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Ovovita

Interview with Mieszko Kurasik, managing director

OVOVITA

When and by whom was the company founded?

Ovovita is a family company created with the Polish capital only. Ovovita was founded in 2006 by the family Kurasik. Despite the fact that Ovovita was set up not long ago, it is based on rich experience in egg production. Some of the eggs processed in our factory are produced on our farms known as Ferma Niosek Prawda, which is today one of the biggest shell egg producers in Poland. Generally we have been in the egg business since the late 1980s when my parents built the first hen house.



(http://www.internationaltradenews.com/media/111111/business_profiles/2221645_ovovita)

What have been the greatest milestones until today?

For many years we have been investing in our business to be able to meet our customers' requirements and the highest quality standards. Every investment is very demanding and requires some thought, and it is hard to identify the most important one.

What products make up your core business?

Everything about eggs we can say. Our business is split into two main products: shell eggs for retail market and egg products. That includes egg powders (pasteurized and spray-dried whole egg, egg white or egg yolk powders), egg liquids (pasteurized and packed in aseptic lining for whole egg, egg white or egg yolk liquids) and hard boiled eggs (boiled and peeled eggs, packed in pickle or protective atmosphere).

What trade or distribution channels do you use? Who sells your products: dealers, representatives, agents, distributors?

If we talk about shell eggs, then supermarkets and discount chains throughout Poland. If we talk about egg products: we try to work directly with producers, but we also work with wholesalers and distributors. We also work with HORECA customers.

What problems do you solve for your customers?

We are very flexible and open-minded for new projects. There is no month in the year when we are not working on a new project or product which our customers need.

What target groups (e.g. industries) do you address with your products, and what is your core target group? What percentage of the company's turnover does it account for?

Retailers, food industry producers, HORECA companies, bakery industry, pasta industry, ready-meal industry, cake mixes industry

How do you reach your target group(s)?

We try to find new customers during fairs and exhibitions. Also we use the Internet to do research.

What makes your company a success (recipe for success)? What are your strengths?

The company is held in hands of one family, which helps to make fast decisions and react very fast to market needs. We have overall control of the whole production process: from one-day-old chicks to our own feed mill, own farms, the whole processing process, to our own laboratories where we test every single batch of ready products. We have a good and stable market position and recognized trade mark, and we offer quality products and service.

Has your company had any activities recently that have had an effect on your strategy? (opening a new branch, tapping into a new market, expanding the product range...)

Every year we try to enter new markets. Also depending on customers' needs, we are still updating our product portfolio to offer the full range of highest-quality eggs and egg products.

Has the digital world changed the way your company communicates?

Of course. We now have a global market, which lets us have new opportunities but also poses a threats. Contact with customers is much more simple than in past. Also access to information is almost unlimited.


Do you strive for innovations, and if so, in what areas (products, technology, logistics, sales, marketing)?

We always try to be innovative and be one step ahead of our competitors. We work on the highest class of equipment and still invest in improvements for our production and products. We aim for maximum automation of the production process, which eliminates human imperfections.

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Interview with Aldo Magada, new CEO and president of Zenith

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