



Aspecte privind distributia produselor de panificatie la S.C. Dobrogea Grup S.A. Constanta

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The marketing implementation at S.C. Dobrogea Grup S.A. Constanța pursues the achievement of the following objectives: orientation of the production towards the client for identifying his preferences in the field and finding the best methods for satisfying them; developping and supporting of the firm and the product image and reputation; increasing of sells in profitableness conditions; increasing of the trust in the Dobrogea trade mark products and improving the fidelity of consumers through activities of promotion; building up of an incorporated system of commercial services such as marketing sells–distribution. The commercial team comprises: 150 persons actively involved in distribution; 2000 clients on the local market; 140 vehicles advertising. The Dobrogea trade mark, having a total capacity of transport of over 20000 tonnes merchandise monthly transported; partnerships with all networks of multinational stores in Romania; own network of 38 stores, 15 of being Fresh Dobrogea. The system of distribution comprises the following activities: the distribution of products having a long term of validity (flour, corn flour, semolina, biscuits) on the local market and in the neighbour rural zones; the distribution of fresh products (of bread, pastry and sweet – cakes), with its 140 vehicles, 40 of them being equipped with refrigerating installations for transporting perishable products such as sweet – cakes. In the last two years the S.C. Dobrogea Grup S.A. Const. modified the strategy of distribution through promoting of an active distribution which proved to be much more efficient comparatively to the pasive distribution.