

**THE ROLE OF MARKETING IN THE PROMOTION OF TOURISM THROUGH
TRADITIONAL PRODUCT „MITITEI”**
Case Study.

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Abstract: This case study presents a traditional Romanian "brand product", so well known and popular with Romanians "Mititei-mici", in Debrecen (Hungary) market and attract more customers as well as creating a positive impact on the traditional product about "Mititei-mici".

In order to launch this product on Hungarian market, was put together a marketing plan and conducted a survey among the population of Debrecen (Hungary), referring to a target on a sample group of 100 people, most of them students, in the city of Debrecen which is a strong University Centre.

As a result of the survey conducted it was found that the population of the target market is consuming meat at the rate of 58%, constituting an advantage for the proposed project, just that it needs to launch an intensive promotion, taking into account the fact that the product is almost entirely unknown in the prospect.

Keywords: mititei, product, marketing, promotion, public opinion poll

JEL Classification: L83, M10

1. INTRODUCTION

In the condition of contemporary economy in contemporary highly globalized economic affairs it requires strategic thinking, a marketing and strategic management.

Any company that wants to launch a new product or to launch an "old" product on a new market needs to bear in mind, prospecting the market, development of marketing strategies for

product knowledge by the potential customer, of a policy of promoting adequate and well targeted to attract the consumer.

Reasons for organizations to engage in international business (*Puiu, 2003*) can be grouped into two categories: reactive and proactive.

Reactive motivations represent a response of the organization to the impulses and pressures originating in the competitive environment of economic affairs.

These include:

- competition - in the contemporary economy, organizations are continually under pressure from both local organizations and foreign organizations, and the manifest passivity and looking for new markets, including outside sooner or later fall into decline;

- reduction of sales on the domestic market or the prospect of reducing them due to various factors: the new market entrants, the advent of placeholders of its own products, oversized capacity in relation to the carrying capacity of the internal market;

- geographical proximity to customers from neighboring countries so that sometimes the distance between them is much lower than for domestic buyers.

Proactive motivations involve certain requirements such as the endowment with factors of production and use of comparative advantages.

- the supply of raw materials, materials, modern technology, access to financial resources easier compared to the country of origin.

- the use of comparative advantages for business expansion and increasing mass of profit, resulting from the capitalization of advantages with regard to technology, the level of wages, the endowment with natural resources, know-how, trade mark for commercial prestige.

„The infrastructure for the transportation services, telecommunication, electricity, water, gas and waste management are very important for the initiation and development of businesses” (*Milin A., et all, 2009*).

Like all businesses, and those made at the international level generates certain risks:

- dealing with political, economic environments and different national cultural;

- the increase in the number of competitors and increasing difficulties in obtaining information about them thanks to: distance between countries, language differences and different national attitudes that emphasizes these difficulties;

Legend sais that „mititei- mici” (www.wikipedia.org) were invented in the 19th century in a night at the La Iordachi in Bucharest, well-known for its sausages, when the kitchen remained without sausages skin.

The mititei or mici are a Romanian product, a sort of grilled sausages', usually cylindrical, whose composition consists of equal amounts of pork, beef and mutton, plus garlic and black pepper.

2. MATERIALS AND METHODS

Involvement of the organization in its international business brings a number of benefits:

- reduce operational costs due to: purchasing raw materials from other countries or producing goods to countries where labor is cheaper than in their home country;
- increase sales and profits through economies of scale;
- protect the internal market organization by organizations in other countries.

Involvement of the organization in its international business brings a number of benefits:

- competitive minimize risk by choosing a less competitive market.

Like any business conducted internationally and creates some risks:

- facing political, economic and cultural conditions at national level;
- increase the number of competitors and consequently increasing difficulties in obtaining information about their due: the distance between countries, linguistic differences and different national attitudes that emphasize these difficulties;
- different monetary systems that contribute to complicated accounting;
- increasing political risk (political risk means the potential loss of control over company property or benefits due to actions taken by foreign governments).

The importance is how the collected financial resources are managed. If these resources are not used efficiently, the population will feel the tax burden more difficult, it will feel more burdened than in reality (*Remeș, Boiță and Costi, 2014*).

The product is a generic concept (*Florescu, Mâlcome and Pop, 2003*) designating all that is offered by nature or by the market, so it can be noted, purchased or consumed in order to meet a need. By product means anything that can be offered on the market that can attract the interest of purchase for consumption. Any product aims to satisfy a desire or a need. It is characterized by two types of components (*Popescu, 2003*):

- body components, merchandising, data material substance of the product and its packaging: size, shape, structure, color, basis weight, strength, content etc.
- disembodied components that have a direct material support: price, user instructions, the warranty, brand name, etc. manufacturing license

Alongside these elements, the characterization of the product may occur:

■ Communications of the product, which means all information submitted by the manufacturer, distributor or seller final buyer. Product image is the result of mental perception, among the buyers of the product (*Popescu, 2003*). It contains subjective cognitive, affective, social and personal elements.

Sales **promotion** is the set of techniques, actions and means which can cause rapid growth, but provisional and temporary local sales, based on the assumption of a specific strength and punctual potential buyers interested in your product / service.

Sales promotion (*Florescu, Mălcome and Pop, 2003*) use specific equipment and advertising support "to the point of sale" designed separately for each sale separately, such as display cabinets, shelves for display, dummies, posters, sticker's strips, bright strips etc. Interior design, decor and animation techniques feast general atmosphere in the store or at the point of sale are other forms of sales promotion.

Sales promotion tools (*Kotler, Armstrong, 2014*) are used by most organizations. Today, for companies producing consumer goods packaged for sales promotion expenses were accounted on average for 74% of total marketing expenses.

2.1. CASE STUDY. Presentation of the company – Cina Carmangerie S.R.L.

Cina Carmangerie S.R.L. (<https://cluj-napoca.cylex.ro/firma/sc+cina+carmangeriei+srl+cluj-napoca-799946.html>) is a company with Romanian private capital, founded in 1991, the main activity of the company is retail and wholesale of meat and meat products. The main activity carried out by Cina Carmangerie SRL is the wholesale and retail trade, consisting in buying from suppliers of pork and beef carcasses, disassembling them and selling them on for profit. In carrying out the activity, the company may enter into contracts of collaboration and cooperation with individuals or legal entities, Romanian or foreign.

2.2. Target market analysis

If part of the corporations in the world have passed the international phase to market orientation, when they need to address each different foreign markets in the industry, much of the companies, acting on the business environment (*Blaga, 2013*).

The "mititei" or the "mici" dishes are a specialty, made from pork, beef and lamb. They are well known in Romania, being found in the menu Greeks, Serbs, Croats, Turks and Bulgarians. It would be gratifying if this product would appear in the Hungarian market.

The primary objective of this study case is to launch this product on the market in Debrecen (Hungary) and attract more customers by creating a positive impact. This marketing plan was designed and implemented during the period August 2014 - March 2015.

The target market of our product is "meat lovers".

Under existing segmentation meat market in Hungary, SC Cina Carmangerie SRL aims to attract more and more consumers and target market segment concerned is the people consuming meat grilled.

Using the questionnaire below, we segmented target market of Debrecen. Segmentation used by SC Cina Carmangerie SRL is that segmentation where all people are the same and where it takes a special marketing for each person.

Because Debrecen has around 208,000 inhabitants, the number of potential consumers of meat should be about 90%. Since 9 out of 10 people eat meat, we can say that the actual number of potential consumers of the product would be 187,200 people.

Because a large number of buyers are diverse and different in terms of their need, it can be expected that the percentage of occasional or constant consumer of the product would be 35% of meat eaters.

It would therefore be around 64,000 people who would be consistently lower consumer.

If we consider a small package is consumed 4 people per year, it is estimated that sales volumes for the first year would be 11,000 packages. In table nr.1 we can see the trend of consumption estimated target market.

Table 1

The trends of consumption estimated on target market

Name	Year 2014
1) The number of consumers (individuals)	64,000
2) Consumption (package /person)	0.4
3) Anticipated sales (package/kg)	11,000

Source: processing author

2.3. Marketing objectives

A first objective would be intense marketing product promotion to increase more customer interest. The company envisages attracting as many customers as part of special offers, discounts, tastings, and lotteries to form a relationship as close to the customers.

In my opinion, it is an opportunity to launch this product in Debrecen because the existence of this tiny market town is still unknown, massive promotion of the product in the first two quarters leading to gradual growth in sales.

To increase the popularity of the product in Hungary, we need a strong and innovative marketing strategy, which should be as efficient and ingenious advertising effect.

Initially, I rely on the use of billboards, newspapers, advertisements, magazines and other sources of advertising.

For starters, if we introduce this product in Tesco we may rely on a screen using more advertising and advertising posters.

Sales targets are summarized in the table below:

Table 2

Sales target

Month	„Mititei” packages
08.2014	1400
09.2014	1200
10.2014	1000
11.2014	1000
12.2014	1100
01.2015	1500
02.2015	2000
03.2015	1800
The annual amount	11000

Source: processing author

The objectives of the company:

Customer satisfaction by providing them a high quality product.

Educating and informing customers in order to differentiate the product "mititei" with remarkable taste, unique and tasty.

Stepping in advertising campaigns qualitative difference of "mititei" to other similar products of competitors from the market in Debrecen

And not finally, switching to profit even in the first year.

Cina Carmangerie SRL seeks to achieve the following strategic objectives for the period August 2014 - March 2015.

Table 3

Strategic targets

Activity symbol	Targets	Period of time
A	Increase of turnover	August 2014 – march 2015
B	Intense promotion	August 2014
C	Attracting a large number of consumers	October 2014
D	Increase the sale	November 2014
E	Consumer satisfaction	December 2014
F	Achieving breakeven in the investments made with the promotion	February 2015
G	Increasing product awareness	March 2015

Source: processing author

2.4. SWOT Analysis

To accomplish this study of marketing we used SWOT analysis

Table 4

SWOT Analysis

Strength	Weakness
Original and remarkable Taste	The product's reputation is unknown in Hungary
High quality product	Lack of experience studying product launch or a similar product on the Hungarian market
Relatively low price compared to the competition	Do not consume this type of product on your target market
Within walking distance of the market outlets of Debrecen	Consumer habit with similar products marketed our product to potential competitors
The high probability that the "Mititei" to be accepted on the market in Hungary	Consumer perception of product quality
Opportunities	Threats
Having regard to its low price (HUF 950) and the standard of living in	Inability to increase reputation

Hungary, people will be able to purchase this product	
We will build a massive advertising campaign using billboards, newspapers, magazines, advertisements and other advertising sources to increase the product's reputation and popularity	The habit of people to not try and buy new products, in particular elderly people
There are many feasts, festivals and concerts in Hungary, therefore, this is an opportunity for consumption of this type of food	People are skeptical about this new product
Taking into account the "meat lovers" from Hungary, will be huge sales "Mititei" over the long term, especially among students, who are in large numbers and who are always willing to try something new	The possible lack of confidence in the consumption of products exported from Romania to Hungary
Original and remarkable taste	The product's reputation is unknown in Hungary

Source: processing author

2.5. Action plan

To determine the approximate budget for investment promotion, I used an action plan by analyzing over one year of monthly costs in order to have a successful promotion of the product:

Table 5

Action plan

Date	Place	Action	The person responsible for	Cost (HUF)
08.2014	Debrecen	Newspaper advertising:	The marketing department	1000000
		½ page		170 000
		Environmental Panel		50,000
		5000 Folding		

09.2014	Debrecen	Small panel 5000 Folding	The marketing department	170 000 50,000
10.2014	Debrecen	Small panel 5000 folding	The marketing department	170 000 50,000
11.2014	Debrecen	5000 folding	The marketing department	50,000
12.2014	Debrecen	Small panel 5000 folding	The marketing department	68,000 50,000
01.2015	Debrecen	Small panel 5000 folding	The marketing department	68,000 50,000
02.2015	Debrecen	Small panel 5000 folding	The marketing department	68,000 50,000
03.2015	Debrecen	Small panel 5000 folding	The marketing department	68,000 50,000
				1400000 (with VAT)

Source: processing author

■ **Summary of action plan:**

■ Total Cost (with VAT): **1400000 HUF (~28000 RON ~ 8,600 euro)**

■ Total Cost (without VAT): 112000 HUF (~25000 RON)

■ **Folding:**

■ Size: A4

■ Type: 130GSM Gloss

■ Pages: Color

■ Quantity: 5000 pieces

■ Price: £143.75 = 49,192 HUF ~ 50 000 HUF

■ **Source:** <http://www.utharaprint.com/flyers/5000flyers.aspx>

■ **Medium panel:** between \$750 - \$2,000/panel for 4 weeks

■ The Panel chose for this project is US \$ 750 = 169 491,525 HUF ~ 170 000 HUF

■ **Small panel:** between \$300 - \$750/panel for 4 weeks

■ The Panel chose for this project is US \$ 300 = 67 796, 6102 HUF ~ 68 000 HUF

■ **Source:** <http://www.bluelinemedia.com/billboard-advertising>

2.6. Research assumptions

- the main point of purchase of the products is directly on the shelves of supermarkets.
- Weekly consumption of meat is $\frac{3}{4}$ times per week.
- Vegetarians are people who should not consume this product.

A very small part of the population of Debrecen knows this traditional Romanian product "mititei".

The main element that influences the consumption of meat is the price.

2.7. Opinion survey processing

2.7.1 Identification of the problem and determining the scope of the investigation

On the basis of this strategy have drawn up a survey in Debrecen on a sample of 100 people. Survey was designed for knowledge of consumer behavior in Debrecen.

2.7.2 The pole

For the pole it was used a questionnaire with closed questions.

3. DISCUSSIONS

Specific marketing provider of universal service in the new economic context must be the constitutive component of business tourism policy, which to steer the strategy and operational programmers towards the market economy.

As a result of the survey, we see a remarkable result, 100% of respondents said that this product has a very affordable price, has listed several pictures with our product, we will make them look nice and I noticed that a ratio of 98% of those polled would not hesitate in the tasting of this product.

A total of 98 people were potential buyers for this product due to its low price and package you receive, but hopes at the same time as the taste to be as expected.

From the data of this study it can be concluded that private operators have experience in market economies, they developed through the promotion of economic policies based on marketing strategies and targets only profitable services.

CONCLUSIONS

Achieving this study aimed to launch on the external market in the town of Debrecen in Hungary the traditional "Mititei" where the product is non-existent and have successfully

according to research. It was chosen Cina Carmangerie company from Cluj, because, at Cluj Napoca is the biggest producer and distributor of "mititei".

In achieving this study we used an economic analysis of the production company, then we made a plan and a marketing strategy in which I included a SWOT analysis of the product, with all the peculiarities of such an analysis, and in order to promote product market, we developed the action plan determined the approximate budget needed to pass. What is known by any company that wishes competitive without effective promotion can not win in the current economic context, the offer is often too high and too demanding customer. Any business that wants to launch a new product or launch a product "old" in a new market, it needs to consider, market research, development of marketing strategies and product knowledge to potential client, a proper promotion policy and better targeted to attract the consumer.

After drawing up marketing strategy we conducted a survey in Debrecen, target market, on a sample of 100 people, to know consumer behavior with regard to the new product that we would like to launch it and also to promote. The questionnaire included in the sample 44% women and 56% men, and the age of respondents was between 20-30 years.

Following the questionnaire and then interpreting the results we can draw the following conclusions:

- population of Debrecen prefer and consume meat regularly (3-4 times / wk.) 58% of respondents

- that Romanian product "Mititei" is unknown in the market Debrecen in 82%;

- a 98% of those surveyed would not hesitate in tasting the product;

- 100% of respondents said that this product has a very affordable price;

- 98 people can be potential buyers for this product due to low price and gram mage that they receive, but hopes at the same time as the taste to expectations;

- 78% of respondents opted for the answer "probably" thus, noting that the target market population is consuming 58% meat; this is an advantage for the project, only that the launch is needed intensive promotion, given that the product is almost completely unknown prospected market.

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