

Good Practice Example No. 4

Module 2: Business Planning and Management

Bio Salaš Idei – An Example of a Clearly Defined Target Group and a Sustainable Business Model

Industry:	Organic farming
Location:	Temerin (production) / Novi Sad (Retail store)
Established in:	2019
Legal form:	Sole Proprietor (Entrepreneur)
Business model:	B2C (Business to Consumer)
Core activity:	Production and sale of certified organic food

Bio Salaš Idei represents an example of a clearly defined and consistently implemented business concept in the field of organic production. The core business idea is based on the production and sale of certified organic food from its own farm, supplemented by products from other carefully selected certified producers. The focus is not on a broad, generic food offer, but exclusively on certified products with known origin and controlled quality. In this way, the brand is clearly positioned as a reliable source of organic food, rather than a conventional agricultural trader.

Unlike business models that target “all consumers,” Bio Salaš Idei precisely defines its audience. Their primary target group consists of urban customers from Novi Sad and the surrounding area who consciously choose organic food. These include families with children, middle- and higher-income consumers and individuals who care about health and the origin of their food. This segmentation enables precise shaping of the offer, communication strategy and pricing policy. Instead of targeting the mass market, the focus is on consumers willing to pay added value for safety and quality.

In an urban environment, customers face several challenges. The origin of food is often unclear, trust in traditional markets is limited and the pace of life does not allow for regular trips to rural areas to buy directly from producers. Bio Salaš Idei responds to a question increasingly asked by consumers: where can one buy verified organic food from a reliable producer? Through controlled production and transparent operations, the brand offers security and a clear identity.

Offer and value proposition

The offer includes organic fruits and vegetables, processed organic products, as well as additional items from other certified producers. However, the key value lies not only in the assortment, but in trust and quality assurance. The pricing policy implies higher prices compared to conventional products, but these are justified by certification, controlled origin and reputation. Customers are not paying only for the product, but for security and transparency. Sales are conducted through multiple channels, with a clear focus on urban consumers. Their own store in Novi Sad enables direct contact with customers, while presence in the organic section of the market further strengthens visibility. Home delivery represents an important segment of the

business, as it responds to the needs of customers who lack time for in-person shopping. Digital communication contributes to brand building and maintaining relationships with loyal customers. This multi-channel approach reduces dependence on a single sales point and increases revenue stability.

The foundation of the business consists of certified production, farmland and the rural estate, a retail outlet in the city, an organized delivery system and an established brand. However, the most important resource is customer trust, which is built over years and represents the foundation of long-term sustainability. Bio Salaš Idei serves as an example of how a clearly defined target group and a precisely structured business model create a stable market position.

Source: <https://biosalasidei.rs/>