

PLANNING THE MARKETING ACTIVITY ON THE ROMANIAN FOOD MARKET (CASE STUDY AT S.C. KOSAROM S.A. PAȘCANI)

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Abstract

The marketing activity is, in most cases, the main element that makes the difference between companies that compete in the same markets, regardless of their field. Given the increasingly strong competition, differentiating brands in consumers' minds is achieved mainly through marketing strategies and how they are implemented in the market. Food companies, including those in Romania, do not deviate from this rule and give a growing importance to marketing activities. For these actions to be effective, companies must ensure that the marketing process is correlated with the market requirements and company objectives and possibilities, according to a strict and realistic schedule which is made in advance and with clear deployment stages. In this paper, the authors have proposed to highlight the importance of developing a marketing plan, in which all planned marketing activities the company wants to achieve within a certain period would be listed. The case study was conducted at S.C. KOSAROM S.A. Pașcani, one of the most important producers of meat and meat products in eastern and northeastern Romania. Within the developed marketing plan, the following milestones were considered: the objectives, the target customer segments, the competitive platform and tools for communication with the market and proposals for various campaigns: an integrated campaign for Easter, a sales activation campaign during summer, an educational campaign in the autumn and a winter holidays campaign.

Keywords: planning, targets, implementation, marketing plan.