Everything you need in one place, handled by experts.

We help businesses improve sales, build a recognizable brand and optimize operations.



About us

The driving force behind high-impact projects.

ASENN is a premium brand of Asenvirocon. A company made up of experts in business development, marketing, creative industries and information technology.



Jula Planić

CEO

Runs the company and manages finance and administration.



Stefan Planić

Strategy & Sales

Looks after clients, sales and strategic development.



Teodor Šljukić

Web & Digital

Takes care of web solutions, digital structure and technical delivery.



Nikola Kalezić

Design & Creative

Art direction, design and functionality are his strength and his focus.



Marko Vukajlović

Marketing Consulting

Comms advisor and campaigns planner



Ana Kovačević

Junior Intern

Supports the team in marketing and day-to-day projects.

What we do

Creating value today.
Building partnerships for tomorrow.

At ASENN, we trust our craft. Across 1,000+ projects, that trust has translated into tangible results.

01



Sales growth

- Sales strategy
- E-commerce stores
- Google and Meta Ads
- SEO, GEO and AEO
- Lead generation

02



Enhanced visibility

- Branding and identity
- Creative campaigns
- Social media
- Photo and video production
- 3D printing and printing

03



Optimized operations

- Websites
- Mobile apps
- AI agents and automation
- CRM and ERP systems
- Analytics and reporting

A strategic approach and the right mix of services lead to the desired goal.

The first step is a conversation about your needs and ambitions.

ASENN

Business process automation with AI agents

ASENN SI is our platform built on multiple large language models. **We deploy over 100 of our own specialised AI agents** ready to connect to the systems our clients already use, take over clearly defined tasks and involve a responsible person when a decision is needed.



Example of the ASENN SI platform control panel, tailored to one of our clients.

Connecting to existing systems

E-mail, Viber, WhatsApp, Telegram, CRM, forms and internal databases are linked into a single process with defined guidelines.

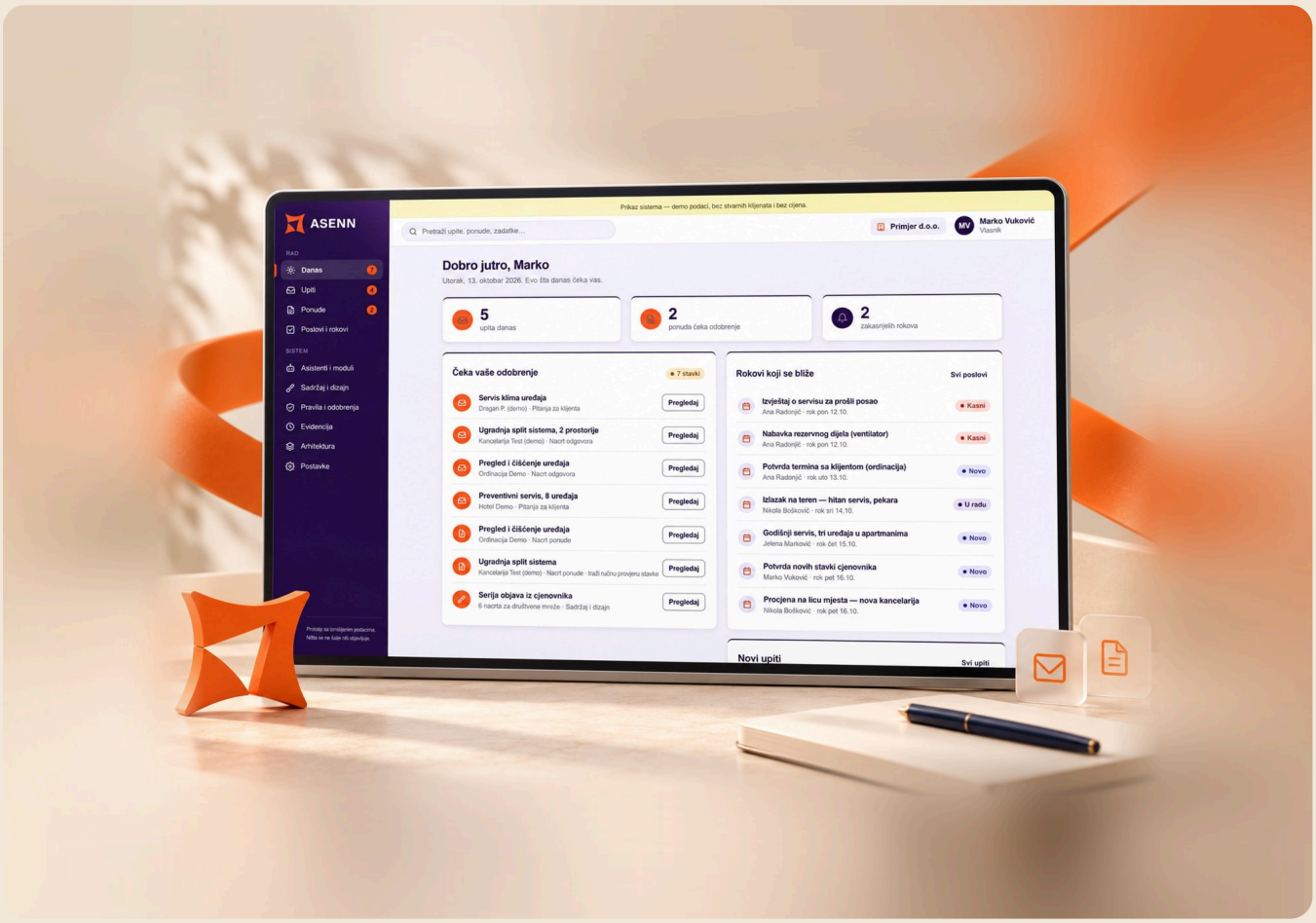
Human oversight

Tasks, approvals and errors are visible in the control panel, while sensitive decisions remain with humans.

ASENN

Inquiries, offers and deadlines in one place

Every morning the owner has the overview of the agenda for the day: new inquiries, offers for approval and approaching deadlines. Agents prepare draft replies and offers, while the decision stays with a human.



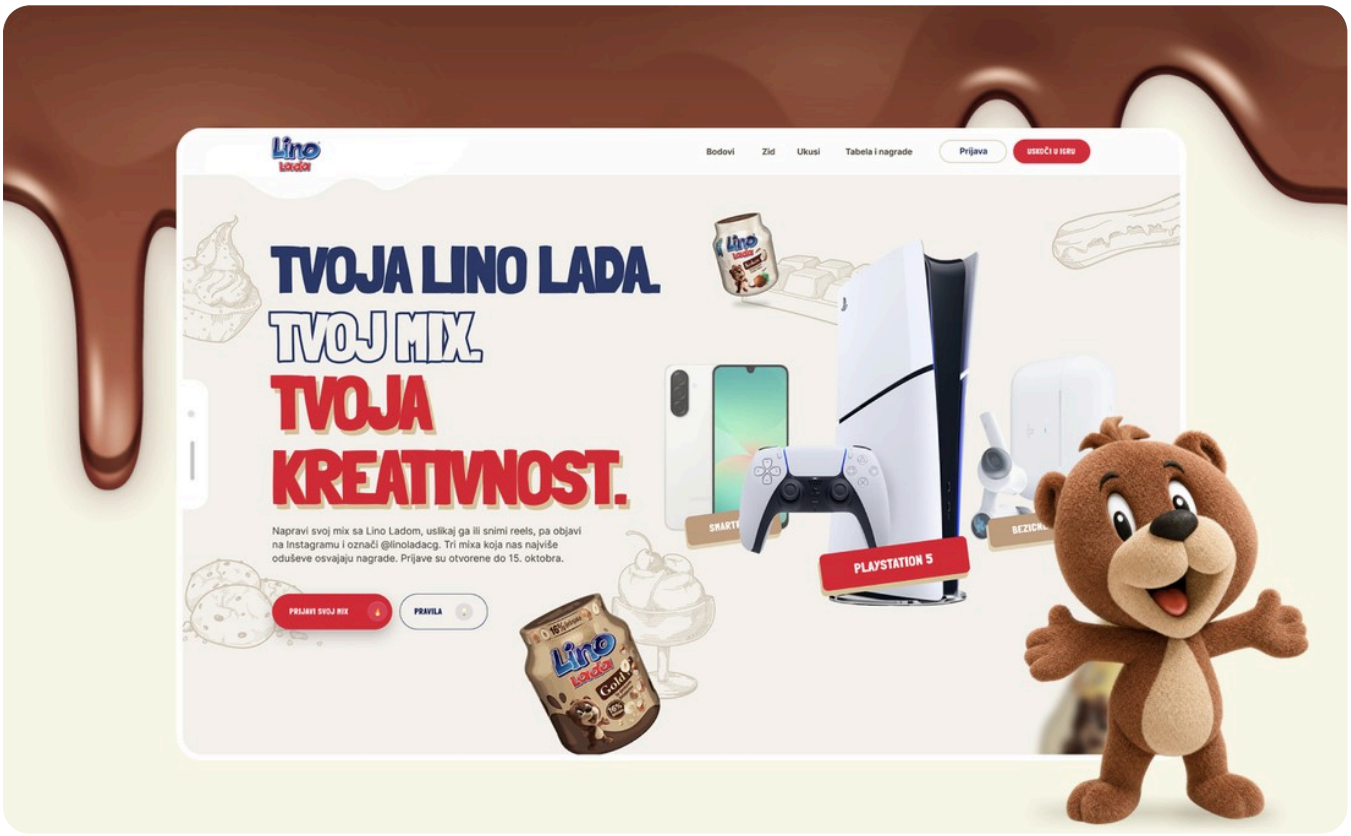
System view with demo data, without real clients or prices.

Where ASENN SI works

Inquiry processing and qualification, **preparing offers and replies**, **customer support**, **document processing** and searching the internal knowledge base, **follow-ups and meeting scheduling**, **CRM updates** and reporting, as well as **tracking tenders and public calls**. We introduce AI where it can **shorten response time**, **reduce manual work** and enable **clearer performance tracking**.

Projects portfolio

Campaigns, websites and apps we ASENNbled.

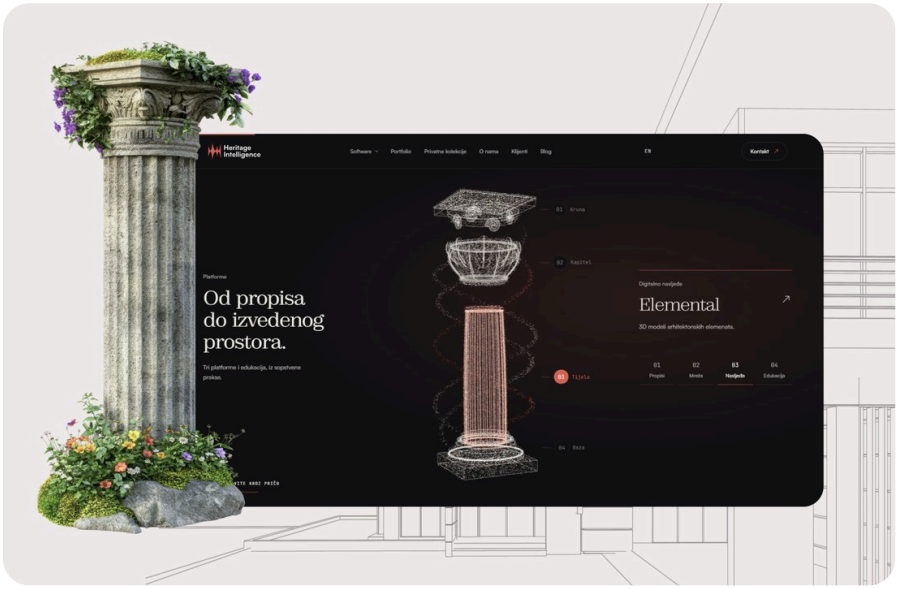


Lino Lada – Your Mix

Podravka

Campaign website, creative concept, advertising and moderation of entries. Winners were chosen by a three-member jury based on creativity, not the number of likes.

lino.me



Heritage Intelligence

Architecture and cultural heritage, Podgorica

We developed the visual identity and a website that connects the studio, projects and the Regola and Struktura+ platforms. Development of an AI model for reviewing conceptual designs is under way, supported by the MonteDIH programme.

heritageintelligence.me

Projects, content and software solutions on the website are the work of the Heritage Intelligence studio.

Ministarstvo turizma

Montenegro Village Explorer

Android and iOS · Ministry of Tourism

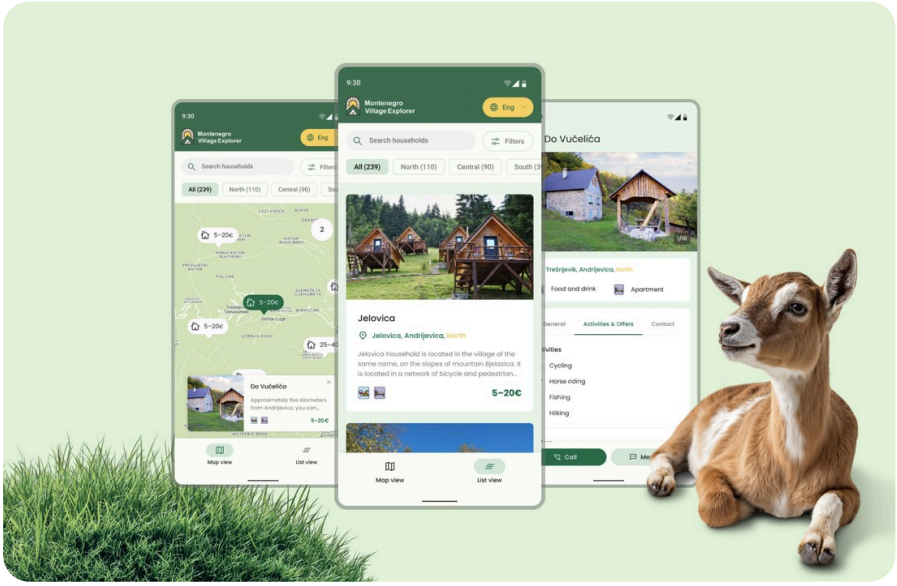
359

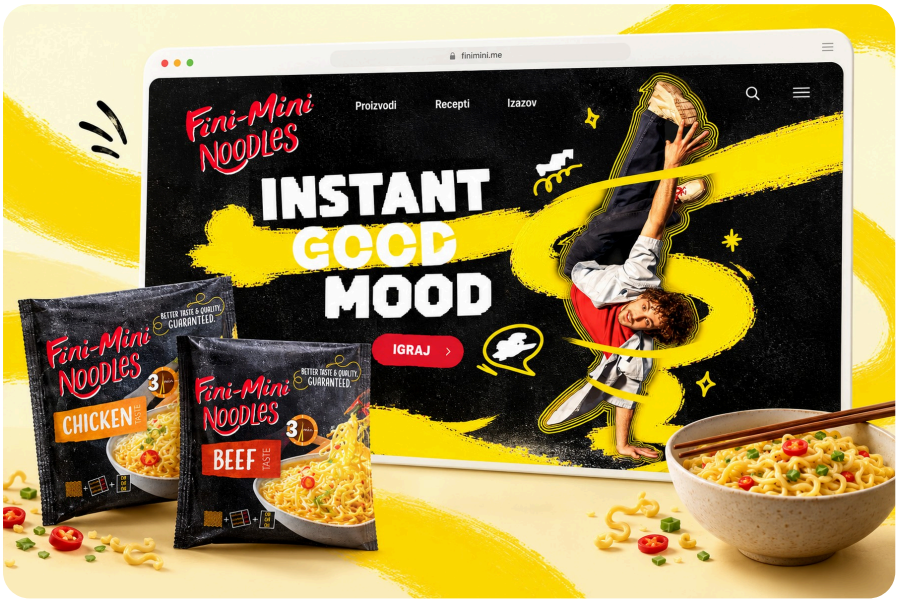
certified rural households

An app for searching households by region, category, price and activities, with direct contact with the host.

mnevillage.gov.me

Data provided by the client.
Partner: Electroinvest.





Fini-Mini

Fini-Mini Challenge

Podravka · campaign and game

20,491

plays across three waves of the campaign

We ran the "Fini-Mini Challenge" game campaign: media plan, advertising on Meta and Google platforms, participant registration and reporting. 1,393 participants signed up, and the video content reached 3.47 million views.

finimini.me

ZANATSKA KOMORA CRNE GORE

Montenegro Chamber of Crafts

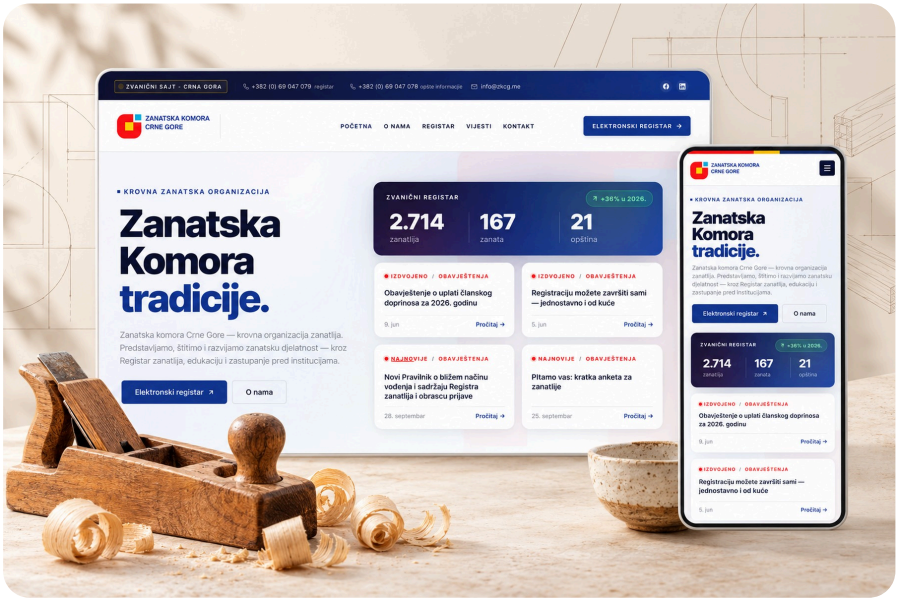
Umbrella crafts organisation

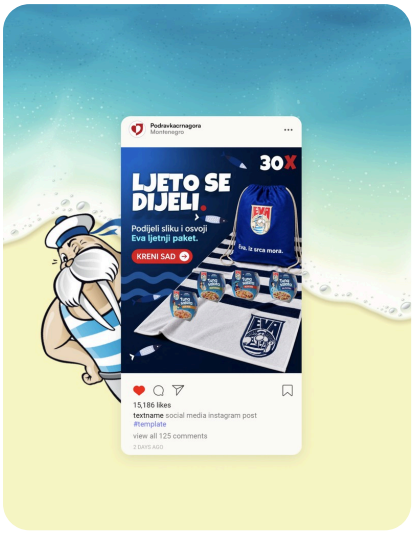
2,714

craftspeople in the electronic register

We built a website with an electronic register, news and online requests, and created the chamber's digital marketing strategy.

zkcg.me





Eva – "Summer is for sharing"

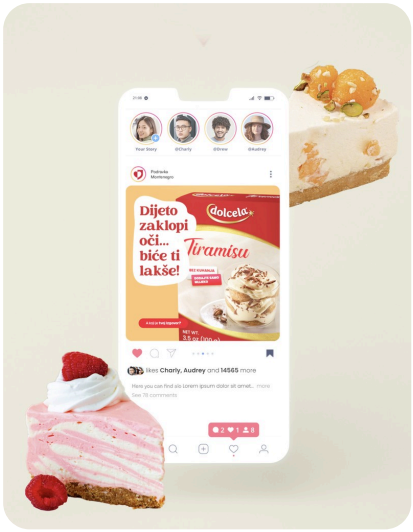
Podravka

6.7M

impressions on Meta and Google platforms

A digital activation in which users created and shared content tied to the brand. We led the activation, creative, media plan and reporting.

eva.me



Dolcela – "Sweet Excuses"

Podravka · creative: Branca Agency

4M+

video and ad views

The campaign was conceived by the Branca agency, while we handled media planning, distribution, advertising and optimisation. The campaign won a NEURO award.

slatkiizgovori.me



Juhuuu for soup

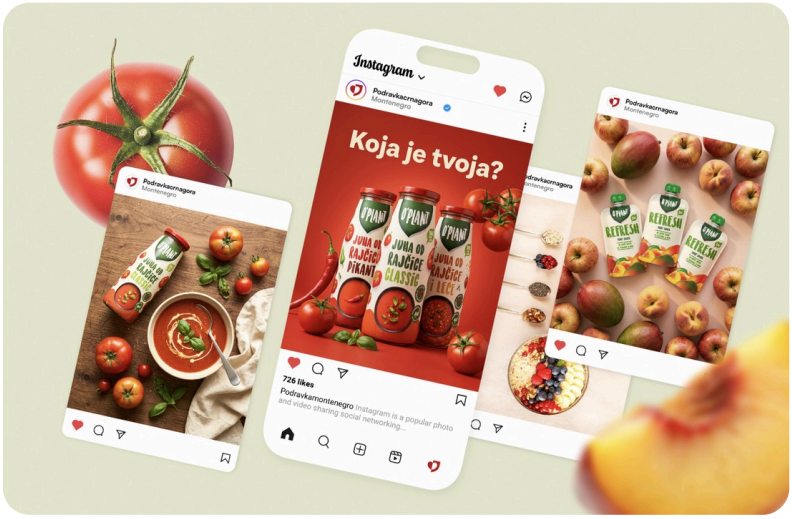
Podravka

52,268

website visits

We led the media plan, advertising and a weekly prize contest. Creative was provided by the client.

juhuuu-za-supu.me



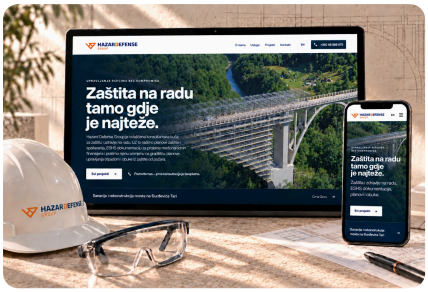
O'Plant

Podravka

We adapted the regional creative concept to the Montenegrin market: language, formats and posting rhythm. We prepare a monthly calendar, a local media plan and a report.

Regional creative is provided by the client's regional team.

Results refer to the listed projects and periods. The impression count for Eva is the sum of Meta and Google campaigns.



hazardefense.me

Hazard Defense Group

BRANDING, WEBSITE AND AI AUTOMATION

Visual identity and a new website for a company in occupational safety, and we are currently developing AI automation as well.

Our contribution: branding, website and AI automation.

HAZARD DEFENSE GROUP

3

AREAS OF COLLABORATION: BRANDING, WEBSITE AND AI AUTOMATION

HABIKON

+40%

SALES GROWTH OVER TWELVE MONTHS

Habikon

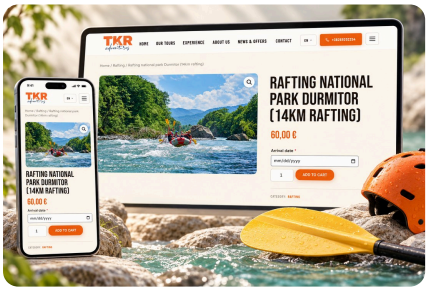
INCREASING SALES THROUGH AI AUTOMATION

Campaigns and a system that unifies inquiries from phone, Instagram and the website.

Our contribution: campaigns and inquiry consolidation.



habikon.me



tarakularaft.com

Tara Kula Raft

ONLINE SALES AND INTEGRATIONS

A website with online sales and payment, and booking synchronisation with Booking, Airbnb and GetYourGuide.

Our contribution: online sales, Google advertising, integrations.

TARA KULA RAFT

1,000+

BOOKINGS THROUGH OUR CHANNELS IN UNDER THREE MONTHS

ŠLEP SLUŽBA (TOWING)

7 to 10

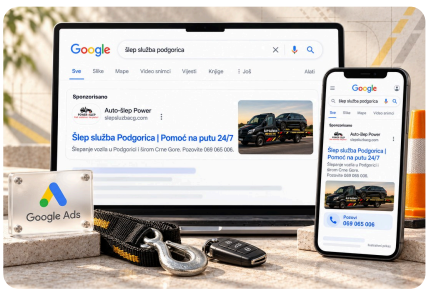
NEW CLIENTS PER DAY

Šlep Služba (towing)

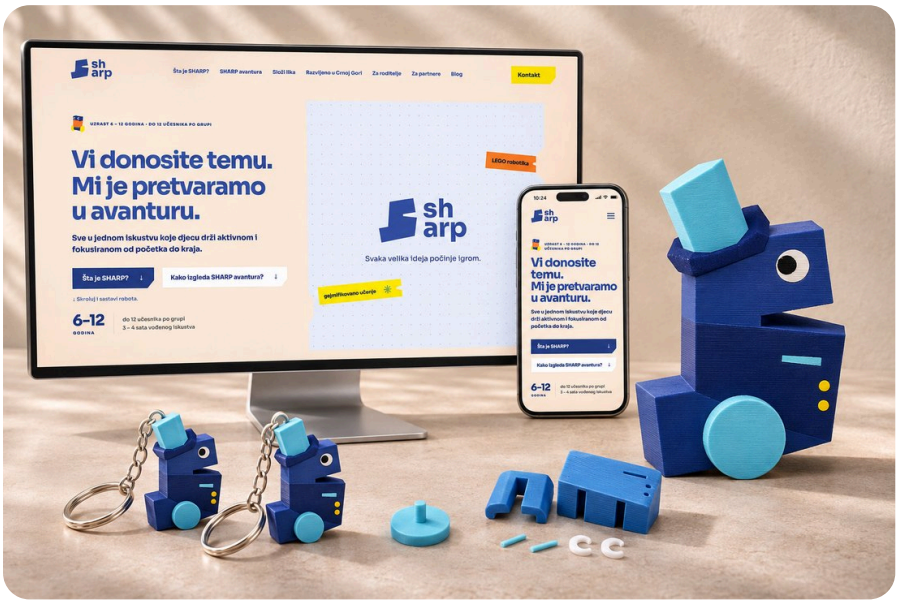
ADVERTISING AND CRM

Inquiries from ads flow into the CRM, and a missed call triggers an automatic reply.

Our contribution: advertising, CRM and automatic reply.



slepsluzbacg.com



SHARP Montenegro

Website development and 3D printing

3D

3D-printed mascots and keychains

For SHARP, an educational platform that brings together robotics, play and cultural heritage, we developed the website and produced mascots and keychains using 3D printing.

sharpmontenegro.me

Bristol Hotel

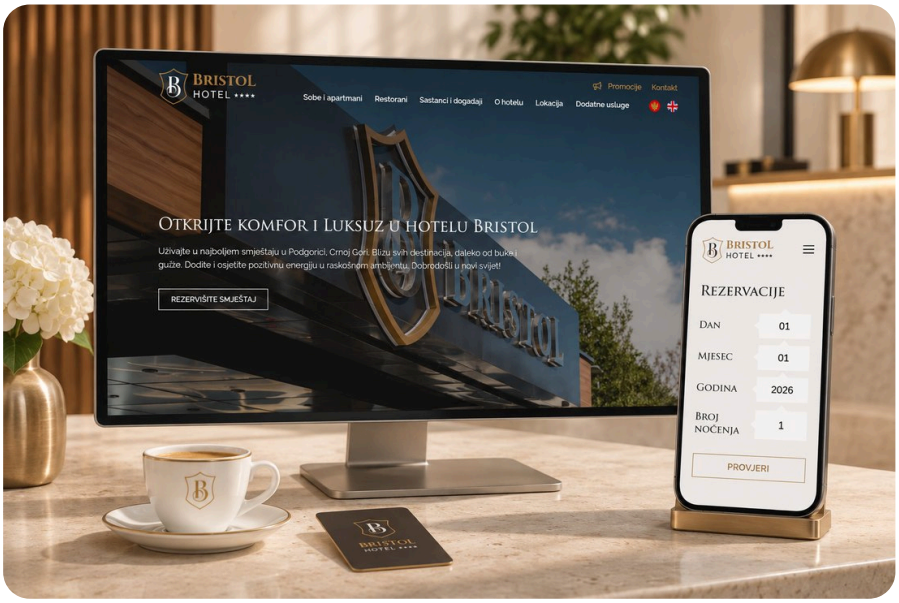
Website development, online reservations and maintenance

Online

direct accommodation bookings

We developed and maintain the Bristol Hotel website with an integrated system for direct online accommodation bookings.

bristolhotel.me



Brands that chose to trust us



Thank you.

Thank you for your time. Call us or write to us. Let’s talk about your ideas and goals.

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