

## MARKETING'S ELEMENTS FOR INTEGRATED SYSTEMS FOR AGRO-FOODS PRODUCTION

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### **Abstract:**

The integrated systems for agro-foods production are a good solution for development of Romanian village. That business from agro-food endures by marketing activity practice failure of a proper integrated system's organization. The paper shows an organization modality of marketing specialists for agro-foods production integrated systems for use a specific marketing plan.

### **1. INTRODUCTION**

In present the perspective of European Integration determines in Romanian Economy, special for agriculture, many transformations in rural milieu. For development of Romanian village the integrated systems for agro-foods production are a good solution.

In general, the integrated systems in the agro-food production (ISAP), are mostly used in the private domain, they are in fact industrial units, being constituted on the bases of a started action of a private initiative with a view to obtain a favorable material result.

Extending the definition of Dickler and Schäfermeyer (1991), integrated production system (IPS) is defined here as the production of high quality products, giving priority to ecologically safer methods, minimizing undesirable side-effects and use of agrochemical, to enhance the safeguards to the environment and human health. That is the future for Romanian agro-food production in the good economic efficiency.

In the agro-foods production, a big problem are represented by the marketing applications, because many entrepreneurs don't know the minimal marketing aspects theirs business. For instance it needs a National Programs with stimulation systems for anyone who wants to enterprise a business in agro-foods production, similar with many cases from abroad. It is necessary to promote a strategic marketing perspective that adapts product and marketing practices and technologies to the issues of today and the challenges of tomorrow.

### **2. THE RURAL BUSINESS OPPORTUNITIES**

In Romanian agriculture systems it is necessary to establish by one National Association of Entrepreneurs in Food Production (NAEFP), a Direct Marketing Action Plan.

This plan can identify the role in supporting marketing opportunities for small farmers. Collectively, the plan is designed to enhance small farmers' ability to thrive in their businesses by facilitating the marketing of their agricultural products.

Farmer direct marketing, or growers can to sell their farm products directly to consumers, has been gaining popularity in recent years. Direct marketing includes farmers markets, pick-your-own farms, roadside stands, subscription farming, community-supported agriculture, and catalog sales. Farm products sold through direct marketing can

include fruits, vegetables, nuts, honey, meats, eggs, flowers, plants, herbs, spices, specialty crops, Christmas trees, and value-added products such as maple sugar candies, cider, jellies, preserves, canned food, and firewood.

Through this plan, can to facilitate cooperation and collaboration among agencies and organizations that promote direct marketing and help small farmers benefit from the growing consumer interest in direct marketing. The plan will enable NAEFP to:

- Identify farmer direct marketing issues and opportunities for small farmers.
- Promote the development and operation of farmers markets and other marketing activities which support small farmers. Serve as a one-stop information source for farmer direct marketing activities.
- Conduct, support, and promote research in farmer direct marketing.

As this plan becomes fully implemented, that will be able to identify and coordinate solutions to many of the challenges small farmers face in marketing their products.

Consumers will benefit through a fresh supply and wide variety of farm-fresh products. Society will benefit from a strengthened bond between grower and consumer, a more sustainable agricultural base, and the continued heritage of the Romanian small farm.

Within 3 or 4 years of implementation of this plan, accomplishment of the above objectives will result in:

- Establishing a principal contact at NAEFP for information regarding farmer direct marketing.
- Creating new direct marketing networks and identifying and responding to marketing issues affecting small farmers by sponsoring an annual forum of farmers market managers and conducting regional focus groups.
- Establishing a one-stop farmer direct marketing information clearinghouse for handling inquiries and routing calls to appropriate sources. An extensive knowledge base will be developed and made available through the NAEFP-Farmer Direct Marketing web-site.
- Establishing a directory of all active farmers markets, which will be maintained at the web-site, with a new directory published in July of each year.
- Developing a training program for managers of farmers markets and marketing information programs for small farmers, which will be available electronically or through distance learning facilities.
- Feasibility studies for year-round farmers market facilities.

The rural business development is dependent by a good professional organization of farmers.

### **3. THE ROULE OF AGRO MARKETING**

After a good Canadian experience (after 1993), the „Agro Marketing” form is an important modality for agro-foods production efficiency. These are just a few of their highlighted accomplishments. Agro Marketing can be good for growing company and every day it seems that we are either developing or being asked to develop new and better technology.

For that it is necessary as Professional Services Romanian companies defined as those firms that generate more than 50% of their revenues from such activities as systems integration and technical consulting, contract systems analysis and programming, applications management and customized development, project or facilities management,

training and education, testing of applications and strategic planning and implementation of IT programs.

Now, when starts in Web development, it have managed to continually grow and expand those services keeping pace with today's changing environment.

With Agro Marketing it can get honest, hard working professionals that believe in service and a commitment to excellence. No hidden mirrors and no tricks.

From Web page design, print design, all the way up to database and software integrated business solutions, Agro Marketing will put in a long-term commitment to insure that you are not only profitable in our venture but able to save money as well.

Also, can provide excellent service to the point of anticipating the client's needs and provide service in a timely and professional manner, with the highest quality solution utilizing the most effective technology based upon client needs and constraints. The vision for this activity is to ensure that highest level of satisfaction is achieved. Fulfilling client needs, in order to increase functionality and profitability of business tools and objectives.

#### **4. ABOUT MARKETING PLAN**

A marketing plan is the key to the success of the business. It should include the market research, the location, the customer group targeted, the competition, positioning, the product or service it are selling, pricing, advertising, and promotion. In business if it aren't sensitive to customers, it don't know who the customers are, how to reach them and, most of all, what it will convince them to buy own product or service.

Effective marketing, planning and promotion begin with current information about the marketplace. It can visit local institution or markets, to talk to customers, to study the advertising of other businesses from the community, and to consult with any relevant industry associations. This interactive tool will help to assess the marketing strengths and weaknesses.

The elements of a marketing plan are:

1. Definition of the business, (product or service, geographic marketing area - neighborhood, regional or national; competition; differ from the competition - what makes special; price; the competition's promotion methods; promotion methods; distribution methods or business location);

2. Definition of the customers, (current customer base: age, sex, income, neighborhood; how the customers learn about your product or service - advertising, direct mail, word of mouth, Yellow Pages; patterns or habits the customers and potential customers share - where they shop, what they read, watch, listen to; qualities of customers value most about your product or service - selection, convenience, service, reliability, availability, affordability; qualities of customers like least about the product or service - can they be adjusted to serve the customers better?; prospective customers whom it aren't currently reaching).

3. Define the plan and budget, (Previous marketing methods it has used to communicate to the customers; methods that have been most effective; cost compared to sales; cost per customer; possible future marketing methods to attract new customers; percentage of profits it can allocate to the marketing campaign; marketing tools it can implement within the budget - newspaper, magazine or Yellow Pages advertising; radio or television advertising; direct mail; tele-marketing; public relations activities such as community involvement, sponsorship or press releases; methods of testing the marketing ideas; methods for measuring results of the marketing campaign; the marketing tool it can implement immediately).

The final component in the marketing plan should be the overall promotional objectives: to communicate the message, create an awareness of the product or service, motivate customers to buy and increase sales, or other specific targets. Objectives make it easier to design an effective campaign and help to keep that campaign on the right track. Once it has defined the objectives, it is easier to choose the method that will be most effective.

The planning responsibility of senior management includes conceiving and implementing an integrated business strategy that results in profits, growth, and clear direction for the entire organization. For those in leadership positions, the major planning challenges are to: think strategically and gain a competitive advantage in crowded markets; link the leader's vision, the overall business plan, and the departmental strategies; decide among future market, product, and technology opportunities; and obtain multifunctional commitment to implementation.

For to build an integrated strategy it must think strategically while working "day-to-day" in agro marketing direction. Deciding which comes first: technology, product, quality, market, manufacturing, distribution, or finance. Understanding the influence of culture and values selecting a dominant strategy that integrates marketing, R&D, and production strategies focusing on the winners, dropping the losers, examining the firm's mission and strategic intent, measuring integrated, strategic planning progression.

For executing the plan it is important to know the leader's role, making strategy happen - the key to success, getting the people to assume 'ownership' for implementation, importance of communication, organization, and culture; using TQM, MBO, matrix management, process, and network teams for implementation; measuring and rewarding successful planning; making strategy planning a process, not a one-time event; with follow up and flexibility for change.

## **5. CONCLUSION**

Farms and processing industries there face problems that will slow their convergence to EU productivity and efficiency levels for many years to come, although their aim in the long term will be to become fully competitive. The special marketing activity for Romanian agribusiness area will determine the development of private properties and create good condition for one easily integration in the UE.

A typical marketing plan calls for an assessment of the current marketing situation: the size and growth trends in the target market; the sales, prices, margins for major product; the competitive situation - size, goals, market share, product quality, marketing strategies; trends and changes in distribution; and the macro-environmental trends - socio/cultural, demographic, economic, political, legal, and technological. With this information the market opportunities and threats, strengths and weaknesses will be assessed along with issues facing the product.

The business plan must be concept by the specialized persons, because in the final its must have SUCCES for the business and for the investors.

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