

MARKETING STRATEGIES USED BY FIRMS TO REMAIN ON THE MARKET

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Abstract: *The economic performance of a firm is directly related to its capacity of understanding demands and environmental exigencies. Knowing and differentiating the influence of each of the main factors acting on a certain market allow the firm's decision-making aiming at making its activity as profitable as possible. A SWOT analysis is the most important managerial technique used to understand the strategic position of a firm. It is through these methods that a firm's management can anticipate, develop and implement the optimal strategy meant to ensure a firm's prosperity, no matter the field of activity.*

Key words: *marketing, strategies, market.*

INTRODUCTION

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The Flying Fish Guest House has 37 places in double rooms, triple rooms, and suites. [11]

Tourist Attractions:

- The waterfall at Padina Matei;
- The Danube River Straits;
- Baziaș – the entrance point of the Danube River in Romania;
- The fortress of Divici;
- The Nera River Gorges;
- Boating on the Danube River;
- Local flora and fauna;
- Trips to Gârnic (the Padina Matei Cave, the Outlaws' Cave, the Gârnic Mill Compound, the Valea Mare Nature Reserve, the Modavita Rivulet Mill Compound, the Gramesca River Mill Compound);

- Trip to St Elena Czech village.

Archaeological Attractions:

- In Grad, there are the remains of the Dacian fortress of Divici, between river km 1,065 and 1,066, on a triangular rocky hill;
- In Ribiș, a Dacian fortress on the road to Buziaș;
- In Bela Reka, a Dacian-Roman settlement from the 3rd and 4th centuries;
- In Poreca, 1 km from Divici on the road to Baziaș, remains of a Neolithic settlement;
- In Cusatac, 500-600 m from the Divici village centre, they found Hallstatt ceramics and slag;
- In Potoc, east from Divici, south from the road to the Danube River, they found Bronze Age and Iron Age ceramics.

MATERIALS AND METHODS

Examining the factors that determine a firm’s success or failure has determined the development of a specific methodology for the analysis and diagnosis of a firm’s activity. [1, 2, 9]

The analysis method of the environment, competitiveness, and firm is the so-called SWOT analysis. A SWOT analysis is the most important managerial technique used to understand the strategic position of an enterprise. It is through this method that a firm’s management can anticipate changes, and develop and implement the optimal strategy to ensure a firm’s prosperity. [3, 5, 7, 11]

RESEARCH RESULTS

The Flying Fish Guest House is known through its own website and through travel agencies with which it cooperates. Located on the Danube River, it is much appreciated by tourists.

In a society that is increasingly urban, the call of the rural area and of the nature is increasingly stronger. Urban inhabitants return to their original places and, in general, to nature. [10,14,15]

A SWOT analysis aims at studying the main features of an establishment, that can identify it and support it in its future activities. Any tourism enterprise wishes to turn threats into opportunities by using all its resources in the most effective way possible. [4, 6, 8]

The SWOT analysis of the Flying Fish Guest House is shown in Table 1 below.

Table 1.

SWOT Analysis of the Flying Fish Guest House [12]

	Performance			Factor importance		
	High	Medium	Low	High	Medium	Low
LOCATION						
accessibility		X		X		
landscape	X			X		
absence of pollution	X			X		
STAFF						
attitude (friendly, nice, helpful)	X			X		
training		X			X	
motivation	X				X	
COMFORT						
size of areas	X			X		
furniture	X				X	

equipment		X		X		
cleanliness	X			X		
ambiance	X			X		
SERVICES						
quality	X			X		
flexibility		X			X	

The conclusions of the SWOT analysis of the Flying Fish Guest House is shown in Table 2 below.

Table 2.

Conclusions of the SWOT Analysis of the Flying Fish Guest House [13]

Strengths	Weaknesses
<ul style="list-style-type: none"> - The guest house benefits from a modern management; - It provides a wide range of services for advantageous prices; - It has a well-organised management; - It offers services all the year round; - It has a location suitable for tourism services development. 	<ul style="list-style-type: none"> - The only access way is on roads, there is no railway; - Its infrastructure is improper, there is no water supply or sewage system; - There is no gas supply network in the area.
Opportunities	Threats
<ul style="list-style-type: none"> - Using EU and county, regional or national authorities' financing programmes; - Valorising existing tourism routes; - Valorising tourism objectives and national interest areas. 	<ul style="list-style-type: none"> - Competitive prices; - Establishment of the perception of cheap offer for low quality.

CONCLUSIONS

Marketing strategies define the methods, means, and ways necessary to reach marketing goals: they can be market, product, price, distribution, and promotion strategies.

The Flying Fish Guest House provides tourists with relaxation and leisure time opportunities in a natural landscape where comfort and the rustic ambiance of the area mix.

The prices for tourist services observe mainly the price: service quality ratio and are within the range of prices in rural tourism at this level.

The Flying Fish Guest House has its own website providing all necessary information for effective promotion.

As for the services offered by the Flying Fish Guest House, customers purchase them where the tourist provider is, the guest house. It is located in an attractive location where tourists are attracted by the natural potential of the area (the Danube river Straits) and by the rural area features.

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