

# ABC BIZNIS – true battlers

*This is a young team on its way to the top in the European satellite receiver market under their own brand OPENSAT. ABC BIZNIS was only founded at the end of 2004 and has managed to become a major supplier of satellite receivers in the short time since then. Unfortunately, the path to success was darkened by the tragic death of the company's founder in 2008. We wanted to find out how ABC BIZNIS was able to cope with this tragic event.*

■ Veronika Rešetková has only been ABC BIZNIS's director for a few months. A photo of her son Erik, who founded the company and who died recently, has a special place on her office desk. It is he who is her driving force behind making ABC BIZNIS a major player.

Today, ABC BIZNIS is an established wholesaler for the local Slovak market, offering also antennas, LNBS, coax cables and receivers. As a manufacturer ABC BIZNIS exports its own receivers under the OPENSAT brand.

At the beginning of 2007 the company started production of its first receiver line that was marketed as OPENSAT. They started with a range of four SD receivers which was complemented in mid-2007 by the first HD receiver and mid-2008 by the second HD offering. Incidentally, this was also the product that TELE-satellite showcased in its previous issue.

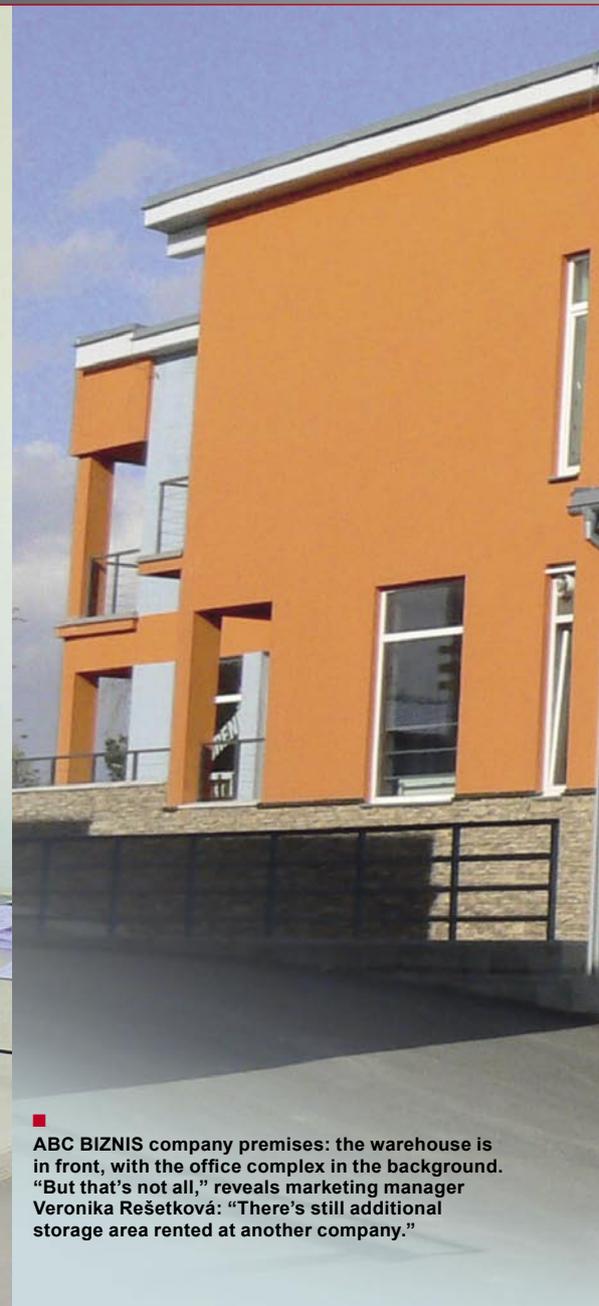
So how did they cope with the sudden loss of their founder? The answer can be found in the very young team set up by new director Veronika Rešetková, who retells what has happened since: "After the death of my son Erik, who was the founder of ABC BIZNIS, I took over the management of his business." Veronika emphatically makes a point: "There



# ABC BIZNIS®



■ Marketing manager Veronika Rešetková, daughter of director Veronika Rešetková and sister of company founder Erik Rešetka. She devises the ABC BIZNIS advertising strategies and decides on ad designs: "Different shades of green and black are our corporate colours."



■ ABC BIZNIS company premises: the warehouse is in front, with the office complex in the background. "But that's not all," reveals marketing manager Veronika Rešetková: "There's still additional storage area rented at another company."



■ View of the accounting department with account manager Zelmira Remenova (left), account assistant Martina Ondrusova (centre) and systems administrator Jefferson Kenji Takahashi.



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are rumours that we are looking for a merger or partnership, but this is nonsense!"

As proof of this, two important pillars provide support in her daily routine: on the one hand it is her team of 14 employees who are 100 percent behind the company's vision, and on the other it is the extensive knowledge which Veronika Rešetková acquired in her previous job in the management of a similar business in the technology sector.

Erik's younger sister, also named Veronika, takes us back to the beginnings of the company: "Even at the age of 13 Erik used to help out in our father's business." His professional career also began in his father's company, but after some ten years Erik felt it was time to bring to life his own ideas,

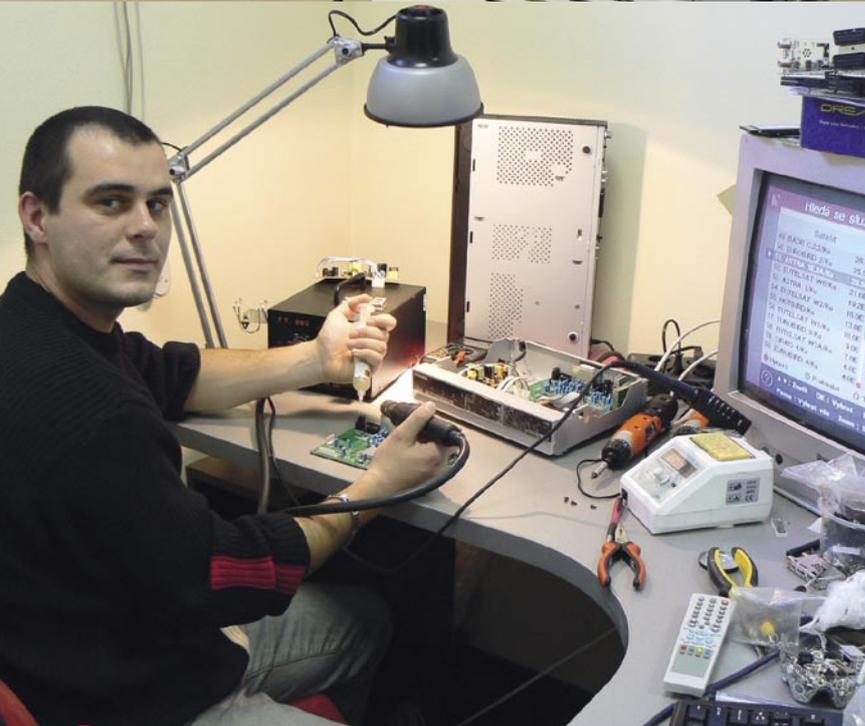
■ Goods are prepared for dispatch at the warehouse. Warehouse manager Martin Patay operates the forklift, Lukas Michalik (right) is one of the drivers, and Jefferson Kenji Takahashi (left) checks a receiver that is designated for dispatch.



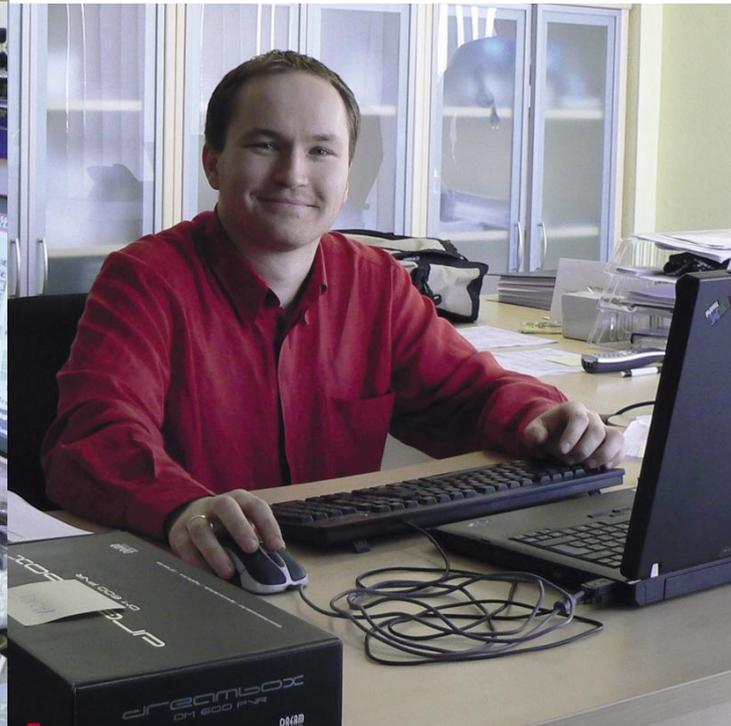
■ Purchasing manager Karolina Štreicherová is in constant touch with suppliers.



■ Everyone ordering a satellite receiver from ABC BIZNIS gets in touch with sales manager Hana Danišová. She speaks English perfectly and offers professional support for customers from all over Europe. Naturally, she is very proud of the success models of ABC BIZNIS: "The OPENSAT X7000 is our biggest seller – 40 percent of receiver orders are for this particular model." 25 percent each are for the OPENSAT X7000CI and X7700, while the remaining ten percent are currently for the XT9500HD, a HDTV box.



■ Even a top-quality product may fail at some point. Peter Ciljak is one of ABC BIZNIS two technicians. Here he is seen replacing a faulty chipset on a motherboard.



■ IT manager Alexander Marko takes care of the in-house infrastructure and also offers support to ABC BIZNIS customers.

which mainly focused on creating his own brand OPENSAT. He teamed up with Karolina Štreicherová, who is the ABC BIZNIS purchasing manager today, and a driver and in 2004 founded the company ABC BIZNIS.

Thanks to his creative ideas and the fact that they represented exactly what the market was looking for it did not take long for him to succeed with the products he put to market under his own brand OPENSAT. Soon he established OPENSAT on the local market in Slovakia, and then in 2007 he started to look for the foreign market,

which first meant the Czech market. Soon he managed to achieve an export ratio of 40 percent, with the year 2008 seeing an export quota of even 50 percent of OPENSAT branded receivers going to abroad.

Karolina Štreicherová has been part of the team since the very beginning and informs us about the export quotas of the OPENSAT brand to various markets: "The Czech Republic as our immediate neighbour takes the biggest share of OPENSAT products, which comprises some 50 percent, followed by Germany and Switzerland with 20

percent each and the rest of Europe with 10 percent."

ABC BIZNIS currently targets countries like Spain and Portugal, where they would like to see their market share grow and are therefore looking for distribution partners. "And we are also looking at Austria and the Benelux countries," adds Karolina "as well as at our neighbouring countries Hungary and Ukraine where we also need more distributors."

Director Veronika Rešetková then reveals a significant selling argument: "We ship all

our products free of charge!" This is made possible by a fleet of four Mercedes Benz Sprinter transporter vans which are owned by ABC BIZNIS and which are on the road delivering all across Europe most of the time. "We have no minimum order restrictions either," Veronika adds "and so we can even deliver small patches without adding charges." This is an important benefit for small dealers and distributors in particular. "We want to give small customers the chance to grow, and this way we can grow with them," Veronika has another good point. Sales manager Hana Danišová has even more good news in store: "Generally, all our products come with a two-year warranty!"

By the time you read this there will be new models in shelves. Sales manager Hana Danišová lists the new additions: "There is the OPENSAT 3000 CR PVR which is a PVR with a single smart card reader. Then there's the OPENSAT 3000 CRCI PVR which has a CI module in addition. Both models are also available as OPENSAT 3500 HDMI PVR and OPENSAT 3500 CI HDMI PVR which – as the names suggest – also feature HDMI."

Even though the loss of the company founder was as tragic an event as you can imagine, the entire team around Veronika Rešetková has become even closer since then. They all act in concert and each and every one has their designated task so that operations run extremely smoothly. Veronika, daughter of the new manager and sister of the company founder, has a simple explanation for their success: "We all know what Erik wanted to achieve and we're working towards that goal with this in mind."

ABC BIZNIS has been up to a sky-rocketing development since 2004. Back then turnover in Euros was only 0.5 percent of total turnover, compared with 40.5 percent in 2008.



Getting ready for a group photo: the two Veronikas (mother in centre, daughter next to her) surrounded by almost all employees. The average staff age is between 30 and 35 years.

# ABC BIZNIS®

## Euro sales

