

How the business begins: Creation and Development of НОВА ПОШТА

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Prehistory



- The history of The New Post began in February - university friends Vyacheslav Klimov and Vladimir Popereushnyuk decided to establish a common business. They were 25 years old. A small confectionery business of Vladimir helped to define the choice of market niche. He was just looking for ways to transport goods from Poltava across Ukraine. So young entrepreneurs got an idea of a new service - fast and convenient delivery.
- The start-up capital of the company was \$7000, and the team initially included 7 people. Vyacheslav Klimov and Vladimir Popereushnyuk became the main co-founders of business, Inna Popreshnyuk - a minority one.
- So the history of the company began, which subsequently formed the express delivery market in Ukraine.

The Starting Point 2001-2004

- In the early 2000s, there was no delivery market in Ukraine: it was replaced by train conductors and minibus drivers. The transfer of the parcel without any guarantees through unfamiliar people presupposed many risks. So Vyacheslav and Vladimir set a goal - to instill in the Ukrainians a culture of safe and easy shipments.
- The first three years of the company's work were spent in search of clients and ways of development. The turning point was the company's co-founders obtaining the Executive MBA degree. Training in business school provided them with a systematic and conscious approach to business management.

The Hardening 2005-2006

- In the fourth year of existence, the company got its first large customers and competitors. It was then that the company formed and consolidated 2 core values - customer service and high quality of services.
- At this time, the formation of a key team of managers began, as well as an administrative structure with the division into regional branches and central offices in Kiev and Poltava.



Active Development

2007-2008

- 2007 becomes the year when The New Post enters profitability. It was demonstrating a steady growth: its branches were opening in cities with a population of over a million people, the client base was expanding.
- It is noteworthy that the company survived in autumn 2008 in the conditions of the global financial crisis. In the difficult economic situation, when the turnover of the company Nova Posta fell by 30%, the owners decide to ride the wave of the crisis and benefit from it. Klimov and Pereshnyuk optimized logistics, changed the approach to staff motivation and marketing, focused on sales efficiency. As a result, in December the company shows growth again. At that time it was already represented in all regions of Ukraine.

2009 - 2011

- In 2009, The New Post became the leader in the express delivery market in Ukraine. In 2009, it delivered more than 1.6 million parcels, in 2010 - more than 4 million. In 2009, it consisted of 80 offices, in 2010 – there are 140.
- During this period, the company was actively working with the growing segment of e-commerce and became a key partner for many online stores.
- In two years, by the end of 2011, the number of parcels sent has increased to 12 million a year.

By this time the company's team included more than 5000 people and 500 offices.



Structuring 2012-2016

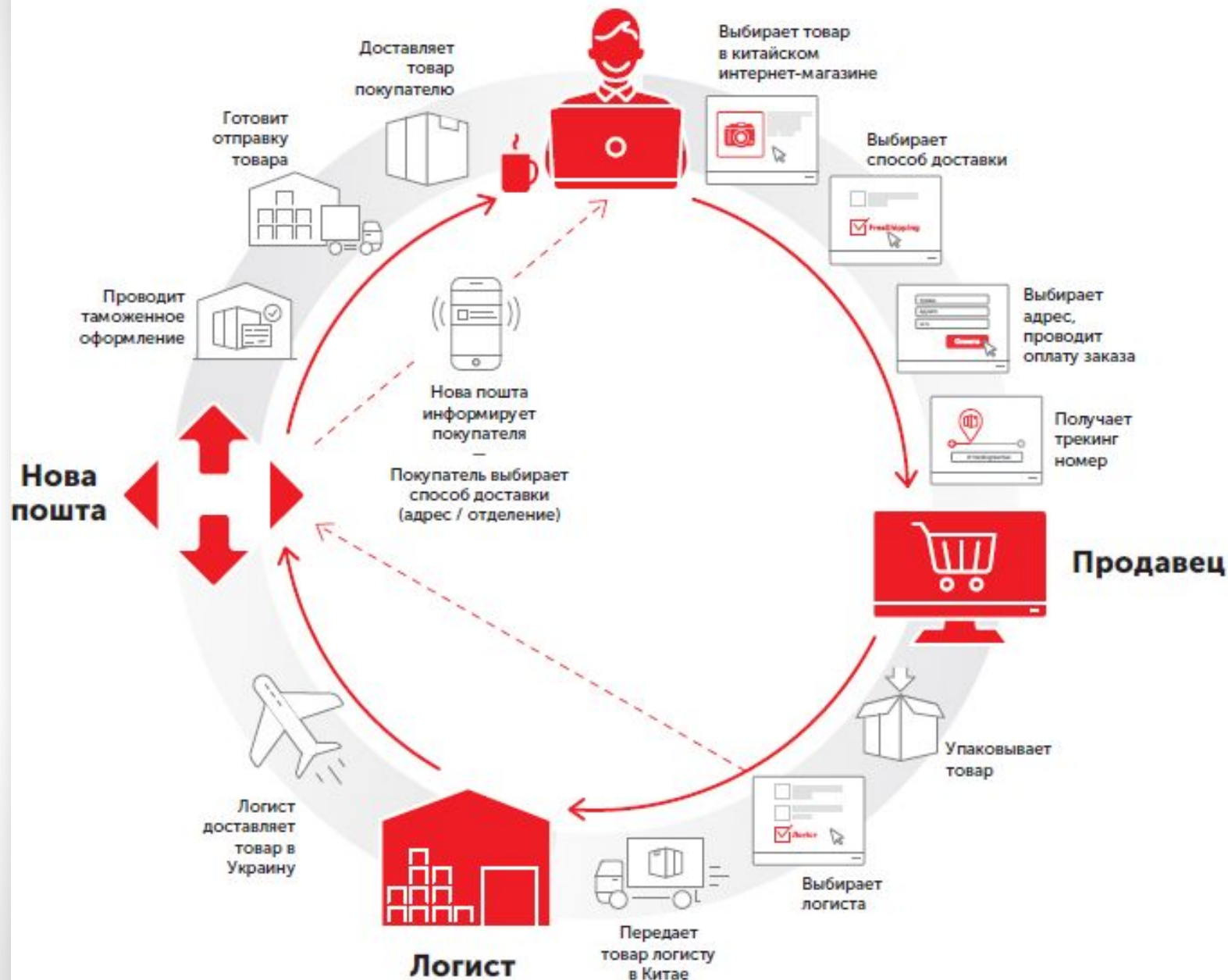
- New vector of development was formed - the international direction (The New Post International). In 2014, Nova Posta opened representative offices in Georgia and Moldova, and a year later entered the international delivery market.
- Today, in offices you can make electronic money transfer through the ForPost cashier, order a full service ("NP Logistic").
- For the convenience of customers, the company is implementing modern IT solutions. One of these was the launch of a mobile application. At the end of 2015, the application downloaded more than 1.5 million Ukrainians.
- By the end of 2015, the network of the company, which covers almost 1000 settlements in Ukraine, consists of more than 2,200 offices, 1,400 post offices, 37 terminals. In 2015, the company carried about 100 million items.

Sustainable Growth

2016-2020

- For this purpose of sustainable growth, it is planned to expand business in the international direction and develop local infrastructure to provide faster, easier and more convenient delivery.
- Among the main priorities of Strategy 2020 is the increase of efficiency of intercorporate and logistic processes, use of innovative solutions, improvement of existing products and launch of new products and services (targeted delivery, launching and development of a network of own mailboxes).
- In addition, the company wants The New Post to become a “love mark” for the Ukrainians - a favorite express delivery service that is used regularly with pleasure, and also recommended to others.

Покупатель



**Thank you for your
attention!**

