



Performance and success of fruit producer one the market of NE region

George UNGUREANU, Gabriela IGNAT, Petru POPA - USAMV Iasi

Performance, success and success have become the motivation of any manufacturer that is trying to join the market economy requirements. Knowledge of the principles underlying the strategic management of fruit producers in the county of Iasi assumed by default to identify components of the business philosophy as the foundation of the work to perform. European competition requires taking into account primarily the economic and financial dimensions of business entity and is therefore an essential analysis of economic performance that allows the formulation of a development strategy based on studying the rationalization of farm economic data and Accounting. Fruit producers in the NE region have no marketing department specializing in general do not have a philosophy of well-structured farm and even strategic management is poorly represented in their work. Mission statement aims personalization, individualization farm. It shows in what will be different from the other units studied unit, which will be its own identity, character and the way it will go in its development. Without a clear indication of what would or unwilling, to give you direction for future work, the unit cannot become a good competitor in its field. The mission is set for both farm and part of every business. In this paper we addressed the NE Region market using a series of criteria and tools to determine the actual content and its main dimensions. Only a proper evaluation of such dimensions, including: market structure, market location, market capacity, provide sound guidance to business premises, effective reporting of the company, expressed in terms of business and market relationships by highlighting the main ways of developing needles. Purpose is to determine the impact of market changes is due to Romania EU integration, and developing proposals to shift the manufacturer of fruit on the basis of current European, the studies carried out, adapted to the realities of the transition period Romania and new guidelines for integration into EU structures. To achieve its purpose we aimed at achieving the following objectives: - to analyse the structure of fruit growing in Romania and NE region - a study on fruit trees in some EU countries - analysis of existing models of integration in the world.