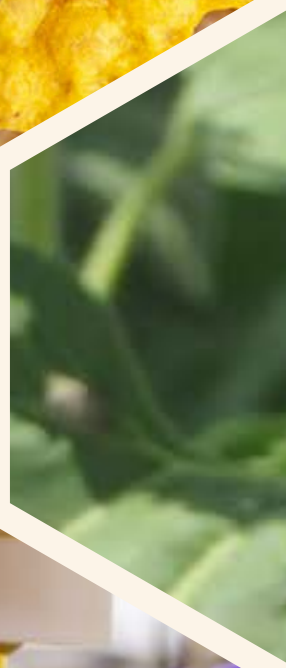


 **KOŠNICA**
COMPANY PROFILE



ABOUT US

The company "**Košnica**" doo (llc) was registered in 2004 in Gradiška as a unique "Bee Center" in the Republic of Srpska and Bosnia and Herzegovina. At the beginning, "Košnica" operated as an independent entrepreneurial shop, but already in 2009 it was transformed into a limited liability company.

The founding of "**Košnica**" was preceded by a vision of an advanced form of service for beekeepers as well as lovers of bee products, whose primary goal in a strategic sense would not only be trade, but also modern forms of business support, such as consulting, project management, organization of various events, apiturism and similar activities interesting for that market. At the head of the mentioned concept is prof. Dr. Goran Mirjanić, founder and owner of the company and one of the most important domestic experts in the field of modern beekeeping.

Thanks to the healthy business environment in the area of the city of Gradiška, the excellent geographical position of both the city and the company, and innovative business ideas, "Košnica" has positioned itself as an extremely reliable partner of a large number of beekeepers in north-western BiH, Croatia and Slovenia, but also as a respectable market brand of bee products whose popularity is growing by the year. In our business, we are guided by the principles of good agricultural and beekeeping practices, by care of a good host and we regularly implement the **HACCP quality** standard in our production and processing activities.

Company name: **Košnica doo**
Address: **Dejtonska 2b, 78 400**
Gradiška

Activity: **Production and sale of**
beekeeping equipment and bee products
Year of establishment: **2004**
Number of team members: **7**

VALUES



Applied science: Advisory support in the field of technology for the production of bee products, protection of bees' health and beekeeping in general is based on the principles of applied science, which were designed to the greatest extent and proven in practice by prof. Dr. Goran Mirjanić.



An integral approach in business: "Košnica" is not just a beekeeping equipment store, but a unique service, which combines three key factors for success in this area: quality inputs and equipment, production consulting and development support, in the form of projects, organising various events, lending and similar activities.



Turning to modern business activities: We build the sustainability of our business and the attractiveness of our offer on regular design and implementation of modern business activities, which are complementary to beekeeping and, at the same time, provide excellent promotion of domestic tourist potential, with an emphasis on rural tourism.



Cooperation in beekeeping: As the only real way of organizing local beekeepers and their technological and business training to together respond to increasingly specific demands from the market.



Quality without compromise: Our bee products, as well as those of our subcontractors, must be the result of identical production technology, conscientiousness, precise traceability and relevant and constant quality control by accredited organizations.

MISSION AND VISION

Mission

Providing advanced forms of business support for beekeepers of all levels of development, active action taking in the direction of increasing the marketability of domestic beekeeping as well as providing the market with a continuous supply of high-quality bee products of known origin and verified quality.

Vision

"Košnica" - the leading beekeeping center in Bosnia and Herzegovina and the region, which creates innovative trends in that area and thus contributes to the popularization of sustainable systems of beekeeping, creating healthy eating habits, improving the rural economy and increasing the attractiveness of apitourism.





BEKEEPING CENTER



The beekeeping center "Košnica" was conceived in such a way that under the same roof it unites a store of beekeeping equipment with the richest assortment in the greater BiH area, as well as capacities for reception, processing, packaging and branding of honey and other bee products, large storage capacities, an administrative and financial sector and so on. In terms of equipment and devices for beekeeping, we cooperate with the most important domestic producers of wooden and textile assortment in beekeeping, but also with reputable subjects from abroad, from which we import professional equipment of top performance. It is important to emphasize that all customers and partners, in addition to the mentioned physical forms of support, also have the advisory support of our experienced team at their disposal.

Furthermore, "Košnica" is a pioneer in two very important development fields in domestic beekeeping - the organization of cooperative relations and apitourism. Although cooperation is not a new model of working together in agriculture, there have been no serious attempts of organizing and doing business collaborations of beekeepers in the area of north-western BiH up to date, where we saw an opportunity to improve the existing situation. Namely, our cooperation model includes several forms of cooperation with local beekeepers. In all options, it is imperative that "Košnica" provides support for its subcontractors in the form of supply of equipment and devices, and under the deferred payment system, continuous purchase of honey and other bee products or support in the direction of the beekeeper's independent market presence (service packaging, branding, market connections, etc.), continuous advisory support and access to domestic, European and international funds for the development of domestic agriculture.

When it comes to apitourism, we are proud of the fact that we are one of the first pioneers of this extremely attractive and above all promising form of tourism in Bosnia and Herzegovina. In this regard, we organized dozens of study visits to domestic and foreign beekeeping regions, manifestations and other events of importance, connected our beekeepers with beekeepers from the region, visited numerous interesting locations, etc. In the coming period, the plan is to further intensify our activities in the field of apitourism, in terms of designing content and building physical infrastructure and in order to make the domestic tourist offer even more attractive, especially for foreign visitors, in particular for those who are not beekeepers, but are fans of top quality bee products.

MED MEDENI®



In parallel with the development of business activities relating to the support of beekeepers and driven by the desire to create the first local commercial brand of bee products, which meets all technological, legal and market requirements and also conveys the story of the rich beekeeping tradition of our region, we developed the brand "**Med medeni**".



The mentioned brand was created as a result of cooperation with reputable marketing experts and experienced designers, who turned our vision into a unique visual identity, based on which we are building the image of the best honey and other bee products on the domestic market.

The mentioned range includes: several types of honey (acacia, meadow, chestnut, forest, flower honey, etc.), propolis spray and drops, pollen powder, immunity honey mixtures, face and body skin care preparations, etc. It is important to note that the bottling and packaging of the above products is done in our "**Bee Center**" and with the help of the state of the art equipment, whereby we have well-rounded high-performance capacities.

Additionally, all processes are aligned with **the HACCP quality standard**. The products undergo a double laboratory quality control - the first time when receiving the honey and the second time when filling the packaging and before placing it on the market. "Med medeni" products are available in our "Bee Center", but also throughout BiH, both in terms of direct and online purchases. We work every day to expand the distribution network, all with the aim of bringing our bee products closer to all people who recognize quality, based on good beekeeping practices, safe origins and relevant food safety certificates.





WHY KOŠNICA?

Many years of experience

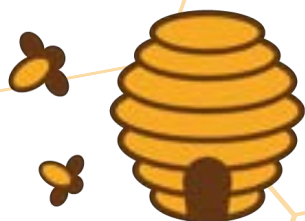
"Košnica" has been continuously developing for 20 years, all the while without oscillations retaining the characteristics of a healthy bee colony, which is capable of producing sufficient amounts of new value, both for its own and for the needs of society as a whole. We are a healthy community, led by an experienced leader and empowered by young forces from the fields of production technology, agro-economics, applied marketing and similar areas, which are essential areas in today's business conditions.

A wide range of business services

Which includes the supply of professional equipment and inputs, individual or group consulting throughout Bosnia and Herzegovina and the region, project management and implementation of development projects of wider social importance, establishment of cooperative relations, provision of advanced services for beekeepers, an offer of respectable quantities of honey and other bee products on the market, design and development of advanced business models (apitourism, etc.).

Orientation towards cooperation and partnership

Whether you are a beekeeper or a representative of a beekeepers association, a lover of bee products, a small specialized store or a large supermarket chain, a lover of rural and apitourism, a beginner in beekeeping, the "Košnica & Med medeni" team is at your disposal to establish healthy and long-term cooperation, which means that both sides can profoundly benefit. Join us!



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 Košnica Gradiška
 [medmedeni_](https://www.instagram.com/medmedeni_)