

**STUDY ABOUT THE CHANGES BROUGHT BY THE PANDEMIC IN AN ECONOMIC UNIT PROFILED IN VEGETABLE CROPS**

**JUGRAVU MARIAN VLAD<sup>1</sup>, AIOANEI DENISA MARIA<sup>1</sup>, BERECICI MIODRAG<sup>1</sup>,  
TÎRNOVAN LENUȚA ADELINA<sup>1</sup>, TONEA ELENA<sup>2\*</sup>**

*<sup>1</sup>University of Life Sciences “King Mihai I” from Timisoara,  
Faculty of Agriculture, Timisoara, Romania*

*<sup>2</sup>University of Life Sciences “King Mihai I” from Timisoara,  
Faculty of Management and Rural Tourism, Timisoara, Romania*

*\*Corresponding author’s e-mail: elenatonea@usvt.ro*

***Abstract:** This study aims to do an analysis of the evolution of the vegetable market before and after the COVID-19 pandemic. During the pandemic, many companies closed, but some not only managed to maintain open, but also prospered during that period. Therefore, we aim to observe whether the analyzed company decreased, remained the same, or managed to evolve during this period.*

**Key words:** *vegetables, cabbage, profit, pandemic, expenses*

**INTRODUCTION**

The quarantine period, but especially post-quarantine, has brought many changes in the national economy. Thus, businesses based on vegetable production had to adapt their activity, through changes in marketing and promotions of products sold. These promotions spread very quickly on social networks and in the online environment, achieving the desired effect - a high popularity and effectiveness [6].

Therefore, only firms and companies that managed to effectively create an impact image, and had a well-developed management, managed to overcome the difficulties caused by the COVID-19 pandemic. Also, a large share was the activity carried out before the pandemic and the segment of buyers already existing. At the same time, the attitude towards customers and professionalism were key points in maintaining the market in continuous development and adaptation [8,12].

Another important factor was the management and financial situation of each firm or company, some of which have success and prosperity, and others, unfortunately, reaching the bankruptcy threshold.

Unfortunately, this economic segment has suffered greatly, due to the price increases preceded by the various crises that have occurred during the COVID-19 pandemic. The increase in prices, especially for basic foods, directly affected the customer who no longer put a high price on quality, but on quantity. The limitation of the operating hours of the physical stores, caused the demand to be channeled to the online platforms, managed by companies that had the option of online purchases [9,15].

Rădoi S.R.L. is a company based on vegetables from Dâmbovița county, which in a relatively short period of time, managed to expand over a fairly large area with the activity it provides. The company benefits from private capital and finds its beginnings of activity in 2015.

The Rădoi farm has a varied range of vegetables, thus covering a large part of customer and market requirements. The diversity of the products that the company grows and markets ensures financial stability in case a type of product does not achieve the expected production, due to different factors that may occur in agriculture, such as: diseases, pests, temperature variations. The company's product portfolio includes: potatoes, cabbage, cauliflower, eggplant, tomatoes, celery and carrots.

The basic culture of Rădoi farm is cabbage, the other crops listed above being auxiliary, cultivating only on smaller areas. Therefore, they focus on a wide range of cabbage hybrids, mainly round cabbage hybrids such as: Bucharest, Beverly Hills, Sankto, Sarmali, and flat one hybrids: Autumn Queen and King.

The company has a structure consisting of: administrator, agronomist engineer, 10 workers, 2 freight forwarders.

The technology park consists of modern equipment, designed to facilitate field work, and mainly to minimize manual work. Also, due to the high-performance agricultural machines, several works are performed in a single pass, the costs of setting up the crops being thus reduced, and the running-in of the machines and equipment being kept at a profitable level.

Production is capitalized both wholesale and on the basis of contracts concluded with large chain stores, for example: Penny, Profi, Lidl.

### MATERIALS AND METHODS

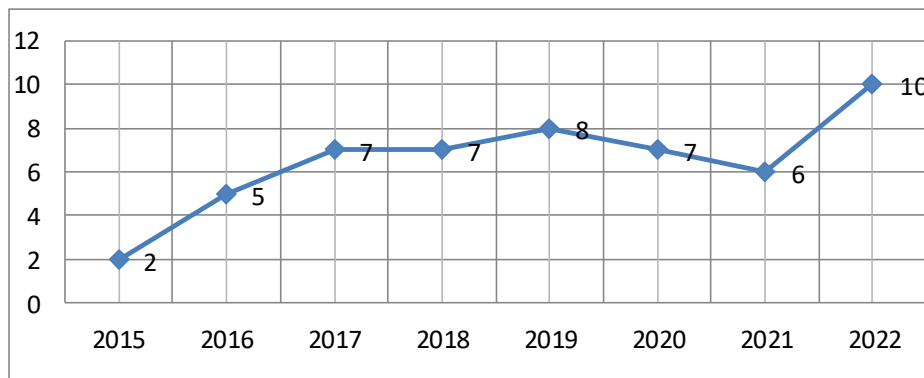
The farm aims to offer the customer healthier food, of a higher quality, wanting to promote Romanian products. Given that establishment of crops also requires manual labor, jobs are automatically created. In the future, the farm plans to expand its activity and technological flow by organizing a vegetable processing line, managing to achieve a higher profit [10,11].

Rădoi SRL wants to become an important factor both in the economic-financial market and in terms of protecting the environment. Through the activity performed by the farm, as well as through its presence on the labor market, it contributes to the country's economy. The arrangement of a high-performance technological park brings an contribution to the reduction of the noxious fumes caused by the old and used agricultural equipment. These being modern and making fewer passages in the technological process, have led to a reduction in the level of pollution and degradation of both the environment and human health.

In the following, various graphs are presented that summarize in a succinct way, all the important pillars of the Rădoi SRL company.

### RESEARCH RESULTS

In what follows, the evolution of the company in recent years will be presented.



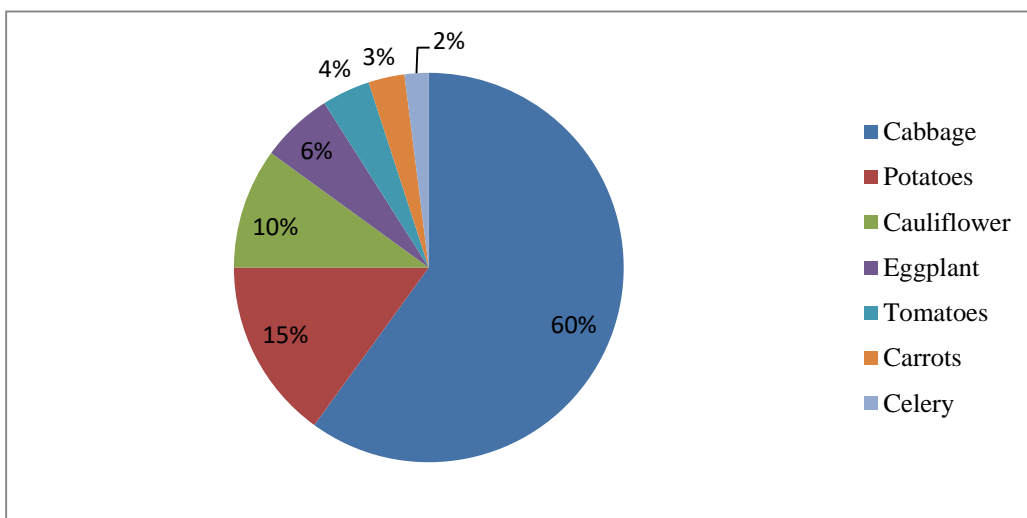
**Figure 1. The average number of employees**

*Source: data provided by the company*

Figure no. 1 shows the number of employees over a period of 8 years, namely from the establishment of the company until 2022, with a slight decrease in staff during the COVID-19 pandemic. After the end of the pandemic, the company managed to recover the

necessary number of employees, registering a significant increase, from 6 employees in 2021, to 10 employees in 2022.

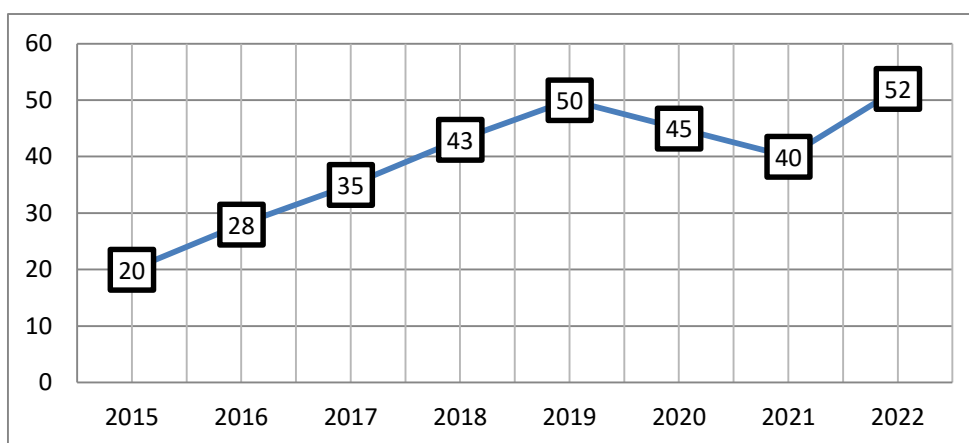
In Figure no. 2, the surface covered by crops can be observed as a percentage. Out of a total of 100%, the largest share is the cabbage crop having 60%, and the lowest share is the celery with 2%.



**Figure 2. Surface covered by crops**

*Source: data provided by the company*

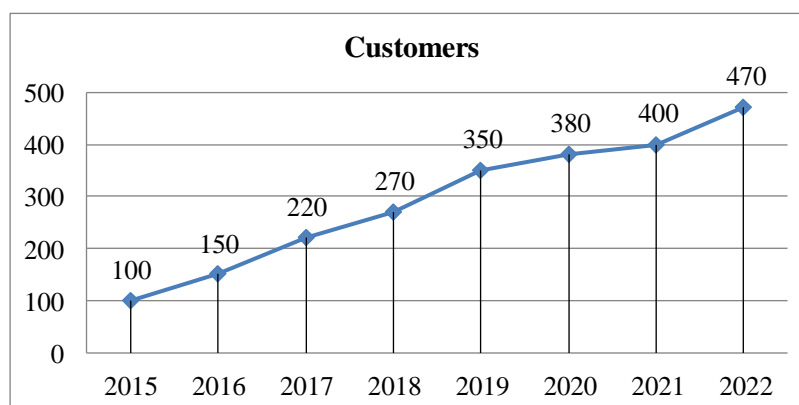
Figure no. 3 represents the number of hectares owned by the company, from its beginning until 2022. A substantial increase in areas can be observed until 2019. Due to the emergence of the pandemic and the decrease in the number of employees, as can be seen in table no. 1, the company had to reduce the area worked. But after the restoration of the staff in 2022, it managed to add another 2 hectares compared to 2019.



**Figure 3. Number of hectares (ha)**

*Source: data provided by the company*

From Figure no. 4, it can be seen that the company, in its first year of operation, had 100 customers, increasing every year by 50-80. During the COVID-19 pandemic, the average number of customers decreased, being between 20-30, after which it increased again to 70 customers, thus reaching, in 2022 to 470 customers.



**Figure 4. The average number of customers**

*Source: data provided by the company*

## CONCLUSIONS

Therefore, the company analyzed by us managed not only to survive this difficult period resulting from the pandemic, but also to thrive on the economic-financial market in Romania, due to the skills and management spirit of the Rădoi S.R.L.

This team understood, during the COVID-19 pandemic, that an important factor is the promotion of products and the creation of an image on social networks and in the online environment. By investing time and work in this sector, they have managed to gain a lot of popularity among customers.

The growing concern of people regarding the quality of food has facilitated the demand for products that are as natural as possible, free from chemical substances. These products are found only at local producers, who use a biological and non-polluting technology. Large-scale information on the safety of food in terms of the content of substances harmful to the body has led to an education of the final consumer, so that he opts for quality, and not for quantity.

All these factors contributed to the success of Rădoi S.R.L., which managed not only to overcome the pandemic period, but also to ensure a promising future.

## REFERENCES

- [1]. CRISTA M., SÎRBU C., TONEA E., 2019, Economic-financial analysis, support of any business ideas, *Lucrări Științifice Management Agricol*, 20(3), 232
- [2]. GHOSH S, 2021, Financial management and management accounting, [pkcollegecontai.dspaces.org](http://pkcollegecontai.dspaces.org)
- [3]. LOVELOCK C., 2021, Insight: Business Analysis. *ITNOW*, 63(2)
- [4]. MOSCU D.M., 2020, Consultancy Activities in the Management of Economic Entities in Romania. *EIRP Proceedings*, 15(1)
- [5]. TOLE F.E., CĂLUGĂRU A.G. et al., 2022, Study on the changes brought by the pandemic in an economic unit with a landscape profile, *Agricultural Management/ Lucrări Științifice, Seria I, Vol. XXIV (3)*
- [6]. TONEA E. et al., 2021, How was the corona pandemic perceived by the Romanian business environment?, *Agricultural Management/ Lucrări Științifice Seria I, Management Agricol*, 23(2)
- [7].\*\*\*, <https://www.europarl.europa.eu/news/ro/headlines/economy/20200513STO79012/covid-19-planul-uniunii-de-redresare-economica>

- [8]. \*\*\*, <https://www.consilium.europa.eu/ro/policies/coronavirus/covid-19-economy/>
- [9]. \*\*\*, <https://www.undp.org/sites/g/files/zskgke326/files/migration/md/8fd4c3132ace74fc5b68d79316519743e51bd90246c4221dd6016cb2866b780c.pdf>
- [10]. \*\*\*, <https://insse.ro/cms/files/POCA/Raport-INDD-Orizont2030-27042023.pdf>
- [11]. \*\*\*, <https://www.zf.ro/imm/criza-imm-urilor-micile-afaceri-trebuie-sa-isi-plateasca-datoriile-19928623>
- [12]. \*\*\*, <https://www.contributors.ro/perfidele-efecte-economice-ale-pandemiei/>
- [13]. \*\*\*, [https://www.presidency.ro/files/userfiles/INFORMARE\\_Parlament.pdf](https://www.presidency.ro/files/userfiles/INFORMARE_Parlament.pdf)
- [14]. \*\*\*, [https://www.eib.org/attachments/general/reports/eib\\_activity\\_report\\_2020\\_ro.pdf](https://www.eib.org/attachments/general/reports/eib_activity_report_2020_ro.pdf)
- [15]. \*\*\*, <https://businessmicrocredit.ro/pandemia-de-coronavirus-mareste-preturile-la-alimente/>