

FROM MARKETING MIX TO BRANDS VALUES MIX OF AGRICULTURAL INTEGRATED UNITS (CASE STUDY AT S.C. AVI-TOP S.A. RĂZBOIENI-IAȘI)

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Abstract

To highlight the most significant aspects that aim the strategies development of agricultural integrated units regarding brand portfolio compared to values mix of brands, the authors conducted a case study at SC AVI-TOP S.A. Războieni- Iasi, Iasi County.

Issues discussed were aimed at elucidating the concepts of marketing mix and mix of brand values in accordance with practice a success management and marketing, leading to competitiveness, performance and efficiency. There are detailed elements reveals differences between brand and mark and strategic branding process requirements related to quality, design, innovation and branding. There are also detailed brand portfolio management issues and scope of each brand, brand building stages, objectives and role of brand portfolio, methods of strategic planning and management of brand portfolios and five forces competitive model.

Key words: brand, promotion, products news, meat poultry

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