

AN ACTUAL MAJOR OBJECTIVE: THE NECESSITY OF PERMANENT INCREASE OF COMPETITIVENESS OF WORLDWIDE WINE

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Abstract:

According to the researches and studies made by different bodies of specialty and specialists it is mentioned that in the development of the Romanian wine growing and making department in the short and medium run it persists the vision: creating and maintaining an added value as much as possible inside the country in terms of a superior valuing of the wine growing and marketing potential, increasing the export of the bottled wine and creating an image of quality and excellence around the Romanian wines in the foreign markets.

Key words: *the target market, the market analysis, the direct competition, the SWOT analysis, the audit studies.*

JEL classification: M31

The strategic objective in the next 4 years is the INCREASE OF COMPETITIVENESS both in the INTERNATIONAL and EUROPEAN markets by enacting and putting into practice the most appropriate measures within the context of U.E. integration, as follows:

- Restructuring and remixing the wine growing areas in order to improve the quality of the wine growing types and products for adjusting the offer to the meet the demand's requirement at the international and European level;
- Increasing the investments for modernizing and retechnologizing the wine growing departments;
- Increasing the role and involvement of the producers' organizations in the wine market under economic and legal system;
- Ensuring the assistance on the professional training, specialization and progress of the individuals who work in the wine growing and making department (skills in the new technologies, management, marketing, communication, negotiation etc.), and
- Creating a proper image for Romania by promoting some inland wines of high quality recognized and certified at the international level by participating in fairs, exhibitions and international contest.

These objectives are meant according to the standards established at the national economy level to point out the following aims:

- increasing the exports with an annually average rate of 10-15%, in terms of increasing the consumption in the internal market from 26,6 l/place to 30 l/place (annually average rate of 2,4%);
- increasing the export for the sold turn-over from 10,5% to 20%;

- increasing the turn-over with an annually average rate of 1,2%, and in this way it will be up to 3800 thousand hl in 2009 based on the improvement of the productiveness per ha;

- changing the Romanian wines to a new price category at the international level (over 3\$/bottle).

As a result, according to the view forecast, the development of the Romanian wine growing and making department and the strategic objective which need to be achieved in terms of competitiveness, features and linkage of the links in the value chain for the bottled wine in the future will look like in figure 1.

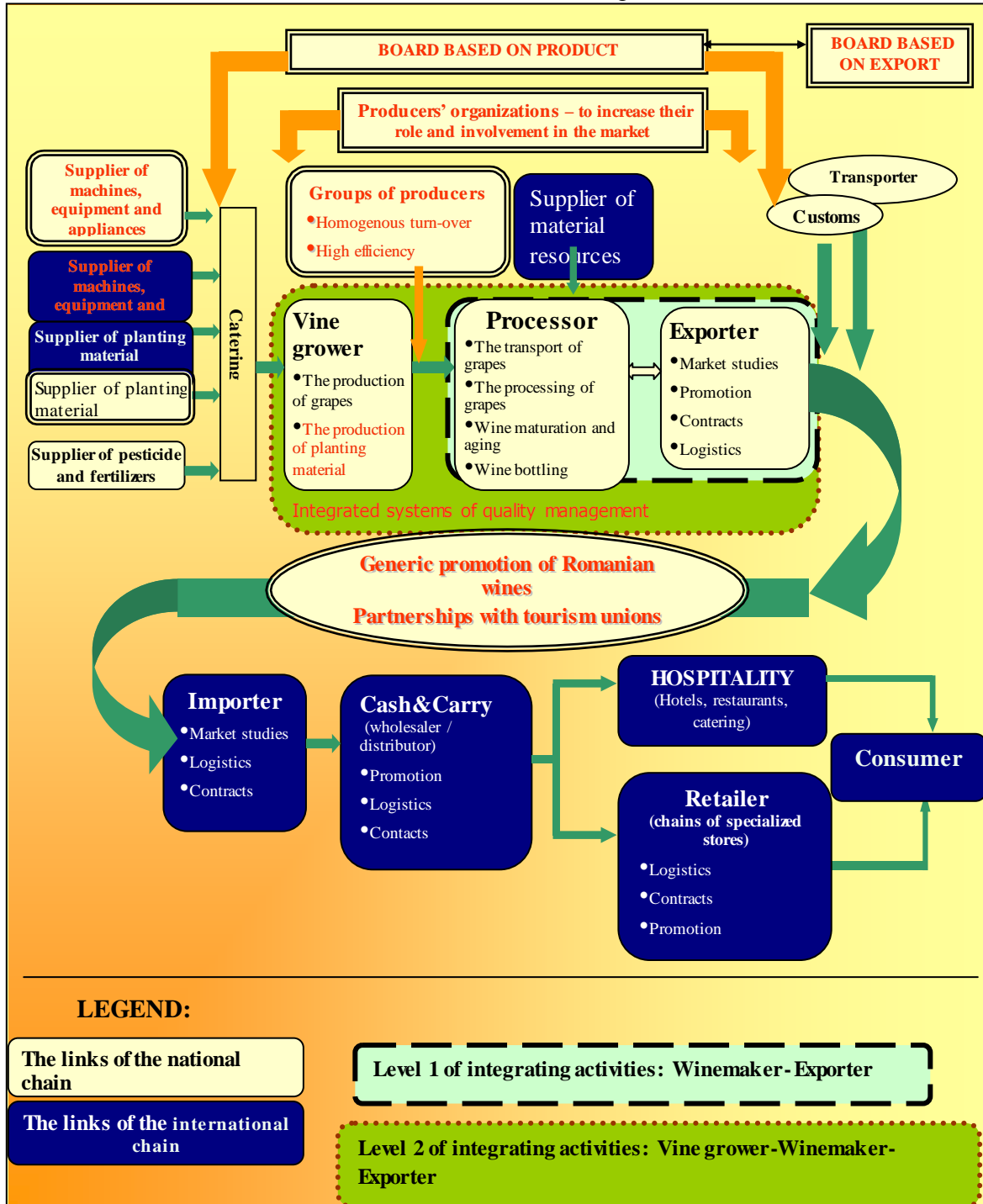


Fig 1– Competitiveness, features and linkage of the links in the value chain for the bottled wine in the future

Developing the export strategy

Analyzing the annual strategy through audit studies and SWOT studies

At the vineyard's level, the wine growing center and the famous producers having a long tradition in the wine export and real possibilities to develop and specialize the turn-over for the internal market and especially for the external market to be exported to the third parties with which they have maintained several commercial relations, it is imposed that in the future, in the Romanian wine growing and making politics, at the level of the company or union, to put into practice the following activities in this strict order:

- **REALIZING A WINE GROWING AND MAKING AUDIT STUDY** able to prove the unit's equipment and efficiency which will be the basis for making and maintaining continuously a competitive wine growing turn-over to meet the requirements of both the internal and external market in which it has already participated and which it wishes to maintain in the future.

- **ELABORATING AN ANNUALLY SWOT ANALYSIS** for the wine growing and making department in which it will be established in each year-development:

- the company's strengths and weaknesses while producing the raw material – high quality grapes and wine preparation in all technological links including capitalization – selling – promotion – sales in terms of wine growing and making elements and marketing;

- opportunities deriving from here and measures which need to be immediately taken to settle, improve and make the wine turn-over for export meet the requirements asked by the external “target” market which the own turn-over has already found as an outlet and which according to the forecast will have a certain stability and development perspective if it could maintain a high competitiveness of its products and services;

- potential threats which the company could face with throughout the entire flow-chain turn-over of grapes and wine and their selling in the national market and especially in the international market taking into account the climate (soils, rains, etc.), wine growing patrimony (the type structure, the rate of replacing the old plantations with new ones, the levels of the turn-over, their quality, the technological capacity at the time of first hand manufacturing, conditioning, establishing, bottling, selling etc.), the competition in the market with other drinks (beer, juices etc.), the introduction in the market of the cheap import wine (the Republic of Moldavia), starting from the conditions of financial category (the high rates of inflation and interest rates which hinder the credit contracts), financial blockage (when the third parties have not paid their share), apparition of new actors in the market (Australia, New Zealand, South Africa, Chile etc.) and direct competition with the producers in U.E. etc.

- analysis of the target market and its eventual redirection (to broaden its access and participation) in the outlets where the products made by the company could be well delivered and promoted.

According to some recent analyses and researches, at present, the wine exports in Romania as well as the display of the Romanian wines are illustrated by a few “target markets” which need to be immediately developed in terms of their importance: USA, Russia, the United Kingdom, Germany, Japan, China, Israel, Sweden, Finland and Denmark.

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