

The highlight of this year's Young Entrepreneur Conference? Why not! the conclusion of the Young Entrepreneur in 2018 was the conclusion. The prestigious title belonged to Domžalčan Rok Starič.

One of the most anticipated corporate events in 2018 - Conference Young Entrepreneur? He also served with the conclusion of the Young Entrepreneur in 2018 competition. The prestigious award went to Rok Starič!

Rok's nut butter to win at the Young Entrepreneur of the Year selection

"The competition was exceptional and I did not expect victory. I am glad that it won the product and not the application, because it is important that despite the age of digitization, we do not neglect the basic products that can create good business stories, " said Rok Starič, the first impression after the victory.

It is no surprise that Domžalčan founded the company Rok's nut butter, because he is a big fan of nuts. In the semi-final selection he convinced the members of the commission and went to the finals of the Young Entrepreneur in 2018, where he will once again present his entrepreneurial story.

He named the company in its own right because it believes in the brand and its products. Lastly, the extensive range of products expanded with 100% almond butter and ice cream with a 100% share of peanut butter. It sells its products through an online store and in cooperation with numerous stores in Ljubljana and its surrounding area, as well as in Gorenjska and Styria . You can also find the Rok's nut butter brand in some of the major retail chains in Slovenia .

He wants to expand his business environment beyond the borders. For now, he opened the door to the Austrian market , and he also wants to get into Germany , Croatia and the Baltic countries , and at the same time expand the sales volume with an online store.

With an investment of EUR 15 thousand by the Austrian investor , the company has sufficient capital to increase the marketing input. Following successful agreements, he is also expected to cooperate with one of the major retail chains in Austria, and one of the options is also a merger with a Slovak company from the same branch.

In the first quarter of 2018, Rok's nut butter generated € 120 thousand of revenue and € 21 thousand of profits . By the end of the year, sales should exceed 200 thousand euros . If everything goes well according to plans, it would be possible to record about 500 thousand euros of turnover in the coming years with a strengthened sales team.