



Câteva aspecte privind marketingul fructelor și a strugurilor în perioada de tranziție la economia de piață (studiu de caz la SC "Vinifruit" Copou SA Iași)

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In the frame of marketing researches, the diagnosis analysis of the firm has an important role, being an instrument with a high efficiency in the decision process concerning the activity of production, capitalization, research and innovation, setting up and using of competences, emphasizing of weak and strong points etc.

By giving a new vitality of the Romanian production of fruits and grapes, the Romanian producers have to realize some essential objectives as: the extension of cultivated areas and the extension of the dimensions of wine growing and fruit growing plantations; the setting up of associations of production and capitalization of fruits and grapes; the increasing of the degree of using of the capacity of industrial processing of fruits and grapes; the observing the technologies of production on the whole period of growing; the increasing qualitatively and quantitatively of medium production per hectare; the privatization of commercial enterprises with a majority state capital; the revision and changing of the structure of production; using of performant management and marketing strategies, which have to be orientated to the market demands etc. In the light of these elements, the authors proposed to point out the most important aspects concerning the marketing of fruits and grapes in the transitional period to the market economy, on the base of a study of case at S.C.

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