

Dedoles Increases Workforce Despite Covid-19 Crisis

At a time when the Slovak economy is suffering due to the Covid-19 pandemic, and many employees have been laid off, the Slovak company Dedoles has created 180 new jobs.

Before the first wave of the pandemic, i.e. at the beginning of March 2020, Dedoles had 80 employees. Today, the company has almost 260 in Slovakia on a permanent basis. Next year, there will be more job openings, especially in IT. *"In 2021, we want to build an even stronger team. We will focus on the development of our IT department. Our goal is to create the jobs necessary for companies operating in the digital environment,"* says Jaro Chrapko, CEO.

Dedoles employs most of employees - nearly 200 - at its HQ administrative and logistics centre in Pezinok. The company also has a smaller administrative centre in Bratislava for the marketing and product team. *"We aim to ensure optimal working conditions for our employees and attractive benefits. We think that in order for a company to grow and prosper, it is necessary for its employees to grow and feel satisfied as well. We provide everyone with the opportunity to learn through courses, training, and events that will help improve their skills and abilities, we regularly expand our private library, and we organize regular teambuilding several times a year (at this time, unfortunately, only online). We invest a lot in innovation and automation, which helps people streamline their daily tasks. Our intelligent logistics automation even won the LOG-IN Award for project innovation of the year,"* says Dedoles HR manager Kamil Reľovský.

Dedoles has also expanded into the offline world in recent months, and more jobs have been created across Slovakia. In addition to Bratislava, Dedoles kiosks have opened in Trenčín, Banská Bystrica, Žilina, Košice, and Pezinok.

"Two years ago, we were a small Slovak company with 20 employees. Today, despite the complicated situation due to the pandemic, we can grow and provide jobs for several hundred Slovaks. Dedoles currently operates in 20 European countries through its online stores. Almost 80% of our sales are made outside the Slovak Republic. Income from all over the EU remains in Slovakia as taxes, levies, and profits, which we reinvest into the development of the company and the creation of job opportunities of the 21st century," adds Jaro Chrapko.

In March 2020, Dedoles became the 100% owner of the British company *Something different Europe Ltd.*, based in Bridgwater (SW England) which has a population similar to Pezinok. This acquisition simplified the process of distributing orders to Western European countries, and also brought new job opportunities for locals. When many big companies are forced to lay off, new jobs are being created in this British town, which is also appreciated by the town's mayor. In November, he visited the company's headquarters and publicly expressed his gratitude that, despite the difficult global situation, the company has recruited 40 new employees from the region. *"We are very proud. It is a great honour for our company to be praised by the mayor of a British town for providing jobs for locals,"* observes Jaro Chrapko.

Dedoles plans to create new job opportunities in neighbouring Czech Republic next year. *"In 2021, we want to open a branch in the Czech Republic as well. We will create new jobs for the local labour market, and I believe that we will find amazing people to join our great team,"* adds the founder of Dedoles.

While in 2018 Dedoles had sales of approximately €6 million, in 2019 sales were 15 million and the company plans to triple that figure this year.



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