

MARKETING MIX AND DEVELOPMENT POSSIBILITIES OF A SMALL BUSINESS FROM BIHOR COUNTRY

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RESEARCH ARTICLE

Abstract

This study purpose to analyze the economic potential and the mix of marketing of a small business in Bihor County, in the Lazuri area, Rosia commune and at the same time its journey from its establishment to the first profit figures in 5 years. Issues regarding the demographic and economic elements of the area, competition and market placement through the mix of the four product, price, promotion and sale were analyzed. It also aims to move from old to new cultures. Highlighting and promoting them on the market are also important points in the market study.

Keywords: Business, marketing, cultures, aronia, mix
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INTRODUCTION

Rosia commune is located on the border of Padurea Craiului Mountains, having the Hills of Padura Craiului, at an altitude between 400 m and about 785 m. Rosia commune is situated on the slopes of the hills of Rosia and in the meadow area of the streams that cross these hills. They are covered with deciduous and resinous forests, pastures and bare rock tops, and in the calcareous massifs there are bauxite deposits; there was intense mining activity in the area to extract bauxite.

The hilly area is fragmented by the courses and tributaries of numerous streams and valleys: sodoles brook, Soimus brook, Strait brook, Toplita brook, Cuts valley, Black Stone valley, White Stone valley, White Stone valley, White Stone valley, the Lazurilor Valley, etc., which form deep gorges, such as the Albioarei Gorges, the Lazurilor Gorges and the Box Valley Keys, which are particularly picturesque. These hills are made up of limestone, where over the centuries, the waters infiltrated in the basement have formed caves and avenues with a special landscape, mentioning here the Caves: Ciur-Izbuc, Ciur-Ponor, Cave, Cave of the Cow, Gruiet Cave, which are designated as protected areas by Law no. 5/2000 - monuments and nature reserves. The hills show clay deposits on the upper and on the slopes, which after heavy rains are susceptible to active or potentially

slippery slides, affecting four main areas. (<https://www.comunariosiabihor.ro/>)

Rosia tourist area is an entrance in Padurea Craiului Mountains and is considered one of the most complex karst areas in Romania.

Regarding the traditions and customs, in the Rosia tourist area you can visit the Weaving workshop and the collection of horned violins of the Codoban family, as well as attend the Festival of pricesne in Rosia and admire the popular Port, as well as the Festival of violin with hornet and full Strait.

Geographically, it is located in the northern part of Beius Country, near the Padurea Craiului Mountains, on the lower course of the Red Valley River. The closest towns are Beius, at a distance of 18 km, and Oradea, at a distance of 70 km.

According to the census carried out in 2021, the number of inhabitants of Rosia commune is 2,285, down from the previous census in 2011, when 2,384 inhabitants were registered. The majority of the population is Romanian (97.55%), and for 2.41% ethnic belonging is unknown.

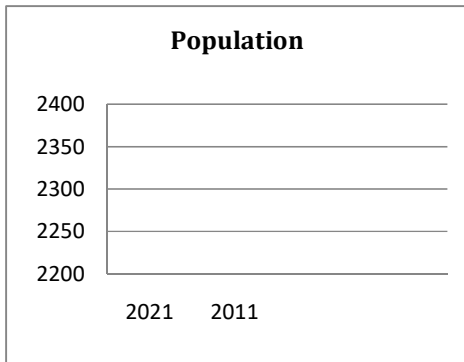


Fig.1. Number of population

The number of inhabitants of the commune suffered, but in a good sense, because in 2021 there were registered a number of 2285 inhabitants, compared to 2011 when only 23884 inhabitants were registered.

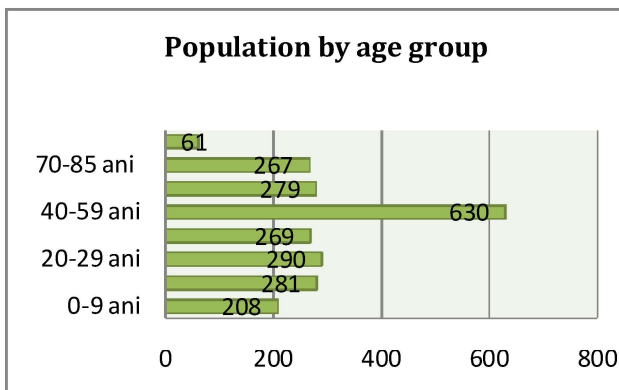


Fig.2 Population by age group

<http://comuna.info/locuitori-rosia-bh/>

As can be seen from the adjacent chart, most of the population is represented by the younger generation.

The population aged 0-9 years represents 9.10% of the total population. The population between 10-19 years is 12.29%, close to the population aged 20-29 years, representing a percentage of 12.69%. The population aged 30-39 is 11.77% percent. The population aged between 40-59 years represents a percentage of 27.57%, and the percentages will notice a small decrease, as a result the ages between 60-69 represent 12.21%, and the ages between 70-85 represent a percentage of 11.68%, followed by the ages of over 85 with a percentage of 2.66%. According to this statistic, the lowest percentages are given by the very young and the elderly, and those over 30 will be the majority.

The main activity of the area is agriculture, and the young people of the area work at small enterprises and factories located in the nearest towns near the village, such as Beius or even Oradea. Livestock still remains the main activity and loved even by young people. Both at the commune level and at the Lazuri village level, the basic activity of those remaining in the village remains agriculture. The population of Lazuri village is decreasing from one year to the next, and the remaining population is rapidly moving towards ageing, as a result 328 people are over the age of 70 represents 14.34% of the total population. The village comprises 128 houses, but of which there are only 108 inhabitants. Over the last twenty years, the number of villagers has decreased exponentially because the teenagers prefer to move to the urban life.

MATERIAL AND METHOD

For this research we used credible websites and specialized sites such as: *The State of Food Security and Nutrition in the World 2022*, *The State of Food Security and Nutrition in the World 2023*, Ministry of Agriculture and Rural Development (MADR) and *The aronia plantation*.

RESULTS AND DISCUSSIONS

In the context of marketing strategies for an aronia business, it is essential to consider a comprehensive mix of marketing elements to achieve a sustainable competitive advantage. Traditional marketing mix strategies, such as product, price, promotion, and distribution (*KISTOR, GEMECH, STRATEGIZING MARKETING MIX FOR BUSINESS SUSINABILITY OF ETHIOPIAN MSES, 2022*), can be enhanced by incorporating additional variables like policies, physical climate, and partners. Moreover, expanding the marketing mix to include strategic resources, differentiation of products, and innovative processes can significantly impact the sustainability and long-term success of medium and small-scale enterprises. (*MARKETING MIX FROM ISLAMIC MARKETING PERSPECTIVE, Anwar, 2012*) By adapting these diverse marketing strategies tailored to the specific needs of an aronia business, owners can effectively reach their target market, differentiate their products, and ensure business sustainability in a competitive environment.

Initiating a new business in a predominantly agricultural area. This fact was not at all an easy one, especially due to the fact that the interruption of grain harvesting was not an easy process. Initiating a new culture, a culture that even by APIA could not be identified and not losing control and aspiration was a difficult thing. The initiative started from the desire to give up traditional cages such as corn, wheat or potatoes because financially and economically it was not something profitable. Our attention was directed to aronia, so in 2020 we set up a plantation of 40 areas.

Romanian products are first and foremost a cultural gift that must be preserved and promoted at its true value if they are exploited to the maximum.

One of the strengths of the economy is the quality and diversity of agro-food production. This gives producers in Romania and the European Union a competitive advantage. This contributes significantly to the current cultural and gastronomic heritage.

Voluntary quality schemes for indigenous agro-food products play an important role inining traditional food-producing crops in certain regions. (MINISTRY OF AGRICULTURE AND RURAL DEVELOPMENT 2020)

Food fortification refers back to the post-harvest addition of micronutrients to meals, via a shape of processing to boom the content material of 1 or extra important micronutrients to enhance the dietary nice of the meals deliver and offer a public fitness gain with minimum chance to fitness. Biofortification, on the opposite hand, provides the ones micronutrients via strategies of crop cross-breeding with sorts of better attention of preferred micronutrient(s) or genetic modification. These are many of the maximum cost-powerful measures to assist save you micronutrient deficiencies,²⁵¹ as those can deliver important micronutrients to huge segments of the populace with out requiring radical modifications in meals intake styles nor person selection for compliance. (FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATION, THE STATE OF FOOD SECURITY AND NUTRITION IN THE WORLD 2022, CAP 4.)

Across the entirety of the rural-urban gradient, the predominant source of food consumption comes from markets. Consequently, the dietary patterns of households are influenced by factors such as cost and accessibility, which are in turn

influenced by the configuration of agrifood systems, encompassing food distribution and value-adding networks. These elements should be carefully considered when formulating effective strategies and investments to guarantee that rural, peri-urban, and urban communities have access to economical and nutritious diets. A holistic policy approach, transcending sectorial boundaries and administrative divisions, will be essential in shaping the urbanization of regions and impacting agrifood systems along the rural-urban gradient. (FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATION, THE STATE OF FOOD SECURITY AND NUTRITION IN THE WORLD 2023, CAP 1.)

Marketing should most likely help a business and a launch of new products. Without a good marketing strategy, you're headed nowhere. Or at the beginning of the road you need to know exactly which groups you are addressing and which will be your future customers. The information must be clear and accurate.

"The best advertisement is the advertisement that satisfied customers do." (SHAW, THE FUTURE OF MARKETING: AN INTERVIEW WITH PHILIP KOTLER, THE "FATHER OF MODERN MARKETING")

"Any business is a business that offers a service. Does your service spark a smile on your client's face?" (SHAW, THE FUTURE OF MARKETING: AN INTERVIEW WITH PHILIP KOTLER, THE "FATHER OF MODERN MARKETING")

A clean and honest method of marketing will keep the products on the market. A clean and honest method of marketing will keep old buyers and bring new ones. For a business to be able to maintain itself in the market, THE PRODUCT, PRICE, PROMOTION AND SALE must be closely linked.

Online meals sharing offerings can collect and redistribute meals surpluses throughout neighborhood groups and supermarkets in city and rural areas, accordingly supporting to lessen meals waste. They also can have a superb effect on meals environments, particularly whilst surplus nutritious meals which includes end result and veggies are "rescued" and redistributed. Smartphone programs that allow customers to make small donations to unique tasks can offer assist for various operations, from constructing resilience to enforcing college feeding programs to handing over meals help in emergency situations. (FOOD AND

AGRICULTURE ORGANIZATION OF THE UNITED NATION, THE STATE OF FOOD SECURITY AND NUTRITION IN THE WORLD 2023, CAP 5.2)

Food labeling can make a contribution to a wholesome meals surroundings with the aid of using presenting records to the client approximately the content material of ingredients, drawing client interest to the blessings and dangers of precise vitamins or substances of public fitness concern, and motivating producers to provide ingredients that have more healthy vitamins profiles. Nutrient profiling is a technique that assesses the dietary first-class of processed ingredients and beverages. It is likewise a device to manual coverage interventions which includes front-of-package (FOP) or menu labeling and regulations on advertising to kids to assist tell and empower customers to shift call for toward wholesome diets. For example, the OBAASIMA venture in Ghana has used a FOP seal and social advertising marketing campaign to inspire nearby SMEs to provide nutritious products. The venture has proven promising initial outcomes in growing client consciousness and SME capability and is increasing to extra cities. Fifty four Regional nutrient profiles have additionally been advanced as a useful resource for country wide or nearby policymakers.(FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATION, THE STATE OF FOOD SECURITY AND NUTRITION IN THE WORLD 2023, CAP 5.2)

Developing a business in rural areas is not an easy route, but that does not mean that it can not.

A plethora of technology and improvements is available (aleven though now no longer always on hand to all nations and social groups) spanning whole agrifood systems. Whether those technology and improvements are inclusive for all relies upon now no longer best on their adoption and impact, however additionally on how studies and development (R&D) is shaped. Between 1981 and 2016, there has been a doubling of worldwide public funding in agricultural R&D, and large middle-profits nations (MICs), specifically Brazil, China and India, notably extended their funding in agricultural R&D.(FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATION, THE STATE OF FOOD For the first two years, the plant did not make any fruit, only adapted to the soil. In the third year, the plant made little fruits on each plant.

SECURITY AND NUTRITION IN THE WORLD 2023, CAP 5)

In order to be able to apply a marketing policy as correct and real as possible, the first steps towards a good business was the quality of the raw material itself. Distributing products based on aronia, implicitly the purpose was and is to use a high quality of aronia fruit. The fact that we do not interfere with anything on the plant, brings us added value in the face of competition. Plants are not sprinkled with herbicides or any other chemical substances that could spoil the quality of the plant and implicit the fruit later, thereby increasing the value of the fruit. The fact that the environment and the area where we grow aronia is unpolluted is an important factor for consumers. The fact that the products are carefully grown and cared for, leads to higher costs. These costs increase with packaging, as we wanted to continue with this high quality and on the packaging side. At the same time, the protection of the environment was another important factor, so our products are packed in glass or cardboard. We chose the two options so as not to change the nutritional values of the product with plastic particles that could have come from the spots. At the moment the most expensive product coming from our plantation is the juice of aronia, which raises the price around the amount of 100 lei/l, and the cheapest, the most expensive, if you can say so would be fresh, the price is 20 lei/kg.

For the promotion of the products we relied most on the advertisement „from word to word” considering it even the most real, sincere and promising, but we also helped a lot with social media sites like Instagram and Facebook, creating a page of our own. This has brought us closer to consumers because of the distance.

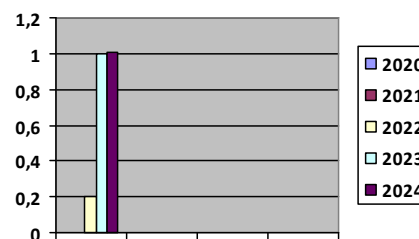


Fig. 3. Percentage of production

Profitless. In the fourth year, the plant made a better production. For the current year we expect a doubling last year



The previous

Imag. 1. First year plantation

Imag.2. Third year plantation



Imag. 3. Fifth year plantation

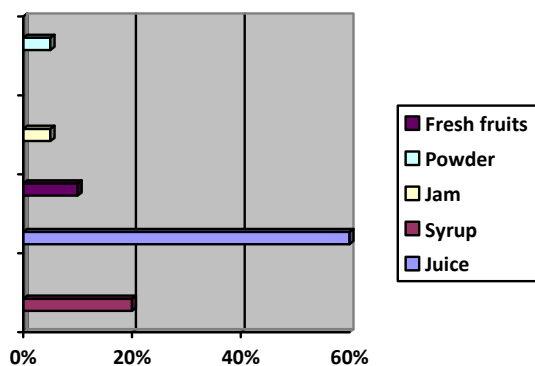


Fig. 4. Percentage of production

CONCLUSIONS

In conclusion, aronia cultivation has a high profit potential for farmers with small areas. We sell considering that today more and

figure illustrates the products we distribute from our plantation and the percentages of profitability that each product shares. First, we send to consumers fresh fruits that have a profitability percentage of 10%. The next and most profitable product is the juice of aronia, with a percentage of 60%, followed by syrup without sugar of aronia with a percentage of 20%, a percentage of 5% it has aronia jam and last but not least aronia powder that has a percentage of 5%.

In the years to come, we want to increase production and diversify it, so that we can associate aronia and products obtained on its basis with other fruits, too, such as apples and nuts.

more emphasis is placed on agriculture and modernization, thus creating favorable conditions for farmers, big investors choose to invest in this field.

However, improvements in virtual technology danger growing the virtual divide throughout socioeconomic groups (e.g. profits, gender and age), geographies (e.g. rural and concrete populations) and geopolitical groups, further to elevating worries round manage of facts and power, democracy and human rights. Some of the elements to cope with encompass the excessive fee of a few virtual technology, absence of virtual infrastructure, loss of virtual abilities and literacy, and sociocultural limitations connected to gender in addition to troubles of facts asymmetry, records possession and management, privacy, and cybersecurity. Worldwide, 2.7 billion humans do now no longer have get entry to the net, and stuck or cell broadband offerings are too costly for the common patron in maximum low-profits countries hundred and forty Moreover, in LMICs, ladies are sixteen percentage much less in all likelihood to make use of cell net as compared to men, even as adults dwelling in rural regions are 33 percentage much less in all likelihood to apply cell net than their city counterparts. (FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATION, THE STATE OF FOOD SECURITY AND NUTRITION IN THE WORLD 2023, CAP 5.2)

Nvidia's CEO, Jensen Huang is shaking things up, proclaiming the era of prioritizing coding skills is over. Suggests, we could focus on fields like agriculture and education. Those machinery for harvesting fruits is becoming a necessity for large plantation. The fruits re picked and then shaken off leaves and other

impurities.(*COLLINS, NVIDIA CEO PREDICTS THE DEATH OF CODING — JENSEN HUANG SAYS AI WILL DO THE WORK, SO KIDS DON'T NEED TO LEARN, 2024*)

SUGESTIONS

For an efficient culture and products obtained on the basis of the Aronia, we plan to develop the culture. A first objective is the expansion of the culture, more than the doubling of the surface. The productivity of the crop is large enough that we can start the operation of mechanized fruit picking and packaging. Followed by the machine for tagging. Harvesting the fruit with the help of a mechanical picker helps and increases first, the picking time, but also the yield of the harvested fruit, losing a very small amount of fruit. The picking machine manages to collect 98% of the total fruit on the bushes, and the loss of fruit does not exceed 1%.

(<https://www.utilajeagro.ro/masina-de-recoltat-fructe-de-padure-jagoda-model-aronic/>) Aronia can be picked with both a special aronia picking machine towed by a tractor and a currant picking machine, as the fruits and bushes are very similar.

The food industry has developed a lot precisely because of marketing. To make packaged products more efficient, we aim to obtain an automatic labeling machine, especially for jars of jam, syrup and juice, but also to favor the marketing and appearance of our products.

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