

The background of the slide is a blurred photograph of two people in an office setting. One person is in the foreground, looking down at papers on a desk. Another person is in the background, pointing towards the camera. There is a white mug on the desk. The overall tone is professional and focused.

# PRESENTATION COMPANY DOLINA

## OUR MISSION:

we specialize in the development, production, implementation of reliable, environmentally friendly products that help our consumers to be proud of their high yield and be a part of contribution to global agriculture





Dear friends, **DOLINA** has undergone many reincarnations over the long years of its existence, changing outwardly, but in our hearts we have kept the thirst for victory and new knowledge. I am sure that the experience in the market and the potential of the company will once again prove that we are the best in our business.

**DOLINA** has always stood out for its spirit and creativity in doing business, and we decided to keep this approach in our corporate identity. I sincerely hope that the share of faith in a miracle that we share will find a response in everyone's heart and help, at least for a moment, plunge into a happy past and look into a successful future.

**Y. A. LOPAENKO**  
brand founder  
**DOLINA**

# **DOLINA**

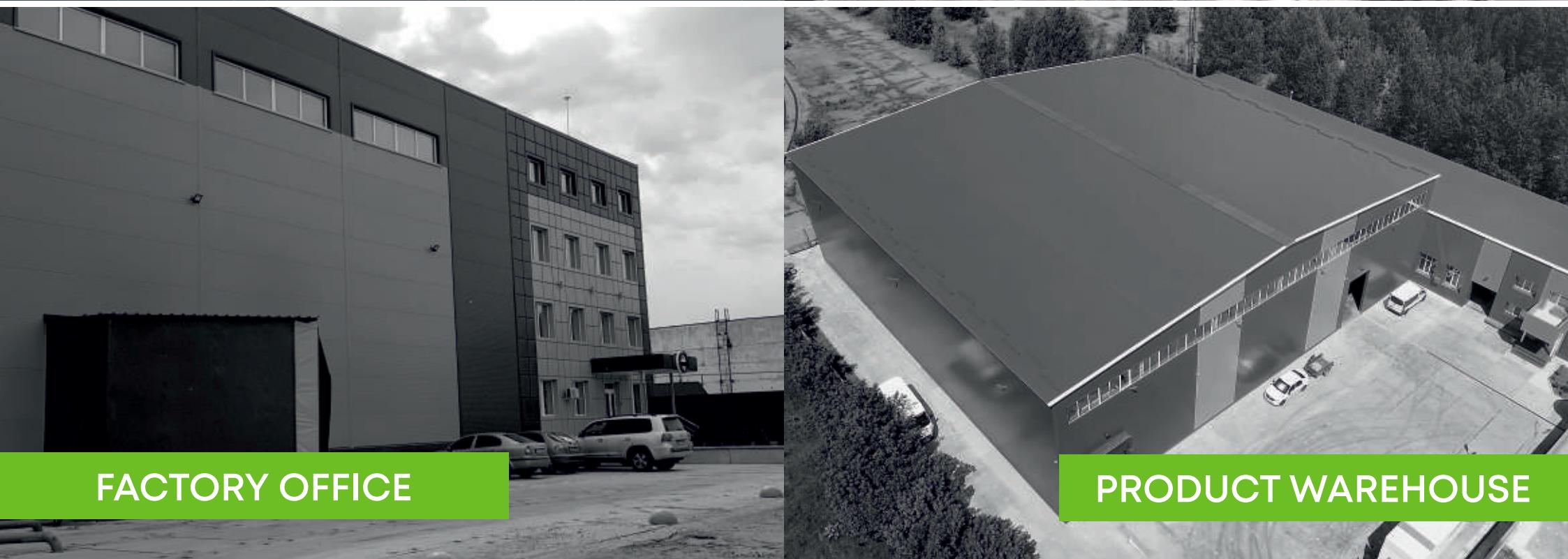


DOLINA  
COMPANY

**DOLINA** is an international company, the main activity of which since 1997 has been focused on the development, research and implementation of plant growth stimulants, micronutrient fertilizers and adjuvants in agricultural production. The central office is located in the city of Poltava, Ukraine. Production facilities and a chemical research laboratory are located in the city of Severodonetsk.



CENTRAL OFFICE



FACTORY OFFICE

PRODUCT WAREHOUSE



# HUMAN RESOURCES

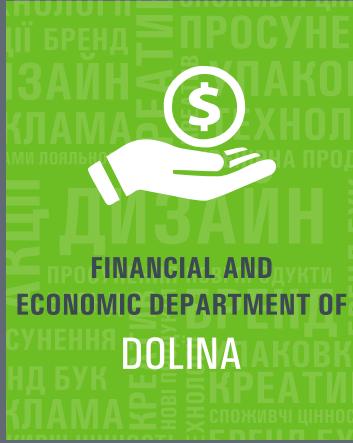
The development of the marketing system is one of the priorities of the company. The marketing department includes marketing and advertising managers, internet marketers and designers. The tasks of the department include cooperation with all links of the structural chain of the enterprise, the formation of the company's brand and the promotion of its trade marks. The focus of efforts is the end consumer and the satisfaction of his needs through the products and accompanying services that the company promotes on the market.



# MARKETING

Specialists of all levels and specializations are one of the key factors in the successful and long-term activity of the enterprise. Their presence and high qualifications are closely monitored by employees of the company's HR service, promoting the brand of a reliable employer both in Ukraine and abroad. The HR department of the company actively supports employees on the path of development, introducing various professional and personal training programs and trainings. As of 2021, the company employs 5 PhDs in agriculture, 2 PhDs in chemistry and 1 PhD in technical sciences.





Analytics of the performance indicators of **DOLINA** and its employees, partners and sales markets are under the guidance of demanding specialists from the planning and economic department. All operations and reporting are monitored and performed by the accountants of the relevant department with the support of the legal department. In its activities, the department is guided by such principles as truthfulness, accuracy, transparency and perfect compliance with the requirements of regulatory legislation. The well-thought-out economic policy of the company is aimed at creating stable financial reserves that allow the company to develop for a long time and confidently pass crisis situations. The company uses these criteria when choosing partners.



## FINANCE



## REGISTRATION

Plant growth stimulants, microfertilizers and adjuvants promoted by the company, in accordance with the current legislation of Ukraine and other countries, require a special registration procedure. At the enterprise, this function is performed by a specialist in state registration and certification, the results of whose activities are the starting point for starting the sale of the company's products.



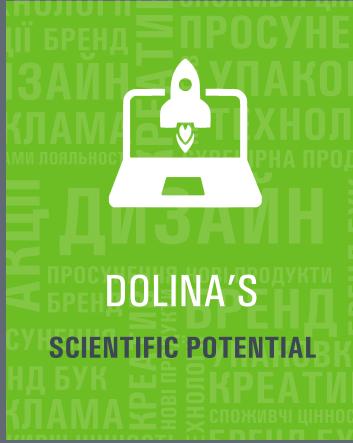


The production unit includes equipped workshops for the production and packaging of products in liquid and dry formulations. Raw materials and finished products undergo quality control in the production laboratory under the supervision of technologists. The production capacity of the division per day is 105 thousand liters of liquid and 52 tons of dry products, and the area of 2 production facilities is 6200 m<sup>2</sup>. From a certified warehouse with a capacity of 2,800 pallets and an area of 900 m<sup>2</sup>, the company's products are shipped to partners and customers in Ukraine and around the world.



## MANUFACTURE





The Advanced Research Department is represented by specialists working in the analytical and synthetic chemistry sectors and includes a modern chemical laboratory. Their goal is to create new and improve existing products.

Scientific researches are presented by specialists whose activities are in cooperation with scientific institutions both in Ukraine and abroad. Specialists in this area form a program of research and approbation of new products in laboratories and experimental fields of scientific institutions.

The field research department studies the needs of farmers and the performance of the company's products in the field. In addition, representatives of this direction are also engaged in agronomic after-sales support of customers.

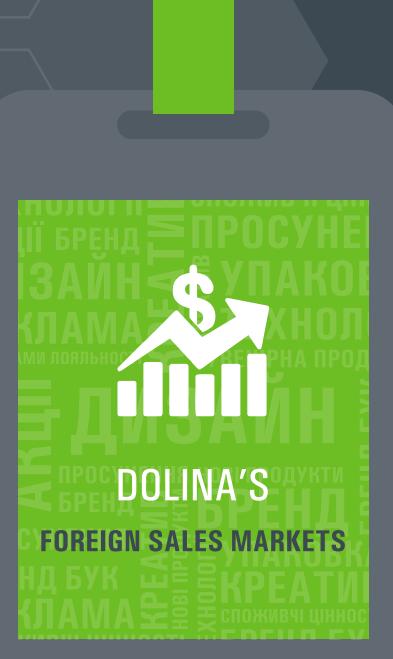


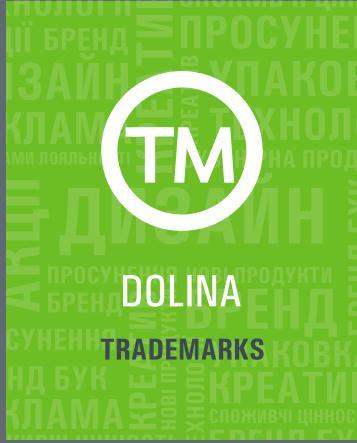
## SCIENTIFIC POTENTIAL



## INTERNATIONAL SALES MARKETS

The geography of the company's activities, namely the sale of products and their study in various agro-climatic conditions, takes place in countries such as Italy, Czech Republic, Romania, Moldova, Poland, Kazakhstan, Uzbekistan, Tajikistan, Argentina, Canada, Turkey, India, Kenya, Iraq, Estonia. In these countries, DOLINA has established itself as a reliable partner who cares about the consumers of its products. The company has achieved success in environmental friendliness, ease of use and high efficiency of its own products. Consequently, DOLINA have won high praise from agricultural producers.





As of 2021, the company's product portfolio includes 28 products. The most famous are the VIMPEL® line of plant growth stimulants, which has 4 products and has already had several generations, and the professional line of ORAKUL® microfertilizers, which consists of 14 products. The stimulant of nightshade crops PASLINY® manufactured by DOLINA has won the favor of vegetable growers from many countries of the world. The complex of amino acids BAK LAN® and the adjuvant AUDITOR® is an integral part of the technologies of Ukrainian farmers. Dry micronutrient fertilizers produced by the company are represented by a line under the LURS® trademark. For old friends and partners - distribution companies - DOLINA produces exclusive growth stimulants and microfertilizers. This is just a small list of products that the company has created and sells.



## TRADEMARK



## LOGISTICS

The sales system of products is divided depending on the geography of sales markets and the segmentation of farmers. The company has formed a sales department for B2B products to customers on the territory of Ukraine through a developed distribution system, a sales department for B2C consumers from urban and rural areas thanks to cooperation with retail chains and an external economic department, whose specialists specialize in the development of foreign markets. The main logistics hub of the company is located in the city of Poltava and has 5,500 pallet spaces and an area of 2,400 m<sup>2</sup>. All logistics processes and documentary support of sales operations are controlled by specialists who work in the logistics department of DOLINA.



**DOLINA**  
SALES AND  
LOGISTICS SYSTEM

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