

**PRNJAVOR MUNICIPALITY
OVERVIEW OF SITUATION IN PRIORITY SECTORS 2018**

WHOLESALE AND RETAIL TRADE SECTOR PROFILE

- 64 of 236 SMEs do business in the wholesale and retail trade sector in 2017 (27.2%). Those economic operators carry out wholesale and retail trade of a wide range of products – from motor vehicles, food products, chemicals, furniture, to flowers and different equipment.
- Approximately 20% of all employees in economic operators in the territory of the municipality is employed in wholesale and/or retail trade.
- In most of analysed parameters in the wholesale and retail trade there may be noted the growth and positive trends in the period 2015-2017, except insignificant reduction in the number of employees (776 in 2017, and 809 in 2016).
- Export in this sector constantly amounts to approximately 40% of the total export in the territory of the municipality.
- Four biggest SMEs generate biggest income and profit, employing 65.5% of the total number of the employees in this sector. Other SMEs are mainly micro or small enterprises according to the number of employees.
- Average net personal income in the wholesale and retail trade sector amounts to BAM 562, or 81.68% of average salary in the Prnjavor Municipality (which in 2017 amounts to BAM 688).

WHOLESALE AND RETAIL TRADE SECTOR PROFILE (2017)	
Number of economic operators	64
Key economic operators	Leburić komerc, d.o.o., Komerc mali d.o.o., Bisprom d.o.o., Debora d.o.o.
Prevailing code of activity	45, 46, 47 – Wholesale and retail trade in different products
Number of employees in the sector	776
Key employers	Leburić komerc, d.o.o. (390), Komerc mali d.o.o. (38), Pharmacies Farmanova d.o.o. (38), Eurogrand d.o.o. (36)
Total income (BAM)	401,459,539.00
Total income per employee	BAM 517,345
Share of income in the wholesale and retail trade sector in the total income of SMEs in the municipality	58.16%
Profit in the wholesale and retail trade sector	BAM 14,990,813.00
Share of profit in the wholesale and retail trade sector in the total profit of SMEs	39.74%
Profit per employee	BAM 19,367
Export in the wholesale and retail trade sector	BAM 82,266,120.00
Share of export in the total income in the wholesale and retail trade sector	20.49%

Share in the total export of SMEs	
Number of employees in the sector in comparison to the total number of employees in SMEs in the Prnjavor Municipality	20.60%
Average gross salary	BAM 839 (EUR 429)
Average net salary	BAM 562 (EUR 287)

Comparative overview in the wholesale and retail trade sector in 2016 and 2017

WHOLESALE AND RETAIL TRADE		
	2016	2017
Number of economic operators	75	64
Number of employees	809	776
Total income (in million BAM)	379.2	401.5
Total income per employee (BAM)	468,780	517,345
Share of income in the wholesale and retail trade sector in the total income of SMEs	61.22%	58.16%
Profit (BAM)	12,082,710.00	14,990,813.00
Share of profit in the wholesale and retail trade sector in the total profit of SMEs	34.69%	39.74%
Profit per employee (BAM)	14,935	19,367
Export in the wholesale and retail trade sector (BAM)	78,641,375.00	82,266,120.00
Share of export in the total income in the wholesale and retail trade sector	20.73%	20.49%
Share in the total export of SMEs	41.88%	41.88%
Number of employees in the sector in comparison to the total number of employees in SMEs	21.06%	20.60%
Average gross salary	BAM 696 (EUR 356)	BAM 839 (EUR 429)
Average net salary	BAM 420 (EUR 215)	BAM 562 (EUR 287)

- Although the number of SMEs in the wholesale and retail trade sector decreased by 11 in 2017, in comparison to 2016, this sector recorded growth in all parameters in comparison to that year.
- Number of employees in 2017 in the wholesale and retail trade sector decreased by 33 or 4% in comparison to 2016.
- Generated total income increased by BAM 22.3 million (approximately 5.9%) in comparison to 2016.
- Income per employee increased by BAM 48,565 in comparison to 2016 (by 10.4%),
- There considerably increased profit per employee, because profit is 66.9% higher than in 2016.
- Share of income in the wholesale and retail trade sector in the total income of SMEs remains approximately 60% (58.16% in 2017, and 61.22% in 2016).
- The sector indicates the trend of profitable business: in 2017 the profit of BAM 2.9 million was generated, which is 24.1% more than in 2016.
- 67.3% of the total profit in the sector is generated by two leading companies (Leburić-Komerc d.o.o. and Komerc mali d.o.o.)

- In 2017 share of profit in the total profit of SMEs amounts to 39.74%, which is 5% more than in 2016.
- 11 of 64 companies (17%) ended the year 2017 with minor loss, which is statistically insignificant for the total generated profit in the sector.
- Profit per employee in 2017 amounts to BAM 19,367, increasing by 29.7% in comparison to 2017.
- According to data for 2017, 20.49% of income in the wholesale and retail trade sector is generated from export, which is almost the same result as in 2016 (20.73).
- In 2017, the wholesale and retail trade sector employs 20.60% of all employees in the territory of Prnjavor (similar to the situation in 2016).
- Average gross salary in this sector in 2017 increased by approximately 20.5% in comparison to 2016 (by BAM 143). Net salary increased by BAM 140 in comparison to the previous year. Although there was significant increase, salaries in the wholesale and retail trade sector remain below the average net salary in the Prnjavor Municipality.