APPRECIATION OF THE ADAPTABLE CAPACITY OF AGRICULTURAL EXPLOITATION TO THE EXIGENCECES OF ITS ACTIVITY DOMAIN

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SUMMARY

The survival and development of the agricultural exploitation depend on its capacity to adapt and answer to the external exigencies, on the competitive advantages and distinctive competences which they have in comparison to the rival companies. That is why, starting from the gathered data and conclusions form an animal husbandry farm, the present analysis has as main objective the adaptable capacity and the competitive profile of the analyzed unit. Agromold Est S.R.L. Strunga Iaşi County was set up in January 2008, having as main objective animal husbandry, and the activities of milk producing. The administrator has experience in this field and plans to develop this activity on a large scale in accordance with the perspectives imposed by the European Community. One of the important features of the market economy is represented by the competition, being in fact based on the open confrontation between the economic agents and on the supremacy of offer and demand. It is essential to know very well the competition in order to adopt the most appropriate measures for the unfolding of the activity and to counteract their actions.

As regards competition, we should mention the following aspects: on the internal market, the company has many important competitors who try to obtain a larger share on the market. As the policy of the firm is oriented on the market of Iasi County, the pressure on short term does not seem to affect the farm’s activity.

But on the local market, the company faces very strong competition from the foreign companies that offer the same products, but superior from the qualitative point of view, which forces us to offer lower prices in order to maintain the share market, but with no special effect, as the products of the society are goods with inelastic demand since the modification of the price can determine the modification of their demand to a lower extent.

Having in view the extension and specificity of the competition, as well as the characteristics of the micro-medium of the firm, in this stage it is important to reveal the main characteristics and tendencies which manifest themselves in different sectors of the macro medium i.e. economic, technical, social-cultural, political and physical.

The price of the products – is not influenced by the competition’s price, as in case in which the demand for a certain product is lower, the firm lowers the price by reducing the profit obtained on product unit, the decrease being compensated by selling other products – with a larger demand – with a price which is included a larger profit than the regular one.

Inflation and the financial blocking represent the factors that have had a negative impact on the firm’s activity, as well as of other firms that collaborate with it; they are on the top list of the negative phenomena that the transition process reveal.