



PROSVETNO DELO

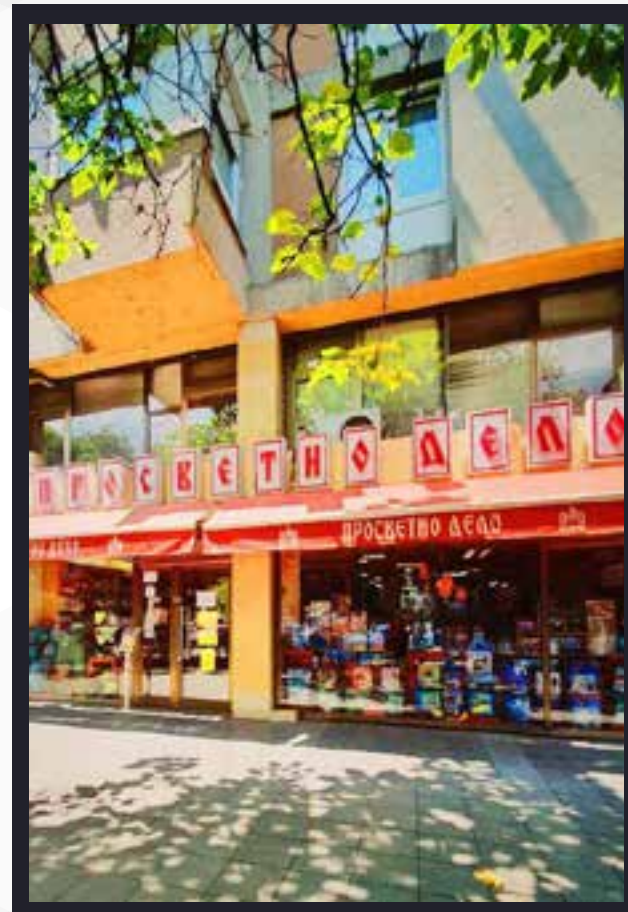
Company Profile



PROSVETNO DELO

Skopje

Republic of North Macedonia



about us



Prosvetno Delo is a leading publisher in the Republic of North Macedonia that specializes in producing high-quality books across a wide range of genres, including fiction, non-fiction, poetry, children's literature and schoolbooks.

Today our company has a diverse range of products in our retail network of 35 shops across the country. We offer a wide range of products to satisfy every customer needs, so besides publishing, we have evolved in supplying stationary (schools and business), school didactics, educational and creative toys, and we also offer a rich gift selection.

Business type: Joint Stock Company
Company registration number: 4054881
Tax reference number: MK4030990209597
VAT number: 4030990209597



company history



Founded in 1945 as the first publishing house in the Republic of Macedonia, among the first published books are “Буквар” (Alphabet book), “Збирка македонски народни песни” (Collection of Macedonian Folk Songs), “Македонскиот Правопис” (The Macedonian Orthography) and “Македонска Граматика” (The Macedonian Grammar). Later on, the Albanian Orthography and the Turkish Orthography were published. These are only the beginnings of almost 80-year tradition in publishing with more than 15 000 titles published in over 70 million copies.

1945

1960

1980

2023

In 2003 Detska Radost Editorial Staff - together with its children magazines “Росица” (Rosica), “Другарче” (Drugarche), “Развигор” (Razvigor) and “Наш Свет” (Nash Svet) - became part of Prosvetno Delo and enriched our assortment with its rich publishing production of school readings as well as other books of poetry, prose and novels.

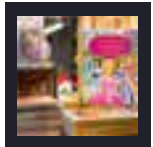
Prosvetno Delo has 7 departments: Editorial, Finance and Accounting, Human Resources, Marketing, Sales, Legal, Import and Market research.

Prosvetno Delo has two distributive centers, one of books and one of school and stationary supplies and toys. Our retail network consists of 35 bookstores of our own and e-commerce apart from distributing products to other bookstores and markets in our country.

In 2010 we added to our family, our own Printing House – Napredok, Tetovo.

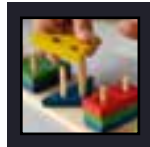
our products and services

We provide a welcoming and inspiring environment where book lovers of all ages can discover, explore, and connect with literature. We are passionate about books and believe that reading is a fundamental part of personal growth and lifelong learning. Our stores offer a wide selection of books, as well as gifts, stationary, toys, and accessories. We host author events, book clubs, and children's story time and play events. At Prosvetno Delo, we strive to create and nurture a community of customers who share our passions.



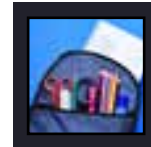
BOOKS

We carry a diverse range of books for all ages, especially children and teens, including fiction, non-fiction, picture books, interactive books, etc. We also have a large selection of schoolbooks, academic textbooks, encyclopaedias, lexicography, teaching aids, & pedagogical materials.



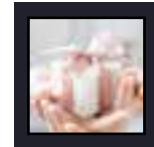
TOYS

We believe toys should be more than just fun - they should inspire creativity, imagination, and learning. That's why we offer a wide range of toys that are both entertaining and educational, from classic board games and puzzles to STEM-focused building sets and robotics kits.



STATIONARY AND SCHOOL SUPPLIES

We offer a wide variety of paper products, stationary, writing supplies, and school equipment, carefully curated to provide our customers with the best quality and functionality. Our selection of brands and styles is made to suit every preference.



GIFTS AND ACCESSORIES

We believe that gift-giving is a way of expressing love, gratitude, and appreciation, and we strive to offer products that reflect those sentiments. Our assortment of gifts for all occasions is carefully selected to offer our customers unique and thoughtful options to delight the people they love.



Business Goals

At Prosvetno Delo, we are committed to excellence in everything we do. We strive to deliver exceptional value to our clients through a combination of expertise, outstanding customer service, and a deep understanding of their needs. Our team works closely with our clients to understand their unique requirements and develop customized solutions.

Our business goals are focused on inspiring growth, improving customer satisfaction, and enhancing our company culture.

Inspire growth: Our primary goal is to continue growing our business by expanding our customer base, increasing our market share, and introducing new products and services. To achieve this, we invest in marketing and sales initiatives, expand our partnerships, and hire top talent to join our team.

Improve customer satisfaction: We are committed to delivering exceptional value to our customers and ensuring their satisfaction with our products and services. To achieve this, we implement customer feedback mechanisms to monitor and improve customer satisfaction, offer personalized support, and invest in product development to meet the evolving needs of our customers.

Enhance company culture: At Prosvetno Delo, we believe that our people are our most valuable asset. To attract and retain top talent, we invest in employee training and development programs, foster a positive and collaborative work environment, and offer competitive compensation and benefits packages.

Foster innovation: We recognize the importance of innovation in driving growth and staying ahead of the competition. To foster a culture of innovation, we encourage our team members to experiment, take risks, and explore new ideas, and we provide them with the resources and support they need to bring their ideas to life.



By focusing on these business goals, we have achieved our vision of being a leading retail provider of books, toys, stationary, and gifts in our country. We will continue to monitor our progress and adjust our strategies to ensure that we are meeting the needs of our customers and staying ahead of the competition.

Contact Information



Prosvetno Delo

Dimitrie Cupovski 15, 1000 Skopje,
Postal fax 6, Macedonia
Republic of North Macedonia
Tel: 00389 2 3117 255
cell. 00389 75 240 790
Fax: 00389 2 3220-373
E-mail: prodelo@prodelo.com.mk

Import and Market Research
import@prodelo.com.mk
+389 75 376 840

Finance and Accounting
email: smetkovodstvo@prodelo.com.mk
cell. +389 75 464 275

Warehouse 1 Address: Aco Sopov, 6, 1000 Skopje, Macedonia
Warehouse 2 Address: Industriska zona Ilinden, br. 46
+3897638164

Banking details:

Bank: Komercijalna banka, Skopje
Branch: Komercijalna banka
Account number: 300000000031852

