

MANAGEMENT OF A MARKETING PLAN

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Abstract: *For almost all products there is a very important stage after the design, manufacture and control process: industrial marketing activity. This is the basis for promoting and assessing the requirements of beneficiaries and consumers so that they are satisfied.*

A widespread method that allows us to properly address marketing management is PESTEL analysis or a shorter form of PEST.

Unfortunately, this does not solve the problem of traceability, so there is a possibility that companies with the same profile launch similar products before the appearance of our products. In order not to exceed that deadline, it is necessary to enter the Critical Parts Analysis.

Keywords: management, marketing plan, PESTEL, Critical Parts Analysis

Introduction

To successfully market a product, the marketing manager must develop a strategy. It makes decisions within it, decisions that depend on several variables, factors and forces that are constantly changing. Some of these variables are internal. The marketing manager has a certain control over the variables that affect the product: its nature, its promotion, the course it will follow from producer to consumer and its price. [1] But when manufactured, it enters the external environment: economic, technological, socio-cultural, and legislative-political. The marketer can not control these external variables; in other ways they control him. A firm can do very little, almost nothing, to influence the general macro-factor action factors. What they need to do is to monitor their progress and to inspect the nature and size of any changes to prepare for the purpose of maintaining and developing its market share. [2]

Marketing environment means the set of factors and forces that escape the company's immediate control and influence the maintenance or development of its relationship with profitable customers. According to the nature of these factors and forces, two groups of components are distinguished: the macromedium and the microenvironment of the company.

Romania is among the richest countries in hydromineral resources, owning over 60% of Europe's mineral water resources. Romania's mineral water resources are highlighted by significant flows and remarkable springs quality. [3]

Mineral waters are waters that have a variable content of salts, gases, minerals, radioactive elements, which give them therapeutic properties. In the past, the name of mineral water was attributed to all underground or surface waters that could be used for therapeutic purposes.

The market for soft drinks in Romania is divided into several categories, namely bottled water, which holds 50% of the market volume, then carbonated soft drinks, 42% of the market, non-carbonated beverages, 7% of the market volume, and new age drinks (tonic drinks) by 1%.

The mineral water market in Romania can be considered a growing market. At

present, about 90 companies hold bottling licenses from ANRM. The most important players on the mineral water market are Romaqua Group - Borsec, Bibco - Biborteni, European Drinks - Wonder Spring, Coca-Cola HBC - Dorna, Perla Harghita, Carpatina, Zizin, Herculane, Bucovina, Tusnad area over \$ 500 million and sold in 2005 about 260 million liters of mineral water. And because the potential of this market is growing, investors in this area are not delayed to appear.

The company to which we refer to exemplifying the management of a fair marketing plan is "ROMAQUA GROUP" S.A. Borsec.

ROMAQUA GROUP, a wholly private and privately owned company, has made important investments in recent years, amounting to more than 50 million euros, focusing first and foremost on world-class technology and equipment to obtain a product finished with the highest quality standard.

The objectives of the marketing plan

We aim to become the most important manufacturing company in the field by following a set of values and principles:

Consumers: Meeting consumer requirements, is the main activity and goal of the whole activity.

The products: The company's success lies in offering superior quality products at competitive prices.

Employees: Employees represent the company's most important resource.

Nature: Water Borsec comes from the Harghita Mountains, an unpolluted area with a long tradition of water exploitation, the true source of life.

Marketing environment analysis:

A. Macromedia.

1. Demographics.

The demographic environment is represented by the population and its structures, the persons who are part of the company's activity area. [4] By analyzing patterns and trends in the population structure, it is possible to anticipate the behavior of consumers on a certain market, to the extent that their large number of needs and desires are expressed by demographic features such as age, gender, marital status, occupation.

According to a poll by Daedalus Consulting, 51.3% of all mineral water consumers are women. 75.7% drink mineral water as such and the remaining 17.3% are willing to consume it in combination with alcoholic beverages. 69.9% consume mineral water at home and 17.7% at work or at school.

Looking at the data in the adjacent tables, we notice that the mineral water drinkers, both paid and acidified, are mostly devoted consumers. In all five historical regions of the country, over half of consumers drink water daily. In Bucharest, the proportion of those who consume daily is almost 2/3. The lowest average weekly consumption of flat water is recorded in large cities, 4,83 times a week, and the highest in the capital, 5,57 times a week.

Regarding the habits of acidified water consumers, only in Muntenia those who drink daily are not majority. In the rest of the country, acidified water is consumed daily in all categories of cities, the most frequent consumption frequency is daily. As the average consumption of acidified water, the highest is in Bucharest, 6.85 times a week, in Moldova,

4.8 times a week. The consumption of flat mineral water is shown in the table below:

Table 1

Frecventa	Moldova	Regiune istorica	
		Muntenia	Banat
Zilnic	57,3	51,6	50,3
3-6 ori pe saptamana	27,2	27,1	32,9
1-2 ori pe saptamana	15,6	21,3	16,8
Media(de cate ori pe saptamana)	5,44	5,02	4,90
<i>Baza:persoane care au consumat apa plata</i>			

Frecventa	Grad de urbanizare(locuitori)		
	sub 50000	50000-200000	peste 200000
Zilnic	56,4	54,4	48,6
3-6 ori pe saptamana	18,2	34,4	30,2
1-2 ori pe saptamana	25,5	11,2	21,2
Media(de cate ori pe saptamana)	4,98	5,44	4,83
<i>Baza:persoane care au consumat apa plata</i>			

Consumption of acidified mineral water presented in the following table:

Table 2

Frecventa	Moldova	Regiune istorica	
		Muntenia	Banat
Zilnic	56,1	32,4	54,2
3-6 ori pe saptamana	27,9	44,7	24,5
1-2 ori pe saptamana	16,0	22,9	21,3
Media(de cate ori pe saptamana)	5,3	4,47	5,07
<i>Baza:persoane care au consumat apa plata</i>			

Frecventa	Grad de urbanizare(locuitori)		
	sub 50000	50000-200000	peste 200000
Zilnic	38,6	48,7	54,0
3-6 ori pe saptamana	33,8	35,1	28,6
1-2 ori pe saptamana	27,6	16,2	17,4
Media(de cate ori pe saptamana)	4,49	5,14	5,16
<i>Baza:persoane care au consumat apa plata</i>			

The inflation rate has an important impact on Borsec's marketing efforts - a high rate means a difficult economy and therefore a low marketing potential. Also, when nominal incomes exceed the inflation rate, there is an increase in real incomes, and consumers can obtain increased amounts of goods and services.

2. The technological environment

Romaqua Group Borsec, a company with domestic and private capital, based in Borsec, Harghita County, having a wide range of brands in its portfolio. The bottling of Borsec mineral water was carried out over time by several entrepreneurs, and in 1945 the bottling activity was continued by various contractors until its nationalization in 1948. In 1998, the former State Enterprise, "Queen of Mineral Waters Borsec "turned into a private company ROMAQUA GROUP SA BORSEC

3. The natural environment

Surrounded by Bistrita Mountains, Călimani Mountains, Gurghiu Mountains and Ceahlău Massif, the town is situated at an altitude of 850 - 950 m. Borsec Town is located in the north of Harghita County, in the Depression of Borsec. being at roughly equal distances to the towns of Miercurea Ciuc, Tirgu Mures and Piatra Neamt, and also approximately equal to Cluj, Sfântu Gheorghe, Braşov, Bacău and Iaşi. Distance from the most important cities in the area: Toplita 28 km, Reghin 80 km, Miercurea Ciuc 125 km, Brasov 186 km, Tirgu Mures 119 km.

It is a city whose appearance, involution or evolution has been in the past 250 years permanently linked to mineral water as the main resource. As a known settlement of the mineral water, it appeared in the XVIIIth century, developing really starting with the sec. XIX. The tourist resort reaches its peak at the beginning of the century. XIX th century while the bases of treatment developed in the second half of the century. XX. The resort has a deep tourist involution after 1989, when its identity is heavily affected. It has today a low accessibility that also influences the influx of tourists. The main source of economic development was again in recent years the mineral water and its bottling.

The period 1800-1900.

In an era in which aristocracy was a fundamental virtue, Borsec entered the grace of Emperor Frsnz Joseph who in 1873 awarded him the Golden Medal and crowned it as the Queen of Mineral Waters. They followed the Medal of Merit at the Vienna International Fair in 1873, the Honorary Diploma at the World Exposition in Paris, the Diploma of Honor at the Exhibition in Berlin and Trieste in 1876, the Silver Medal at the Exhibition in Budapest in 1885.

4. Legislative environment

The exploitation and commercialization of natural mineral waters are regulated by law, and with the advent of GD 760/2001, the Romanian legislation aligned with the European one in the field (the EU directives).

Regarding the rules for mineral water, the Minister of Health initiated the draft Government Decision on the technical norms for the exploitation and commercialization of natural mineral waters, the aim of the project being to take into account in the Romanian legislation the latest changes in the field at EU level.

Currently, there are three European directives governing the exploitation and marketing of natural mineral waters, aiming at achieving a unitary legislative framework allowing the free trade in natural mineral waters on the EU market: Directive 80/777 / EEC complemented by Directive 96 / 70 / EC and Directive 2003/40 / EC.

B. Micromedic analysis

The marketing micromedia includes factors and forces with immediate action on the business, which directly influence the success of the business and over which the company exercises its control to a lesser or greater extent: the firm, the suppliers of goods, the service providers, the force suppliers work, clients, competitors and public bodies. As an evolutionary system, the company acts in the conduct of its activity simultaneously on two markets: the entry market and the exit market. On the first type of market, the company appears as a buyer and establishes links, in particular, with suppliers of goods, labor and service providers. On

the exits market, the company has the quality of the seller and makes the most of its products and services, establishing links mainly with its customers.

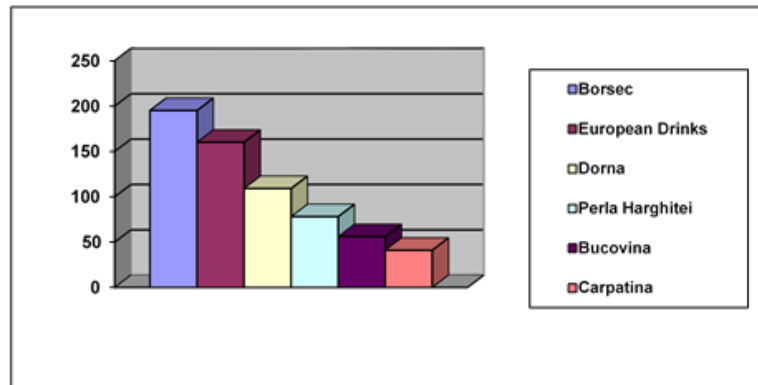


Figure 1 Sales volume in 2017 (million liters)

If we take into account the absolute market shares of the main players, we will notice that the leaders are the first three firms: Borsec, European Drinks, Dorna and Dorna, which together controls 53% of the sales volume. This indicates that there is a high degree of concentration of market relations, which can be a threat both to companies that want to enter the market and to those on lower ranking positions.

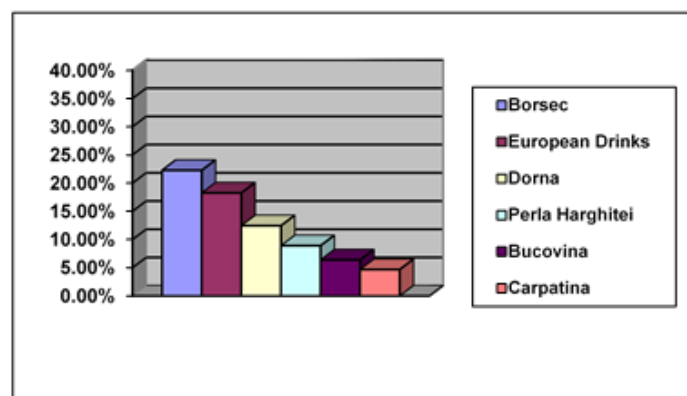


Figure 2 Absolute market share

Besides the Romanian mineral water, there is also bottled water imported. This represents only 1% of the total water consumed in Romania and is mostly sold in luxury hotels and restaurants. The most preferred imported brands are: Perrier, Vittel or San Pelegrini.

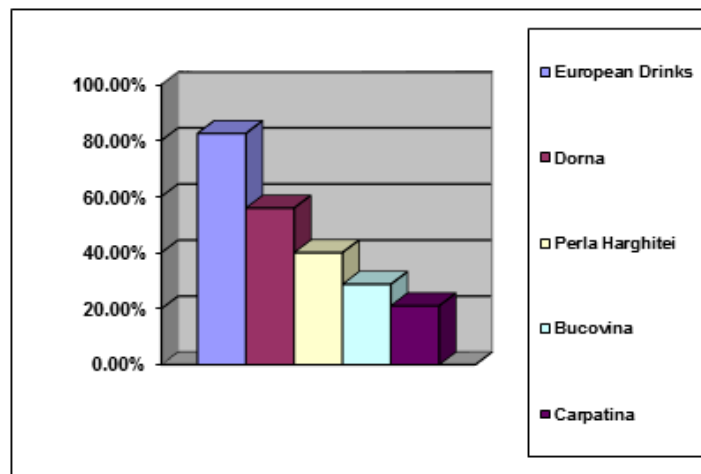


Figure 3 Relative market share

1. Distribution policy:

In the modern economy, production and consumption are no longer practicable without the presence of distribution that puts in contact production and consumption centers, sometimes at appreciable distances.

- Channel length:

The distribution is made through intermediaries, the distribution channel being a long one.

- Channel width:

There is a considerable number of units that ensure distribution.

- Channel depth:

The distribution channel is a deep one made up of those forms of distribution that bring the goods to the consumer's home.

2. Distribution on the domestic market. Channel types:

Manufacturer → Intermediate → Intermediate → Consumer.

Internet distribution:

The number of Internet users has increased considerably and will have an upward trend, which is why we decided that on the company's website <http://www.romaqua-group.ro/> there will be a section dedicated to the purchase of online products.

In order to streamline sales, we offer rebates to intermediaries, rebates for purchased quantities and rebates for the time and amount of billing.

Distribution strategies:

With regard to the number of channels used, the strategy used is that of multi-channel marketing, the aim being to rapidly obtain a high degree of market coverage.

With respect to channel dimensions, distribution is made on long channels with 2 or more intermediate levels.

Regarding the extent of distribution, we have recourse to extensive distribution through the wide distribution of products through the most diverse types of intermediaries.

Regarding the degree of participation of the company, the entire distribution process is realized with the help of the intermediaries, the company exercising a medium level control over the monitoring of the distribution process.

Marketing program – Critical Parts Analysis

In order to develop a viable marketing plan, it is necessary to analyze the critical path in order to highlight the correlations and especially the conditions between the activities that the company needs to take.

Table 3. Critical road

Form of activity	Activity	Conditioning	Time
A	The company's decision to launch a product with absolute new features over the existing range	-	1
B	Identification of the vitamin and energy suppliers contained in the new product	A	2
C	Making the unique manufacturing recipe	A	20
D	Identifying potential distributors and evaluating them	B	5
E	Achieving a cutting-edge technology line to enable the manufacturing process to meet eco-friendly standards	C	10
F	Negotiation and conclusion of contracts with distributors	D	15
G	Registration at OSIM	C	7
H	Making the first prototype of the product	H	3
I	Creating banner ads to announce the launch of the product	A	5
J	Designing and organizing a promotional campaign	H	7
K	Supporting promotional activities by participating as main sponsors of entertainment activities	H	3
L	Launching the new product on the market	K	1

Conclusions:

The application of the method for programming the launch of the new product by ROMAQUA GROUP SA leads to the following conclusions:

- The probable duration of the program is 44 days
- The program includes 7 critical activities
- Timely completion will allow the launch of the Aqua Plus product
- If additional effort is needed to complete the program in the long run, resources from the allocated ones can be used to carry out non-critical activities

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