



## Direct marketing of agro food products on virtual market

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The work proposes to explain the concept of Direct Marketing, its evolution from the Beginning to nowadays, as well as a forecast on developing business environment. The main objective is to present the implementation modality of direct marketing in agro food sector, by creating a virtual market.

The Internet largely dissemination and usage brought essential transformations of economical activities and guided to the creation of new products and services, new market rising and creating of new relations between economical agents. Intensifying trend of these Direct Marketing activities is not at random, because of services market trend recorded Romania in last years. The Direct Marketing means a very efficient specific tool that could be used on a much larger scale comparatively with what is happening on the Romanian market right now. So the Direct Marketing could be exactly focused into a potential target client group, having as advantage a high relative impact both promotional aspect and increasing of economical indicators as well as sales volume and turnover too.

Why Direct Marketing? It proposes specific targeted offers for specific market place; Producing of direct results and incomings; Direct Marketing is based on product selling and clear results, and not by establishing an image or name on market, that is specific of classic market policies; Direct Marketing research cost is much cheaper than in classic marketing research.

Today, we can speak about a temporary evolution stage, where people must be informed. Concept launch was realized and the usage was well known but still at low level.