

# Ma Ma: Dedicated to the Kellys Brand

Text & Photos: Editorial Dept.

The Kellys brand, owned by the Slovak firm Ma Ma, is highly respected in the Czech Republic, Slovakia Poland, Austria, and, especially Poland. According to President Peter Vetrík, Ma Ma assembled 85,000-88,000 bikes in 2009, and currently has little inventory. The company runs only a single assembly line, employs 100 persons, and has approximately 700 customers.

The Kellys factory is located in the lovely small town of Piestany, which has a population of 30,000, and is famous for its hot spring spas. Many Czechs, Germans, and Americans come to this town for treatment of joint pains, and the spas have an excellent international reputation. Piestany is also much loved by cycling enthusiasts.



▲ President Peter Divinec is very pleased to have his Taiwanese partner.



▲ This man was riding a Kellys bike.

Ma Ma markets its Kellys brand throughout Eastern Europe, and even in Western Europe and Russia. Because of its dedication to service and quality, Ma Ma is quite insistent on selling bikes only under its brand name, and not engaging in any contract production for other brands. As a result, customers consider the



▲ Production and Mktg. Mgr. Tibor Vetrík also handles MaMa's Europe office.



▲ The Kellys brand, already well-known in Eastern Europe, has recently expanded into the EU market.



▲ Assembling cycles at MaMa.




▲ Located in Piestany, has a factory of 1,000m<sup>2</sup>.



▲ This statue is a famous symbol of Piestany spa.

Kellys brand to be trustworthy and appealing. Ma Ma President Peter Vetric has a low-key personality; besides expressing gratitude to employees for the

success of Kellys bikes, he also wished to thank his Taiwanese partner Uni-Victor for its support and excellent products and experience. Vetric is not optimistic

about the market in 2010, and expects Kellys' sales to fall by 30% this year. However, Ma Ma will stay exclusively dedicated to the Kellys brand. 

## CTM's Boutique Business Model

Text & Photos: Editorial Dept.

CTM evolved from a bike shop, and is managed by big cycling fans. Located in Slovakia, CTM is sticking to its core business area and adopting a boutique business model. Although the company enjoyed a bustling year in 2008, selling 20,000 bikes, the recession left them with an inventory of close to 4,000 bikes in 2009. This has had a negative impact on the company's operations. Unfortunately CTM did not ask vendors



▲ Co-founders Kamil Vrabel (left) and Miroslav Lukac (right) were high school classmates.