Ideale nudi jednostavan koncept funkcionalnog, udobnog i kvalitetnog nameštaja savremenog dizajna, koji prati svetske trendove u opremanju enterijera. Širok asortiman proizvoda, izuzetan odnos cena – kvalitet, stalni lager i optimalan rok isporuke atributi su kompanije koja svakog trenutka pruža idealnu saradnju i izlazi u susret svim zahtevima i u svakom smislu stoji iza svog brenda - Forma Ideale.

Forma Ideale offers a simple concept of functional, comfortable and high-quality furniture of modern design, which follows global interior design trends. A wide range of products, exceptional price-quality ratio, constant stock and optimal delivery time are the advantages of the company that provides ideal cooperation at all times and meets all requirements and in every sense stands behind its brand - Forma Ideale.

SOLUTION REŠENJE

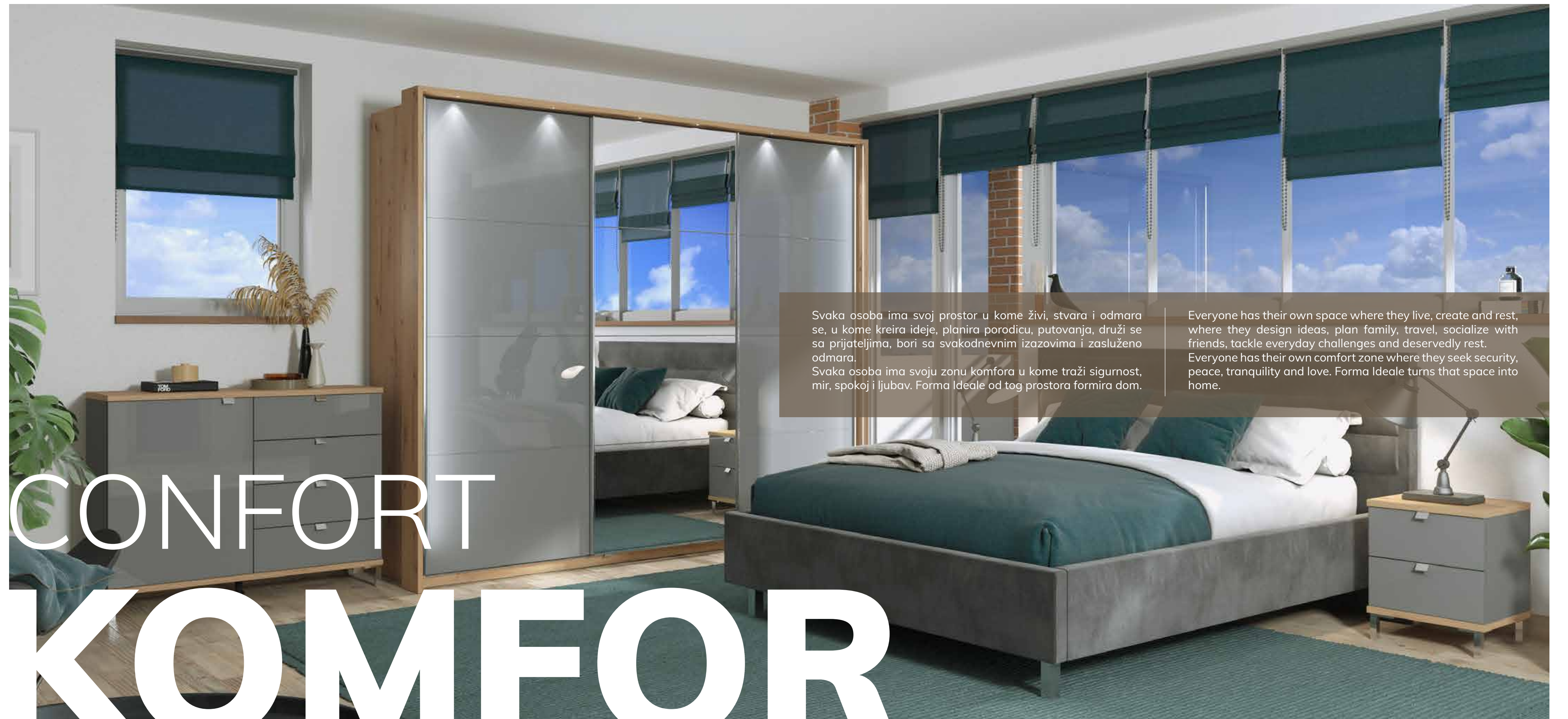




Cilj dizajnera Forma Ideale u kreiranju novih rešenja je da njihova inspiracija bude motivacija kupcima. Takođe, redovnim predlozima i preporukama u javnosti, dizajneri enterijera uneli su potpuno nov i krajnje jednostavan način savetovanja kupaca o uređenju životnog prostora u nameri da im ovaj proces pojednostave, vizuelno dočaraju i pomognu u odabiru idealnog komada nameštaja.

The goal of Forma Ideale designers in creating new solutions is for their inspiration to serve as a motivation to customers. Furthermore, with regular proposals and recommendations in the public, interior designers have introduced a brand new yet very simple form of advising customers on home decoration, aiming to simplify this process and visually present and help in selecting an ideal piece of furniture.

DESIGN DIZAJN



Svaka osoba ima svoj prostor u kome živi, stvara i odmara se, u kome kreira ideje, planira porodicu, putovanja, druži se sa prijateljima, bori sa svakodnevnim izazovima i zasluženom odmarom.
Svaka osoba ima svoju zonu komfora u kome traži sigurnost, mir, spokoj i ljubav. Forma Ideale od tog prostora formira dom.

Everyone has their own space where they live, create and rest, where they design ideas, plan family, travel, socialize with friends, tackle everyday challenges and deservedly rest.
Everyone has their own comfort zone where they seek security, peace, tranquility and love. Forma Ideale turns that space into home.

CONFORT KOMFOR



Ambijent u kome će kupac provesti vreme utiče na potpuni ugođaj kome danas svako teži. Ono na šta skreću pažnju dizajneri Forma Ideale je da atraktivnost ambijenta ne čine samo komadi nameštaja, već način na koji ih koristimo i koliko im poklanjamo pažnje u prostoru.

The ambience where a customer will spend time affects the complete experience that everyone aspires to today. What Forma Ideale designers draw attention to is that the appeal of the ambience does not consist of the pieces of furniture only, but also of the way we use them and how much attention we pay to them in the space.

AMBIENCE

AMBIENT

Forma Ideale pravi je primer kompanije koja sluša potrebe tržišta, uvažava povratne informacije i radi na usaglašavanju onoga šta tržište želi u različitom vremenskom periodu. Svetski pristup u dizajnu je ono što intrigira na prvi pogled, ali kupovinu na kraju zaključuje idealan odnos cene i kvaliteta po kome je kompanija prepoznatljiva na brojnim tržištima.

Forma Ideale is a true example of a company that listens to the needs of the market, respects feedback and works on harmonizing market demand in different time periods. The global approach to design is what intrigues at a first glance, but the purchase is ultimately made by the ideal price-quality ratio that distinguishes the company in numerous markets.

ADVANTAGE

PREDNOST



Uzimajući u obzir lokaciju, navike i slobodno vreme svojih potrošača, Forma Ideale je napravila virtuelni salon nameštaja, koji omogućava kupcima da pronađu i kupe nameštaj koji žele. Otvaranjem prve online prodavnice nameštaja u Srbiji kompanija prati svetske trendove, ali i uspostavlja iste u Srbiji. Uz internet prodavnicu dostupna je i za mobilne aparate Augmented reality aplikacija kao i video uputstva za sklapanje preko 300 komada naših proizvoda. Dostupnost društvenih mreža, web oglašavanje i elektronski mediji olakšali su da kompanija, koja dobro poznaje navike svojih kupaca, lakše dođe do njih i plasira svoju ponudu.

Taking into account the location, habits and free time of its consumers, Forma Ideale has created a virtual furniture showroom, allowing customers to find and buy the furniture they want. By opening the first online furniture store in Serbia, the company follows global trends, but also sets them in Serbia. In addition to the online store, the Augmented reality mobile application is also available for mobile devices, as well as video instructions for assembling over 300 pieces of our products. The availability of social media, web advertising and electronic media have made it easier for the company, which is well acquainted with the habits of its customers, to reach them and place its offer.

CONTEMPORARY SAVREMENOSTI



Svoju istoriju poslovanja kompanija Forma Ideale započela je kao porodična firma. Porodično poslovanje predstavlja značajan deo svake nacionalne ekonomije i direktno utiče na blagostanje i stabilnost čitave zemlje ali i unutrašnje organizacije. Porodica je ostala u centru poslovanja kompanije kao stub poslovnih odnosa.

Forma Ideale started its business history as a family-owned firm. Family business is a significant part of every national economy and directly affects the well-being and stability of the entire country, as well as of the internal organization. The family has remained at the core of the company's business as a pillar of business relations.

FAMILY

PORODICA

Biti dostupan na tržištu je danas nezaobilazna stavka u planiranju poslovanja i osmišljavanju svih novina zahvaljujući kojima kompanija Forma Ideale želi da bude u korak sa trendovima, i u korak sa svetom. Pravi pokazatelj dostupnosti je preko 60 tržišta na 4 kontinenta, zatim 39 salona u 35 gradova u Srbiji, kao i internet prodavnica koja je na raspolaganju 24 sata. Forma Ideale idealan je primer kompanije koja sluša, nastoji da predvidi potrebe tržišta i prevaziđe očekivanja.

Being available in the market today is an unavoidable item in business planning and designing all the innovations thanks to which Forma Ideale wants to be keep pace with trends and the world. The real indicator of availability is over 60 markets on 4 continents, 39 showrooms in 35 cities in Serbia and an online store available 24 hours a day. Forma Ideale is an ideal example of a company that listens, strives to anticipate market needs and exceeds expectations.

AVAILABILITY

DOSTUPNOST



Društveno odgovorno poslovanje predstavlja jedno od temeljnih načela poslovanja kompanije Forma Ideale. Aktivnosti kompanije se pre svega realizuju u domenu filantropije, sponzorstava i podrške lokalnim zajednicama. Društveno odgovorno poslovanje kompanije ima za cilj da proaktivnim pristupom promovise teme i izazove sa kojima se susreću osobe koje čine najosetljiviji deo svake sredine – deca, osobe sa posebnim potrebama, sugrađani koji se suočavaju sa posledicama klimatskih promena (poplave, požari...), kao i manjine koje su predmet diskriminacije. Doprinos borbi protiv posledica klimatskih promena na teritoriji Srbije kompanija pruža kroz projekat „U formi za dobra dela - pomoć za Srbiju,“ čija je realizacija otpočela u saradnji sa Crvenim krstom Srbije u opremanju 300 domaćinstava nastradalih u velikim poplavama tokom 2014. godine. Kompanija Forma Ideale nosilac je VIRTUS nagrade na polju socijalnog uključivanja izbeglice i interno raseljene populacije, u okviru projekata realizovanih u saradnji sa Komesarijatom za izbeglice i migracije Republike Srbije. Među društveno odgovornim aktivnostima ističu se i one koje promovišu dečije stvaralaštvo poput godišnjeg likovnog konkursa „Nacrtaj, oboji, osvoji“, gde se u proseku prijavi preko 60.000 dece iz cele Srbije, a nagrade se dodeljuju najtalentovanijima kao i podrška velikoj internacionalnoj, dečijoj manifestaciji „Radost Evrope“.

Corporate social responsibility is one of the basic business principles of Forma Ideale. The company's activities are primarily realized in the field of philanthropy, sponsorships and support to local communities. The company's socially responsible business aims to take a proactive approach to promoting the topics and challenges encountered by people who make up the most vulnerable part of every environment - children, people with special needs, fellow citizens suffering from consequences of climate change (floods, fires...), and minorities who are subject to discrimination. The company contributes to the fight against the consequences of climate change on the territory of Serbia through the project "In shape for good deeds - help for Serbia", the realization of which began in cooperation with the Red Cross of Serbia in equipping 300 households affected by the major floods in 2014. Forma Ideale is the holder of the VIRTUS award in the field of social inclusion of refugees and internally displaced persons, within the projects implemented in cooperation with the Commissariat for Refugees and Migrations of the Republic of Serbia. Among the socially responsible activities are those that promote children's creativity, such as the annual art competition "Draw, color, win" where an average of over 60,000 children from all over Serbia apply and awards are granted to the most talented, and support for the great international children's event "Joy of Europe".

FORMLON
Kragujevcu

25 sadnica za
25 uspešnih godina



RESPONSABILITY
ODGOVORNOST

Uspešna tržišna orijentacija omogućila je kompaniji Forma Ideale da već nekoliko godina osvaja lidersku poziciju u regionu. Tokom 2018. godine potpisana je druga tranša ugovora sa EBRD-jem čime je načinjen pozitivan presedan, da EBRD saraduje dva puta sa jednom kompanijom iz Srbije. Dva puta zaredom, 2018. i 2019. godine, kompanija Forma Ideale je proglašena za najvećeg izvoznika nameštaja u Srbiji od strane Privredne komore Srbije, dok je godišnje priznanje Regionalne privredne komore Šumadijskog i Pomoravskog upravnog okruga za doprinos privrednom rastu uručeno i kompaniji Forma Ideale za 2019. godinu. Potrošači u Srbiji glasali su za Formu Ideale kao najbolji brend godine u kategoriji nameštaja i opremanja domaćinstva gde je kompanija nagrađena priznanjima organizacija: Superbrend za 2017- 2018. godinu, Moj izbor od 2018. do 2022. godine, kao i nagradom Miljenik potrošača za 2021. godinu. U 2022. godini kompaniji Forma Ideale je uručeno i priznanje Dobročinitelj za društvenu odgovornost.

Successful market orientation has enabled Forma Ideale to win a leading position in the region for several years. During 2018, the second tranche of the agreement was signed with the EBRD, setting a positive precedent for the EBRD to cooperate twice with a company from Serbia. Twice in a row, in 2018 and 2019, Forma Ideale was declared the largest furniture exporter in Serbia by the Chamber of Commerce and Industry of Serbia, while the annual recognition of the Regional Chamber of Commerce of Šumadija and Morava Region for contribution to economic growth was presented to Forma Ideale for the year 2019. Consumers in Serbia voted for Forma Ideale as the best brand of the year in the category of furniture and household equipment, where the company was awarded by the Superbrand organizations for 2017-2018, „Moj izbor“ in from 2018 to 2022, and „Miljenik potrošača“ in 2021. In 2022 Forma Ideale won the „Dobročinitelj“ award for Social Responsibility.



RECOGNITION PRIZNATOST

FORMA IDEALE TODAY & TOMORROW DANAS I SUTRA

DANAS

- Maloprodajna mreža je proširena na 40 salona u više od 30 gradova u Srbiji, a izložbeno-prodajni prostor je povećan za 10 odsto
- 80% proizvoda kompanija plasira kroz izvoz u 80 zemalja Evrope, Azije, Afrike i Latinske Amerike
- U 2020. godini zgrađen je i otvoren Distributivni centar, jedan od najvećih takve vrste u ovom delu Evrope
- Kompanija Forma Ideale ponela priznanje „Moj izbor“ kao omiljeni domaći brend u 2022. po izboru potrošača.
- U 2022. godini kompaniji Forma Ideale je uručeno priznanje Dobročinitelj za društvenu odgovornost.

SUTRA

- Povećanje proizvodnih kapaciteta u cilju razvoja daljeg poslovanja kompanije
- Dalji rast izvoza i osvajanje novih tržišta širom Evrope i sveta
- Pобољшanje uslova rada u svim aspektima
- Inovacija proizvodne opreme u sektoru proizvodnje u cilju pospešivanja procesa rada
- Dalji razvoj asortimana – dizajnerski, kvalitativni i kvantitativni.

TODAY

- The retail network has been expanded to 40 showrooms in more than 30 cities in Serbia, and the exhibition and sales space has increased by 10 percent
- 80% of the company's output is exported to 80 countries in Europe, Asia, Africa and Latin America
- In 2020 was built and opened a Distribution Center, one of the largest of its kind in this part of Europe
- Forma Ideale won the "Moj Izbor" award as favorite domestic brand in 2022, according to consumer choice
- In 2022 Forma Ideale won the „Dobročinitelj“ award for Social Responsibility

TOMORROW

- Increasing production capacities in order to develop the company's business operations further
- Further growth of exports and breakthrough to new markets throughout Europe and the world
- Improving working conditions in all aspects



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