



## Researchs concerning the increasing of the vitamins at the chicken products enriched with nutrients- case study at the SC AVI-TOP SA Iași

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The level of nutrients of the food products generates the quality of them and the essential methode for the rezolving of the consumer's. The study of the researching welcome of the actual tendency by the supplementing of the processing food. The quality of food products is a means used for a certain purpose, according to which a company or an economic agent exists on the market and it can remain competitive continuously although it develops in a changing environment.

In this context, the quality through its capacity to stimulate the company not only from inside but also from outside and the importance given to the functioning in a network(interpersonal organizational cooperation) may contribute to the identification of some favorable industrial niches, to the formation of some synergy –sustained structures, to the development of innovation (facilitating the implementation of innovations in the products used and marketed/merchandised), to the promotion of new technologies and to the introduction of the informative IT type systems. Besides the scientific research, the innovation program consists of a series of projects which promote the innovative management techniques which need an integrated approach similar to the general strategy of the organization.