



Considerations on economic - financial analysis in the integrated units leadership mechanism

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In the competitive market economy, strategies and policies developed by the management have a particularly important role.

In the current national and global economical context, a company that is integrated or not in the agricultural field will be able to maintain its position market by providing high quality products and services offered on the market and by promoting marketing techniques, leading to attracting clients and increasing sales and profitability.

Therefore, an economic and financial analysis of the integrated unit is necessary, which has a fundamental role in evaluating, adjusting and improving economic and financial performance. Economic and financial analysis is at the base of the feasibility studies and economic evaluation of the firms, highlighting the strengths and weaknesses, opportunities and threats.

Economic and financial analysis has a permanent character, whether performed by a section of the company or by companies specialized consulting or auditing.

Taking into account the increasingly wide range of methods and techniques of economic and financial analysis and anticipation of market changes, logistical services, techniques and promotional methods, made factors reach concerned, the authors show the importance of agricultural marketing, which can become a real institution designed to guide the agricultural and food production according to demand, but also to find moments, places and methods of recovery of the best conditions, both for farmers and processors and consumers.