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Naslov: JADRAN TEK TREBA DA POKAŽE SVOJ PUNI POTENCIJAL

Strana:



Ostoja Mijailović

JADRAN TEK TREBA DA POKAŽE SVOJ PUNI POTENCIJAL

Jadran ima sve preduslove da zauzme još značajnije mesto na mapi premijum nautike. O potencijalu regionalnog tržišta, partnerstvima sa Sunreef Yachts i Novamarine i ambicijama kompanije OMR Premium Yachting govori Ostoja Mijailović, predsednik OMR Grupe

OMR Grupa posluje u više premijum segmenata, a nautika zauzima sve značajnije mesto u vašem portfoliju. Šta ste prepoznali na tržištu i zašto ste odlučili da upravo sada snažnije razvijate ovu oblast poslovanja?

Nautika za nas nije nova priča, jer OMR Premium Yachting postoji od 2020. godine i za to vreme smo dobro upoznali tržište i, još važnije, potrebe klijenata. Pokazalo se da kupovina plovila često nije najzahtevniji deo. Klijent danas očekuje mnogo više, pre svega pouzdanog partnera, visok nivo usluge i podršku koja traje i nakon kupovine. Istovremeno, vidimo da premijum nautički

segment u regionu ima ozbiljan potencijal i da Jadran postaje sve značajnije tržište. OMR Grupa ima dve decenije iskustva u zastupanju međunarodnih brendova, razvoju regionalnog poslovanja i izgradnji odnosa sa klijentima. Danas imamo i iskustvo, ljude i kapacitet da tu ekspertizu snažnije prenesemo u nautiku. Zato ovo za nas nije izlet u novu industriju. Nautika je logičan nastavak onoga što već znamo da radimo, samo u drugačijem segmentu.

Sunreef Yachts je brend namenjen veoma specifičnoj i zahtevnoj klijenteli. Šta je presudilo da upravo Sunreef postane jedan od ključnih

brendova kompanije OMR Premium Yachting?

Sunreef je jedan od vodećih svetskih brendova luksuznih katamarana i brend koji je u velikoj meri menjao sam segment u kojem posluje. Posebno ga izdvajaju nivo personalizacije, inovacije i način na koji pristupa održivosti.

To se veoma dobro poklapa sa profilom klijenta sa kojim smo navikli da radimo u premijum segmentu, a to je klijent koji tačno zna šta želi i očekuje da proizvod i usluga budu prilagođeni njegovim potrebama.

Za nas je važna i činjenica da ovakva partnerstva podrazumevaju poverenje sa obe strane. Kada međunarodno prepoznat premijum brend izabere OMR Premium Yachting za partnera na tržištima





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regiona, to je istovremeno potvrda kapaciteta koji smo izgradili i odgovornost da taj brend predstavljamo u skladu sa njegovim globalnim standardima.

Novamarine je najnovije veliko ime u vašem nautičkom portfoliju. Šta ste prepoznali u ovom italijanskom brendu i šta je bilo presudno za ulazak u ovo partnerstvo?

Novamarine je brend sa više od četiri decenije istorije i filozofijom koja mi je lično veoma bliska, u kojoj je inženjering na prvom mestu, a estetika dolazi kao posledica dobrog rešenja, a ne obrnuto.

Iza tog imena stoje ozbiljno iskustvo, performanse, sigurnost i vrlo prepoznatljiv italijanski dizajn. Nama je važno da brendovi sa kojima ulazimo u dugoročna partnerstva imaju autentičnu vrednost, jasan identitet i potencijal koji nije zasnovan samo na trenutnom trendu.

Sa poslovne strane, Novamarine nam je posebno važan jer partnerstvo ima regionalnu dimenziju. Ekskluzivno generalno distributerstvo za sedam tržišta predstavlja značajan korak u razvoju kompanije OMR Premium Yachting i daje nam priliku da pokažemo ono u čemu OMR Grupa već ima veliko iskustvo, a to je razvoj međunarodnog brenda na više tržišta istovremeno.

Preuzeli ste ekskluzivno generalno distributerstvo Novamarine za sedam tržišta regiona. Šta ovaj poslovni korak znači za OMR Premium Yachting i kako planirate razvoj brenda na tim tržištima?

Reč je o ekskluzivnom generalnom distributerstvu za Sloveniju, Hrvatsku, Srbiju, Bosnu i Hercegovinu, Crnu Goru, Albaniju i Severnu Makedoniju. Za nas to nije samo proširenje teritorije na kojoj poslujemo, već prelazak na jedan viši nivo odgovornosti za razvoj brenda u regionu.

Naš cilj je da klijent dobije isti standard usluge i podrške bez obzira na tržište na kojem se nalazi. To podrazumeva postepeni razvoj prodajne i servisne podrške, prisustvo na ključnim nautičkim događajima i, pre svega, dugoročan odnos sa klijentima.

Tu nam značajno pomaže iskustvo cele OMR Grupe. Već smo razvijali regionalna distributerstva i znamo da se tržište ne gradi preko noći. Potrebni su lokalno znanje, dobri partneri, ljudi i kontinuitet. Upravo na tome želimo da gradimo Novamarine u regionu.

Kako ocenjujete potencijal premijum nautičkog tržišta u regionu i gde vidite najveći prostor za njegov dalji razvoj?

Potencijal je veliki i mislim da još nije u potpunosti iskorišćen. Jadran je jedna od najatraktivnijih nautičkih destinacija u Evropi, a

istovremeno vidimo da se menja i profil klijenata i njihova očekivanja.

Najveći prostor za razvoj vidim u infrastrukturi i, možda još više, u kvalitetu usluge. Nije dovoljno samo prodati vrhunsko plovilo. Klijent koji ulaže ozbiljan novac očekuje isti nivo profesionalnosti koji dobija na razvijenim mediteranskim tržištima – od prvog kontakta do podrške godinama nakon kupovine.

Tu vidimo svoju priliku. Ne želimo da OMR Premium Yachting bude samo mesto na kojem se kupuje plovilo, već partner kome klijent može da se obrati tokom čitavog perioda vlasništva. Mislim da će upravo kvalitet tog odnosa u narednim godinama praviti najveću razliku na tržištu.

Nakon proširenja portfolija i regionalnog prisustva, šta će biti ključni fokus kompanije OMR Premium Yachting u narednoj fazi razvoja?

Sada nam prioritet nije širenje po svaku cenu, već da ono što smo postavili razvijemo na pravi način. Imamo dva veoma snažna i međusobno komplementarna brenda i prisustvo na više tržišta, a to sa sobom nosi i ozbiljnu odgovornost.

Ključni fokus biće kvalitet usluge i odnosa sa klijentima, razvoj postprodajne podrške, jačanje regionalnog prisustva i, posebno, ulaganje u ljude.

U ovoj industriji reputacija se ne gradi na dan kada prodate plovilo. Gradi se mnogo kasnije, kroz to kako reagujete kada ste klijentu potrebni i da li ste uspeali da izgradite poverenje koje traje. Ovaj posao se ne skalira samo sistemima i tehnologijom, već pre svega kompetentnim ljudima kojima klijent veruje.

To je osnova na kojoj želimo da gradimo sledeću fazu razvoja kompanije OMR Premium Yachting.

Šta bi za vas bio pokazatelj da je OMR Premium Yachting za nekoliko godina ostvario ambiciju koju danas postavljate pred ovaj biznis?

Za mene je glavni pokazatelj vrlo jednostavan: da klijent koji je kod nas kupio prvo plovilo kod nas kupi i drugo i da nas preporuči prijatelju. U ovom poslu teško da postoji bolja potvrda da ste isporučili ono što ste obećali.

Poslovna ambicija je da OMR Premium Yachting u narednim godinama izgradi poziciju regionalnog lidera u premijum nautici, kao kompanija koja nije prepoznata samo po brendovima koje zastupa, već po standardu usluge, regionalnom prisustvu i odnosu koji gradi sa klijentima.

Postoji i šira ambicija. Voleo bih da veliki međunarodni proizvođači na ovaj region ne gledaju kao na sekundarno tržište, već kao na ozbiljnu nautičku destinaciju sa ozbiljnim klijentima i partnerima.

Ako OMR Premium Yachting bude imao svoj deo u toj promeni i istovremeno postane kompanija kojoj se klijenti vraćaju, smatraću da smo posao uradili kako treba.

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THE ADRIATIC HAS YET TO SHOW ITS FULL POTENTIAL

The Adriatic has all the prerequisites to strengthen its position on the premium yachting map. Ostoja Mijailović, president of OMR Group, discusses the potential of the regional market, partnerships with Sunreef Yachts and Novamarine, and the ambitions of OMR Premium Yachting



OMR Group operates across several premium segments, with yachting taking an increasingly important place in your portfolio. What did you identify in the market, and why have you chosen this moment to accelerate the development of this part of the business?

Yachting is not new territory for us. OMR Premium Yachting has been operating since 2020, and during that time we have gained a strong understanding of the market and, even more importantly, of our clients' needs. We have seen that purchasing a yacht is often not the most demanding part of the process. Today's clients expect much more - above all, a reliable partner, a high standard of service, and support that continues after the purchase.

At the same time, we see significant potential in the premium yachting segment across the region, and the Adriatic is becoming an increasingly important market. OMR Group has two decades of experience representing international brands, developing business across the region, and building relationships with clients. Today, we have the experience, the people, and the capacity to apply that expertise more extensively to yachting.

That is why, for us, this is not a venture into a new industry. Yachting is a logical continuation of what we already know how to do, simply in a different segment.

Sunreef Yachts is a brand aimed at a very specific and demanding clientele. What made Sunreef one of the key brands in the OMR Premium Yachting portfolio?

Sunreef is one of the world's leading luxury catamaran brands and has significantly shaped the segment in which it operates. It stands out in particular for its level of customization, innovation, and approach to sustainability.

This aligns very closely with the type of client we are accustomed to working with in





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the premium segment – a client who knows exactly what they want and expects both the product and the service to be tailored to their individual needs.

Another important factor for us is that partnerships of this kind require mutual trust. When an internationally recognized premium brand chooses OMR Premium Yachting as its partner in regional markets, it is both a confirmation of the capabilities we have built and a responsibility to represent that brand in line with its global standards.

Novamarine is the latest major name to join your yachting portfolio. What did you see in this Italian brand, and what ultimately led to the partnership?

Novamarine is a brand with more than four decades of history and a philosophy that resonates strongly with me personally: engineering comes first, with aesthetics emerging from a well-conceived solution, rather than the other way around.

Behind the name lie extensive experience, performance, safety, and a highly distinctive Italian design language. It is important to us that the brands with which we enter into long-term partnerships have authentic value, a clear identity, and potential that extends beyond current trends.

From a business perspective, Novamarine is particularly important to us because the partnership has a regional dimension. The exclusive general distributorship for seven markets represents a significant step in the development of OMR Premium Yachting and gives us the opportunity to demonstrate an area in which OMR Group already has considerable experience – developing an international brand across several markets simultaneously.

You have taken on the exclusive general distributorship for Novamarine across seven regional markets. What does this step mean for OMR Premium Yachting, and how do you plan to develop the brand across these markets?

Our exclusive general distributorship covers Slovenia, Croatia, Serbia, Bosnia and Herzegovina, Montenegro, Albania, and North Macedonia. For us, this represents more than an expansion of the territory in which we operate. It means taking on a higher level of responsibility for developing the brand across the region.

Our goal is to provide clients with the same standard of service and support regardless

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of the market they are in. This includes the gradual development of sales and service support, a presence at key yachting events, and, above all, long-term relationships with our clients.

The experience of the wider OMR Group is particularly valuable in this respect. We have developed regional distributorships before, and we know that markets are not built overnight. They require local knowledge, strong partners, the right people, and continuity. These are the foundations on which we intend to develop Novamarine in the region.

How do you assess the potential of the premium yachting market in the region, and where do you see the greatest opportunities for its further development?

The potential is considerable, and I believe it has yet to be fully realized. The Adriatic is one of Europe's most attractive yachting destinations, while at the same time both the profile of clients and their expectations are changing.

I see the greatest opportunities for further development in infrastructure and, perhaps even more importantly, in the quality of service. It is not enough simply to sell an exceptional yacht. Clients making a significant investment expect the same level of professionalism they receive in established Mediterranean markets – from the first point of contact through years of support after the purchase.

That is where we see our opportunity. We do not want OMR Premium Yachting to be

simply a place where clients buy a yacht, but a partner they can turn to throughout the entire period of ownership. I believe the quality of that relationship will make the greatest difference in the market over the coming years.

Following the expansion of your portfolio and regional presence, what will be the key focus for OMR Premium Yachting in the next stage of its development?

Our priority now is to develop what we have already established in the right way, rather than pursue expansion at any cost. We have two very strong and complementary brands and a presence across several markets, which also brings considerable responsibility.

The key focus will be on the quality of service and client relationships, the development of after-sales support, strengthening our regional presence, and, in particular, investing in people.

In this industry, reputation is not built on the day a yacht is sold. It is built over time, through the way you respond when a client needs you and through your ability to establish lasting trust. This business cannot be scaled through systems and technology alone. Above all, it depends on competent people whom clients trust.

That is the foundation on which we want to build the next stage of OMR Premium Yachting's development.

In a few years' time, what would tell you that OMR Premium Yachting has achieved the ambition you are setting for the business today?

For me, the main indicator is very simple: a client who buys their first yacht from us returns to buy their second and recommends us to a friend. In this business, there is hardly a better confirmation that you have delivered what you promised.

Our business ambition is for OMR Premium Yachting to establish itself as a regional leader in premium yachting over the coming years – a company recognized not only for the brands it represents, but also for its standard of service, regional presence, and the relationships it builds with its clients.

There is also a broader ambition. I would like major international manufacturers to see this region as a serious yachting destination with serious clients and partners, rather than as a secondary market.

If OMR Premium Yachting can play its part in that change while also becoming a company that clients continue to return to, I will consider that we have done our job well.

