

Improving the Management and Marketing in Elaboration of New Products and Poultry Brands

Melania Varga¹, Victoria Serban¹, Ioan Petroman¹, Cornelia Petroman¹, Diana Marin¹

¹Banat's University of Agricultural Sciences and Veterinary Medicine, Faculty of Agricultural Management, Calea Aradului, 119, Timisoara, Romania

Abstract

The creation of the new products and brands is extremely expensive if it is not apply a performant management in the distribution on the market of the products obtained from birds. It requires the improvement of the management of the marketing in the introduction on the market of the products and new brands or rebrand of the products or brands on new distribution markets gained in the last period. The marketing policies will target the sales volume, the level of the profit, the moment of the life cycle of the product or brand, short marketing chain, the speed of products movement, lower sales prices due to direct sales by the farm.

Keywords: farm, products, brands, management, marketing

1. Introduction

The management of the marketing represents those activities from the farm witch have as purpose the development, the implementation and the coordination of the marketing programs designed to achieve the business goals, unlike the strategic marketing, that focuses on the formulation of these goals and on the means of planning necessary to achieve these priority goals of the farm [1-3].

The practice of the marketing is based on the understanding of consumer of products behavior from a multiple perspective: **economic** - price elasticity and forecast of the demand at certain periods, **sociological** - consumer groups, education, social class, types of consumption, but also **psychological** - consumption motivation, attitude and perception of the quality of a product [4,5].

The main management problems of the marketing that need to be resolved in any farm in general and especially in those poultry are [6,7]:

- adjustment of the production according to market demands or customer requirements;
- developing long term brand;
- applying some marketing strategies in order to lead to finding new market niches;
- direct distribution through its own logistics,
- loyalty of the customers eager for a certain type of product

2. Materials and methods

In order to determine some improvement measures of management and marketing of poultry units, we have realized studies in some poultry farms observing the methods of placing on the market of some new specific products or brands having as purpose the efficiency of farm's economic activity.

3. Results and discussion

To improve the management of the marketing in poultry farms we believe that it is important to

* Corresponding author: Cornelia Petroman,
c_petroman@yahoo.com

take into account the fact that all those found along a distribution channel – the producer, the intermediary, the retailer, the final consumer to gain from going through this route by the product or brand offered for sale. So in case of commercial practice in order to capitalize meat and poultry meat products and eggs there the following distribution channels:

- **direct channels** in this case the producer produces and sells its products, brands to the final consumer. This type of distribution has the following advantages for the producer: control over the retail sale, the possibility to design their own shops, the possibility to choose the places with commercial opportunity, the possibility to control the relationship with the final consumer through loyalty of the customer;

- **indirect channels** when the producer sells its products to other which sell them to the final consumer. In this case the producer has the following advantages: the possibility of offering the products in a context of competition, the possibility to sell the products in any community.

For efficiency the economic activity of the poultry farm and improving farm management and marketing we must consider that it must be used mixed distribution channels, meaning both new and brands direct distribution channels direct to final consumers, but also indirect channels from the desire to increase the sales. **In order to improve the marketing are required to be implemented distribution strategies** for products and brands of a poultry farm (Figure 1):

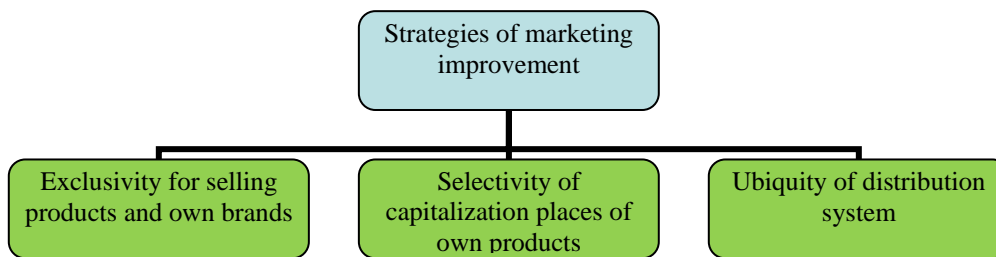


Figure 1. Strategy of marketing improvement



Figure 2. Targets for sales in perspective of poultry farms products and brands

- **ubiquity strategy** presupposes the existence of a distribution system as high as it is possible;
- **selectivity strategy** involves careful selection of capitalization place of the products;

- **exclusivity strategy** involves the selection of a small number of places for selling the products and brands.

From this perspective **we can design strategies of sales channel for** products and brands of a poultry

farm, taken into account by the following elements:

- the evaluation of the **opportunities and obstacles**, if the product is really new, if there are competing products, if the competition will act against the product;
- **the analysis of distribution channels** for capitalizing the strengths and weaknesses of the competition;
- **the analysis and definition of the needs of the final consumers**;
- **establishing the priorities of the partners** who own the distribution channel;
- **the design of structures of the channel** selecting the places where to sell the products or to locate the vending machines of fresh eggs;
- **monitoring of the successes and failures** evaluate each partner and improving the distribution.

Even in the conditions in which it sells the best product and brand at the best price **we believe that still are** many things to do: development of sale force, expanding sales after geographic criteria, improving the management of sale force, the logistics, reducing the costs and improving the marketing of relationships with customers.

In order to **develop the sale force** we think of two solutions: either to turn to an experienced sale force, or **to form our own sale force** which means to have more control and consistency in the actions taken by us.

In order to improve the marketing in relationships with clients we consider that it is necessary building a strong relationship with final users and resellers paying a special attention to partnerships relations that must be.

- **Collaboration relations mutually advantageous**;
- **Awareness of the market in order to see if the things go as planned made and according to the payments made**;
- **Awareness of the situation of daily, weekly, monthly sales**;
- **The audit of distribution channels**;
- **Improvement of the conflict management from distribution channels.**

Conducting commercial activities correctly implies the existence of some friendly relations between the producer and the final user, because the consumer can help to the improvement of

some products and even production of new products and new brands, so for a fair trade must be respected three essential conditions: avoiding collision between marketers, avoiding discrimination through prices and avoiding establishing of the prices by competitors.

Although there are several theories of communication extremely complicated, the communication is generally based on three elements: a transmitter, a receiver and a broadcast message. In case of marketing communication, the marketer sends a message through which aims to make it convince the buyer to buy a specific product, brand, although the clients to whom it address are:

- loyal to his brand and buys exclusively;
- customers buy different brands, but also your brand with some regularity;
- customers loyal to another brand;
- clients that have no preferred brand.

From these reasons should select certain targets for sales of products and brands in the poultry farms (Figure 2):

1. **The rational sale vs. emotional sale** - rational sale of the products and brands take place when a product is bought because it has proven themselves the quality in time, emotional sale take place when products and brands are bought not that the mark is the best but because they have an marketing (position on the market of the brand, a good image around the brand, advertising, promotions) that leads consumers to buy them.

2. **The revolution of communications** represents changes in communications through the explosion of communications means, increasing the number of commercials, the merger between advertising, editorial and entertainment, advertising addressed to a certain group of consumers according to product or brand.

The evaluation of marketing communication is made by several groups of peoples involved in its development: the producer of products or brands, which alone or through a company can create and manage the marketing communication.

4. Conclusions

Each farm in general and poultry in particular, must have its own format of creative strategy and to develop the strategies which to decide what information should be promoted and how must be

presented in order to have the expected impact on customers.

The optimal marketing strategy must include a statement on the positioning of the product or brand, an allusion to consumer sentiments, an allusion to competition, an allusion to the brand essence, a certain tone, a manner of execution.

In promoting products and brands of poultry farms in marketing communications is taken account by: the process of advertising creation, capturing the key concept of advertising, evaluation of marketing communication and measuring the effectiveness of advertising made, all attributes of us or marketers employees of the farm regardless of time.

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