



THE STRATEGY FORMULATING OF DAIRY FARM TO MALINI VILLAGE FORMULAREA UNOR STRATEGII PENTRU FERMA DE LACTATE DIN MALINI

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The purpose of this paper is to analyse the economical and social situations of one small agricultural household specialised in milking cows in order to propose a projection strategy for improve the income level. We used for that some management tools world-wide recognised as SWOT, TWOS matrices. This paper is not exhaustive with the management tool available. We wanted to show the main mechanisms of a business management.