

## **The distribution of the main animal products on the Oradea`s market.**

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### **Abstract**

*The distribution includes the time and space separating the production from the consume, meanwhile a lot of technical-economical processes take place, specific organizing forms being used.*

*The distribution of the zootechnic products fulfills many functions like: the change of the products owner; the transportation of the products; the batching of the products and groupement of the products for transporting, selection of the products, storage, conditioning and packaging of the products, and the dosage of the quantities as required by the client; the forming of the commercial assortments of the consumer goods; the informing of the customer (advertising; tasting)*

**Key words:** zootechnic products, distribution strategy, technological factors, meat products

### **INTRODUCTION**

The studies and researches made in our country are pointing out the scientific proof of the mixture of the market where the distribution has an important place. The numerous changes that are taking place out of the zootechnical firms determines their necessity and compulsion to elaborate and adopt the most suitable strategies of the zootechnical products distribution, in order to completely satisfy the consumers demand and the growth of the economical efficiency of the producer distribution and marketing firms.

### **MATERIALS AND METHODS**

The objectives of the distribution strategy can be synthesized as follows:

- the size and directions of the flow of merchandise – offered quantities, the regularity of the deliveries and the territorial orientation, the targets of the consumers, ways and means of distribution
- providing of a high distribution quality-reduction of distribution prices, the growth of adaptability of the distribution system to the constantly appearing changes on the market, the growth of the control level of the firm over the distribution channel .

## RESULTS AND DISCUSSION

Physical distribution includes not only the flow of the products (transportation, storage, depositing, sorting, prepackaging and shipping) but also the informative and money flow which contributes to the achievement of the physical distribution (fig no.1)

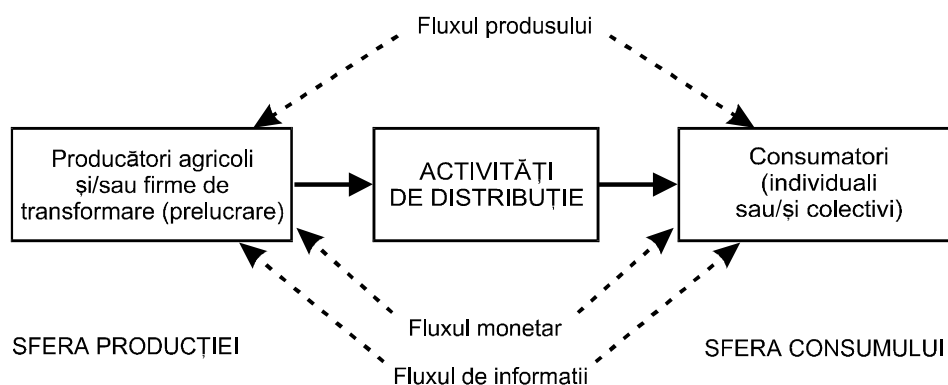


Fig.1-general diagram of the zootechnic products distribution

These flows allow the passing of the product from the processing stage to the consummation and usage

The choice of the distribution strategy is influenced by a large number of factors like:

1. The connection between the nature of the product and the delivery  
The main selection criteria of the distribution nets according to the product are: the frequency of purchasing, raw margin, consumption and usage period, the searching time of the product
2. The connection between the type of customers and ways of selling.  
The selling ways and the distribution are influenced by the income, by the individual and family characteristics of the purchasers, by the time they can allow for shopping
3. The technological factors which influence the direction and storage of the goods, the delivery of the information. The technological improvement in the logistics definitely influences the choice of the distribution strategy.
4. Legal factors: The legislation works in numerous directions: the consumers protection, the setting of the prices and margins, the organizing of the competition, commercial management. Each legislation of canon change has consequences over the distribution strategy.

Put into practice the distribution strategy must be elastic ,to allow changes and adaptation. After having adopted and put into practice of the strategy the zootechnic firm must remain open to any new strategy which would allow some savings or the growth of the real market quotation. The criteria for selecting of a certain distribution strategy refers to: the selection of the intermediaries, the coverage power of a certain area , belonging of the distribution terms, and the producer's control over it, the flexibility and convertibility of the distribution form in accordance with the producers policy and range of goods; the authority of the intermediary the choice of the function, the allocation of the margins between the producer and each intermediary, the compatibility with other distribution forms .The strategic choice of the distributor will be based on the objectives of the distributor firms which can be estimated on the profitability basis on the productivity on the financial or commercial flexibility.

The elements influencing the choice of the distribution channel are many and in connection with the commercial policy of the firms. To ease the choice process the specialists suggest a measure made by several steps:

1. to diagnose a case, which takes into account a complex analysis of the internal and external environment of a zootechnic firm and involves 5 distinct studies: the study of the consumers; the study of the competition; the study of the distribution; the study of the social, legal and economic environment; the study of the firm's potential.
2. the identification of the objectives and of the choice criteria-will be based on the using of the following criteria: the necessity of the checking of the intermediary, the flexibility of the flow, the risk diminishing, the harmony between the intermediary and product image.
3. possible solutions which suppose the elaboration of some variants which can be applied by the zootechnic firm
4. the final choice –among the possible solutions the one who highly satisfies the established criteria will be chosen on the second step
5. the functionality of the system, stage in which the most suitable intermediary are to be chosen, negotiations take place, the flow of the services and merchandise is established
6. the control and the shaping of the distribution channels

The choice of a distribution strategy proper to the zootechnic products should be based (besides the side of the marketing channel and the distribution) on the participating the distribution process, on the control over the intermediary, on the flexibility of the distribution on the merchandise logistic on the image of the distribution firm. The distribution program is

part of a marketing plan were the objectives of the distribution, the strategy and plan of distribution represents the base of the distribution activity in which the distribution audit plays an essential part (fig no.2)

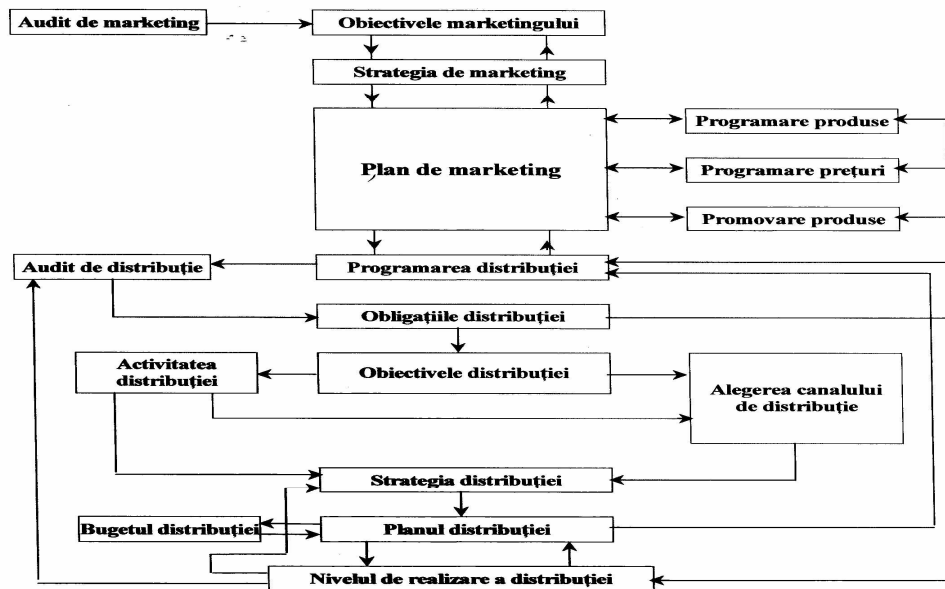


Fig no.2: general program of distribution.

The integrated administration of the distribution shows the elements of the internal audit of the distribution and the decisions regarding the administration of the marketing channel.

The use of multiple strategies is of the zootechnic products distribution is recommended like: producer and consumer, with his own store chain; producer-consumer by steadfast, contracts and orders. Producer and consumer by agency contract and /or association; producer-consumer by commissioners; producer-consumer by a mobile network of delivery; producer-consumer by compensatory operations and/or indirect.

The supplying of a locality can be made by a large distributor(or more). There can be 3 major types of supplying.

- A) direct supplying-on the "supplier-shop" flow
- B) stock supplying on the "producer-supplier platform- distributor stock warehouse-distributor platform-shop" flow
- C) the transit supplying on the "producer-supplier platform- distributor platform-shop" flow

These ways of supplying with grocery products have a lot of advantages and some disadvantages (label no.1) Ways of supplying of a locality with grocery products:

Type of supply	Advantages	Disadvantages
Direct	optimizing of the fresh food quantities	storage can't be optimized
	Lack of storage	
	The permanent connection with the stores	
Storage	optimizing of the upstream transport;one account(bill) one transport	over interest expenses
	the possibilities of achieving market commercial and financial operations	slow sale risks
		All kind of risks,fire;strikes
Transit	no storage	not knowing the exact amount of ordered products on assortments because of the rounding of the orders
	the ritmicity of storage capacities	the merchants are not satisfied
	optimizing of the downstream transport:by a mean of transportation used by a number of suppliers; a number of products can be included.	

In Oradea City the distribution of the beef, pork and poultry meat is made by a mixture of the three types

Trading companies like Avicola Oradea, Cominca Oradea, Florelia Oradea or Nutrientul Palota use direct distribution through their own stores and through similar stores with which the above mentioned producers have contracts:Metro,Selgros, food stores like Artima(2 stores), Profi, NvaEuro(5stores),and 3G(5stores).

The above mentioned trading companies make their distribution through stocks made by local distributors: Toto Com Oradea, Astral Oradea, Florelia Oradea. The main part of the pork import is distributed on the Oradea market through these authorized agents.

The distribution by transit in Oradea is mainly used by the meat suppliers in farther localities like Oncos Cluj – Napoca, Agricola Internațional Bacău, Avicola Brașov, Kosarom Pașcani.etc. producers that with their own transport means supply other commerciants in the different parts of the country or different localities with an important market .

A special arranged market occupies a special place in the distribution and capitalization of the meat products within the grocerie markets where meat products are sold.

## CONCLUSIONS

At this point we can draw some conclusions that should be taken into account in the future for the distribution of the meat products on the market of Oradea .

1. within the competitive market the choice of the branches for the grocery products should take into account the distribution

- organizing possibilities that requires the knowledge of the integration process.
2. the embracing of a direct marketing strategy based on the human quality resource:qualified personnel, solvable and penetrating partners on the market; agent for the different market sections with strong possible contracts; flexible forms of association and partnership and management with different specialists in product promotion; high-quality products with low or moderate prices.
  3. the choice of the distribution strategy for the zoohehnic products is based on different factors among which the performance plays an essential part.

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