



Case study regarding the selection of development strategy of an agricultural holding from Botosani county

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The agriculture is the main economic sector of Botosani County and focuses mostly on labor. In the farms, it is necessary to consider adopting a specific strategy for each farm, also being within the development strategy of the entire agriculture, which has among its objectives,: creating sustainable agriculture capable of providing food security for the entire population, natural environment protection, enhancement of all agricultural resources, increase farm income etc.. Such lines of action, contained in an agriculture strategy may contribute to reaching standards imposed by our country's accession to the European Union. The main strategic objectives for development of SC AGRO SRL Botosani for the coming years are to improve the competitive position of the company and its promotion as both domestic and foreign, made products more competitive technological and professional standards of the European Union continues to improve labor productivity by assimilating new technologies and techniques of production. In order to achieve these objectives, S.C. AGRO COM LLC envisages a comprehensive investment programme for allowing the accomplishment of agricultural products at the highest level. In the next few years the company will upgrade the technology base by providing the latest performance equipment in order to successfully cope with competition. For the development of the domestic market, the company intends to achieve its global network of centres and sales presentation of AGRO SRL brand products.