

PRODIREKT

COMPANY PROFILE

PRODIREKT

ABOUT US ·

PRODIREKT was created to provide strategic management and human resources consultancy services to foreign subsidiaries, corporations and start-up companies in the Balkans.

The head office is located in Belgrade and the company has three main divisions:

- [MANAGEMENT CONSULTING](#)
- [EXECUTIVE EDUCATION AND TRAINING](#)
- [EXECUTIVE RECRUITING](#)

The collective expertise of our directors provides us with valuable perspective and insight into the strategic issues affecting clients. Our consulting practice involves working closely with boards of directors, venture capitalists and company executives to find the best business solutions available for our clients.

PRODIREKT's innovative solutions for corporate management, marketing and international business communication offer a bridge between strategy and education.

The Management Education and Training Division of the PRODIREKT Group focuses on presenting the latest management concepts by designing practical, interactive and customized executive programs.

FOREWORD ←

After several years of wars and xenophobic hostility in the Balkans - during which time multinational companies were actually driven out of the region - the markets are opening up and restrictions on foreign investments are being lifted.

Nevertheless, it is still difficult for any company - foreign or local - to operate successfully in the Balkans due to the high levels of social tension, a chronic shortage of cash, archaic hierarchical management and influence of corruption on business operations. The ongoing political, economic and social changes are expected to rapidly improve the business climate in the Balkan region.

FOREIGN INVESTORS

The biggest challenges for the foreign investors in the Balkans are going to revolve around coming to understand and adapt to the partner's culture - decision-making process, leadership and influence, symbols and language, organizational structure and reward systems, routines and rituals, and styles of interpersonal interaction.

There is a tendency in some foreign corporations to ignore the cultural and economic differences between the countries in the Balkan region and lump them all into one basket.

We believe that these differences are often vast. In addition, foreign investors may be willing to spend heavily on identifying market potential, but they seldom carry out comprehensive studies of potential partners' strengths and weaknesses, their business objectives, and most important, their management philosophies and relevant expertise.

LOCAL COMPANIES

Local companies will succeed not only by possessing traditional skills, but also by demonstrating a high degree of flexibility and adaptability in dealing with both technology and people and by becoming far more efficient to meet the competition from abroad.

In the increasingly competitive market, local businesses do not enjoy the government protection and will have to be much more concerned with: 1) customers, 2) quality of their products, and 3) brand image in the marketplace.

The consumers have stopped being passive recipients of the output of the current monopolies and are gaining the right to choose, greatly changing the way the companies operate in the region.

PRODIREKT

CLIENT SERVICES ←

- MANAGEMENT CONSULTING
- EXECUTIVE EDUCATION AND TRAINING
- EXECUTIVE RECRUITING

PRODIREKT calls upon its first-hand experience as entrepreneurs and network of industry alliances to complement its management consulting practice with executive recruiting and executive education and training.

A successful corporate business strategy is closely dependent on the quality of executives who are developing and implementing such a strategy. While Management Consulting Group of PRODIREKT works with senior managers and other employees to develop rigorous and effective strategies, Executive Education and Training Group creates management programs to educate and train the executives responsible for realizing the strategy.

We were one of the first firms in the region that recognized the power of the Internet, helping our clients leverage the potential of e-business.

MANAGEMENT CONSULTING ←

The Management Consulting Group works on strategic projects that impact the overall performance of the client's company, whether this might be a foreign investor looking for a local partner or an indigenous corporation wanting to restructure its operations and become more competitive.

Our engagements focus on:

- Evaluating, valuing and assisting in acquisitions, divestitures, strategic alliances and mergers
- Venture capital sourcing
- Strategic business planning and implementation
- Organizational design
- Turnaround and/or change management
- Evaluating, improving and optimizing sales and distribution systems
- Assessing markets, analyzing competitive position and optimizing marketing mix

While one of our main business goals is to provide turnkey solutions to clients, we acknowledge that we cannot be all things to all people. To that end, we have established strategic relationships with trusted third parties that provide services complementary to our primary business focus.

This means that PRODIREKT can offer "boutique-style" service with the market presence and resources of a major global corporation.

EXECUTIVE EDUCATION AND TRAINING ←

The Executive Education and Training Group uses practical, no-nonsense and innovative program methodology to teach the latest business concepts in corporate management, marketing, finance and international business communication. There is an emphasis on creative thinking and problem solving to increase the awareness of the global business environment.

In addition to the various interactive learning formats (lectures, slides, case studies, role plays and field trips), we also use the computer-based simulations. The participants will no longer only listen to lectures on management. They can now learn new concepts, assess how to perform these concepts and practice newly acquired skills in specially designed, integrated simulation exercises. The use of this teaching method makes our programs exclusive in the Balkan region.

PRODIREKT trainers and lecturers have masters and PhD level education from the top universities and extensive business experience. Our network of partners includes internationally well-known training companies, universities, associations and experts from around the world.

Our clients learn how to think creatively, plan practically and implement successfully while actually producing innovations.

EXECUTIVE EDUCATION AND TRAINING ←

The Strategic Business Management program

The ongoing transition to the market economy in Yugoslavia as well as the imminent large scale privatization and restructuring of the local companies will require the development of modern managers. A highly intensive program, **the strategic business management course** offers you a practical and action-orientated foundation in the skills needed for effective management.

Unlike other business courses that concentrate narrowly on a particular function, strategic management is a big picture course. A major purpose of this course is to sharpen your abilities to "think strategically" and weigh things from the perspective of what is best for the enterprise as a whole.

During the course, we will systematically expose you to the rigors of industry and competitive analysis, to the ingredients of attractive strategic plan, to the importance of building a sustainable competitive advantage, and to the special demands of operating in an increasingly competitive environment. The program emphasizes free-market dynamics and the importance of profitability, efficiency and return to shareholders.

program overview

You will join managers with a wide range of experience to address the challenges of leading multifunctional business teams. This interaction will allow you to expand your knowledge of functional areas outside your own and to develop your capacity for making strategic and tactical decisions to help achieve organizational goals.

Representative subjects are comprised of:

- General Management
- Marketing
- Finance and Accounting
- Strategic Planning
- Human Resources
- Production and Operations Management

EXECUTIVE RECRUITING ←

PRODIREKT Executive Recruiting group has specialized in senior-level management assignments for a broad spectrum of clients: multi-national corporations, mid-cap and start-up companies, nonprofit entities, educational institutions, foundations, associations and governmental units.

We also offer human resources consulting, particularly in the areas of compensation, work valuation, role design, and performance management.

We are striving to be a natural extension of our client, conducting our searches as true consultants focused on total problem solving in operations, rather than mere people finding.

PRODIREKT will invest the time and effort to understand your product, services and culture, so that we can become a part of your team and add value to your organization with our completed searches.

EXECUTIVE RECRUITING ←

process & approach

We understand that finding the best talent, forming strategic alliances, securing venture funding and developing new revenue streams are all closely linked, especially for emerging companies. Identifying the best candidates can be costly and time consuming. While we are committed to providing broad and in-depth searches, we are also mindful that timeliness and effectiveness are in our mutual interest. In our search, we adhere to the strictest standards of confidentiality.

- **Strategic counseling to define your needs & objectives**

In a detailed discussion, we ask the client to describe the company's mission, values and strategic objectives, the characteristics of the industry in which the company and its competitors operate, the requirements of the position and all other pertinent issues. We, in turn, contribute our expertise and perspective, and help the client refine the objectives.

- **Establishing a search strategy**

After carefully assessing your needs, we typically prepare a written position specification that outlines the responsibilities of the position, qualifications required of the ideal candidate, and criteria for success. This specification guides our search efforts. At this stage, we also develop a Search Plan with the client, and set mutually agreed-upon dates for accomplishing major steps in the search, including client contact frequency and initial candidate interviews.

- **Identification, discussion with and evaluation of prospective candidates**

The most critical stage of any assignment is identifying qualified prospective candidates. Through our extensive range of contacts in the targeted industries, we identify potential candidates. The consultant who evaluates each based on experience and potential cultural fit with the client organization interviews likely prospects.

The client is then sent detailed reports on the individuals who most closely fit the position specification.

These reports contain complete information on a candidate's background, qualifications, present position and responsibilities as well as our views on his or her potential "fit" with the client organization.

EXECUTIVE RECRUITING ←

process & approach

- **Reference checking**

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