

Serbia, Novi Sad
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VITOROG-PROMET DOO



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Vitorog 1993-2025



- The company Vitorog-Promet LLC was founded in 1993 as a small family business.
- Over 32 years of successful operations, we have grown into a large enterprise with 500 employees.
- Today, the company operates more than 30,000 m² of showroom and retail space in major cities across Serbia.
- The company's production facilities, warehouses, and headquarters span 30,000 m² and are located in Novi Sad, on an 8-hectare site.
- Vitorog's logistics are fully managed in-house, scaled to meet business needs, and represent another successful segment of the company.



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1. Sales segment of the company



- Vitorog operates through 12 retail locations in major cities across Serbia, as well as through online sales.

- Novi Sad 2 locations
- Beograd 2 locations
- Subotica
- Sremska Mitrovica
- Šabac
- Pančevo
- Požarevac
- Čačak
- Užice
- Niš
- Web shop



2. Production segment of the company



- Production is carried out in six manufacturing and three service facilities.
- **Manufacturing facilities :**
 - 2.1. Facility for serial production of panel furniture,
 - 2.2. Facility for custom-made furniture - professional interior outfitting,
 - 2.3. Facility for upholstered furniture production,
 - 2.4. Facility for solid wood furniture production with a veneer section,
 - 2.5. Facility for mattress and sleep equipment production,
 - 2.6. Facility for chair production and processing.
- **Service facilities:**
 - 2.6. Facility for foam cutting services,
 - 2.7 Facility for raw solid wood processing,
 - 2.8. Facility for painting and finishing services.

3. Controlled quality at all stages



- Our own production facilities allow us to have complete control over our products.
- Through careful selection of raw materials and components, we continuously manage quality and improve our own products.
- The materials we use are go through multiple stages of control – from rigorous incoming inspections and storage process checks, all the way to their entry into the production process.
- Later processing, on the way to the final product, involves incoming, in-process, and final inspections of all our products.
- We also monitor product quality after sales, during usage, through field feedback analysis, evaluation, and the continuous development and improvement of our own products.
- We incorporate some of the highest quality raw materials into our products in order to minimize the possibility of complaints arising during usage.

Upholstery facility and raw materials



- In addition to the appearance and design of upholstered furniture, it is important to understand the significance of what we cannot see — the interior structure of the upholstery.
- We use high-quality, kiln-dried wood with a controlled moisture content in the construction of our upholstery.
- We use special techniques for joining the wooden construction.
- We use high-quality materials during production.
- The current production capacity is 20 truckloads per month.



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Facility for serial production of panel furniture



- Mass production is a key factor in the commercialization of manufacturing.
- A high level of automation has yielded excellent results, with a current monthly capacity of 40 truckloads. With the potential implementation of a third shift, we aim to reach a capacity of 60 truckloads per month.
- All phases and operations are supervised and controlled at:
 - Cutting
 - Edging
 - Drilling
 - Packing and labeling



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Solid wood facility and modern equipment



- The solid wood plant, as one of the newest facilities, is being developed intensively.
- We have invested in a state-of-the-art five-axis CNC machine for processing complex shapes of our furniture.
- We have multi-belt sanders for fast preparation for veneering and painting.
- The veneering facility, equipped with state-of-the-art machinery, is another driver of further development and the production of high-quality, prestigious products.
- All raw materials are strictly controlled, and we closely monitor our stock of high-quality wood intended for solid wood production.



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Custom furniture facility - Project-based furnishing



- The management of custom furniture projects for home furnishing and office space outfitting begins in our design studios.
- After aligning the client's wishes with our preliminary offer, a team of skilled craftsmen will take measurements and begin the production of furniture that will be fully customized to the client's space.
- We have furnished thousands of homes so far, with satisfied customers, and we have also completed several large hotel furnishing projects, both in Serbia and along the Croatian coast.
- A rich selection of various raw materials, different textures and compositions, combined with good design and usability in operation, create a winning combination for any modern space.

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Mattress production facility



- We have continued the business concept in this segment based on proven principles.
- A high-quality mattress is defined by its core, the least visible part of the mattress.
- High-quality PU, HR, and MEMORY foams sourced from the EU, water-based adhesives used in baby products, and wire and pocket spring cores result in comfortable, high-quality, and durable mattresses.
- Sleep studies have appeared in all Vitorog showrooms, and our products are slowly building a strong and recognizable position in the market.



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Trading goods - Long-term successful cooperation with suppliers



- Vitorog grew and developed in symbiosis with its suppliers.
- Long-standing partnerships with China, suppliers from the EU, and suppliers from countries in the region have provided us with excellent terms and consistently competitive prices.
- Exclusivity is reflected in the fact that certain suppliers focus closely on our sales channels, where a specially designed assortment of products is produced exclusively for us.
- Strict quality controls have also been applied to commercial goods, and alongside our own development, we have influenced the development of our suppliers.
- We carefully select what enters our product range, just as carefully as we ensure the quality of the products we manufacture ourselves.

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Vitorog company overview



- Number of employees: Serbia 500
- Target group: Middle and lower class (families, students, retirees)
- Message: A domestic company that follows the wishes and needs of its customers by offering furniture at affordable prices.
- Vision: That everyone deserves comfortable and beautiful furniture, and with our offer and purchasing benefits, we make that possible.
- Strategy: We offer a good balance of price and quality.
- Vitorog website Serbia: vitorogpromet.rs
- Vitorog wholesale website: vitorog-wholesale.com



Thank you for your attention!

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