WP 7. Mapping and Clustering Entrepreneurial Skills in TCI

CROATIAN UMBRELLA & KISHA  

Company profile

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| Sucsess storyThe constant development of new products and production oriented towards quality and affordable price has ensured the expansion of the market in record time. From humble beginnings in cooperation with the Lipovica penitentiary where the first Croatian umbrellas were produced, to production in Zaprešić, the Croatian umbrella team has grown in numbers, knowledge and experience. In addition to the Croatian umbrella, the company Tabacco is the exclusive representative of the Kisha brand for Croatia, and it is a 'smart umbrella' designed by the Croatian innovators Marija Butkovic and Andrija Colak. |
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The Croatian umbrella is owned by the Croatian company Tabacco d.o.o. founded more than 25 years ago. With continuous development and investment in business processes, Tabacco d.o.o., a few years ago, as an anti-recession measure aimed at employing as many people as possible, introduced a brand called Croatian Umbrella. This brand currently includes the production of several product groups - umbrellas, raincoats, dog raincoats, shopping bags and school slipper bags - with the aim of continuous development of new products and ideas. In addition to the Croatian umbrella, the company Tabacco is the exclusive representative of the Kisha brand for Croatia, and it is a 'smart umbrella' designed by the Croatian innovators Marija Butković and Andrija Čolak.

INNOVATION PROFILE

Kisha, smart umbrella, uses a smartphone for its work and full potential. Kisha itself is an umbrella with a specially designed pocket in which there is a Bluetooth module, and with which the umbrella and smartphone are connected. In addition to the umbrella and module there is application that must be installed on the smartphone. It is currently only available for iOS devices, but is expected to arrive on the Android platform as well. Kisha as a smart umbrella, ie the application installed, will warn the wearer of the expected rain. Also, Kisha is an umbrella that cannot be lost. Every time the wearer is moved away from the umbrella, or one forget it, the smartphone will warn the owner about it. It is this possibility that is one of the key ones and in it lies the popularity of the Kisha smart umbrella. In addition to the KISHA smart umbrella, Croatian umbrella also developed their own innovative umbrella whose special feature is that it has a built-in microchip, which is bluetooth connected to the smartphone. When the umbrella is left somewhere and when the owner moves 30 meters away from it, the chip is activated, and the owner's cell phone starts ringing.

**COMPETITIVE ADVANTAGE**

Contact of the Company

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Through continuous investment, development and realization of innovative and challenging projects, Croatian umbrella strive for secure future. The greatest advantage is understanding the needs of customers and the application of active listening at the workplace. Combining craft, good organization and coordination, but also using modern technology and automation, Croatian umbrella achieve a high quality level with fast delivery and reasonable pricing. With constant investments in raw materials, production processes, innovation and development, Croatian umbrella strive to be ahead of the competition. Croatian umbrella umbrellas are special because of the way they are sewn, they are much stronger than usual, made of fiberglass, which means that they are very flexible.

Conclusions

The Croatian umbrella is the only one in Croatia and one of a total of two umbrella factories in the whole of Europe. Formed after the crisis in 2008, and survived the corona crisis, Croatian umbrella is a true success story employing 50 workers and producing 200,000 umbrellas per year. Also, they have developed their own IT management that allows individualization of design and independent development of umbrellas by the customer.