

Promobi



PROMOBI

PREMIUM FURNITURE AND
ACCESORIES

Introduction



The showroom is located at the main Ferizaj intersection of the road connecting Ferizaj to Prishtina. The showroom size is 1050 sqm spread in two stores that has more than 120 different furniture items. Showroom offers two sales channels - retail to individual clients and projects to various clients from different countries.



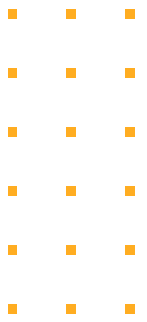
The furniture factory is located in the city of Ferizaj, in a two story building with over 1860sqm. The factory produces kitchen and bedroom sets, various cabinets and accesories and sofas of different sizes. The factory is equipped with modern machinery run by CAD software

The new factory being build is located along the Prishtina-Skopje highway at the final exit to Ferizaj. The factory has around 4200 sqm and it expected to triple the current production of Promobi. The new factory will house two production lines, administrative offices, large warehouse andl showroom



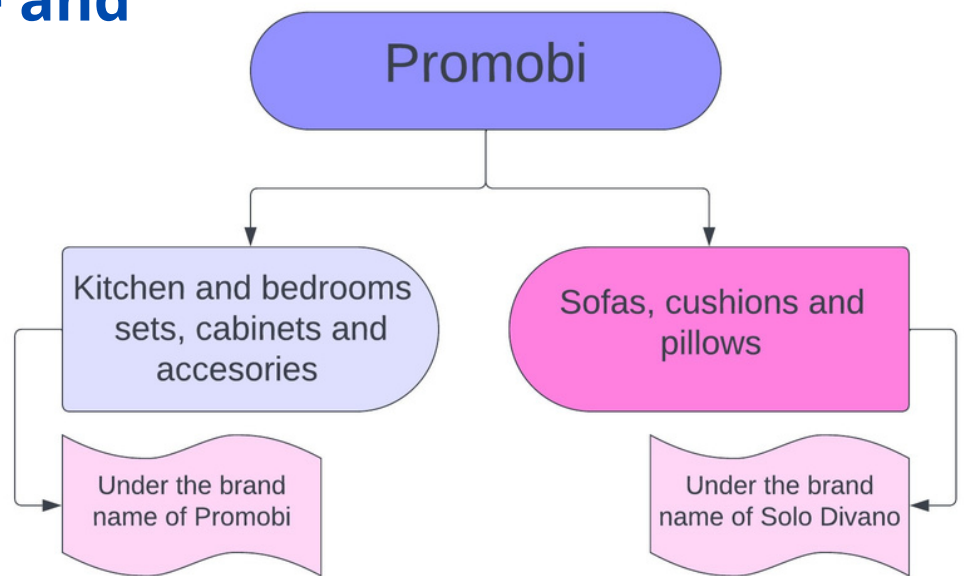
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Product range and organizational structure



Product range and brands

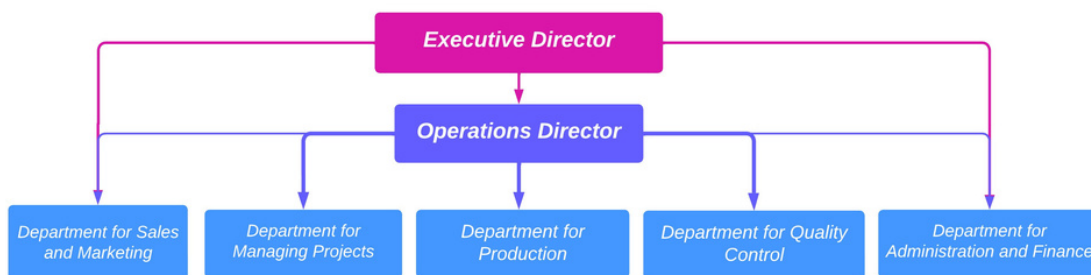
Promobi produces and sells furniture in two product categories. Kitchen and bedroom sets, various sized cabinets and accessories are produced under the brand name Promobi. Sofas, cushions and pillows are produced under the brand name of Solo Divano.



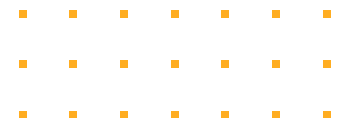
The division in two brands was done for marketing and operational reasons. Nonetheless, all products are made in the same plant and rely on the same marketing and sales channels.

Organizational structure

Promobi's organizational structure has 5 departments including a dedicated department for Quality Control



The Showroom



The Factory



The new Factory

