



# Kolegji AAB

FACULTY OF ECONOMICS -MASTER STUDIES

MANAGEMENT AND INFORMATICS

MASTER THESIS

THEME:

**THE PRODUCT AS THE MARKETING MIX ELEMENT IN THE  
ACTIVITY OF BREAD PRODUCTION**

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## **INTRODUCTION**

Market can never be considered saturated with products, because the consumer always needs them and continually seeks them. In order to meet and adapt the customer's needs and requirements for products, businesses are the one that take care of that and analyze the market before you begin to produce the product. Today, in order to satisfy the requirements and needs of consumers, businesses use marketing, because through it, they are closer to the customer and communicate more easily with them. When I say, they communicate, this means various forms of business communication with the customer, business through marketing by using different forms of promotion and advertising, it informs consumers with quality and product cost price. In addition, by using marketing, business is able to understand the very important elements that help in its longevity in the market. These elements such as supply and demand for products, competition, distribution, business can learn through research marketing. Research marketing are the best way to analyze market and consumer behavior. Marketing has the task by analyzing consumer behavior, by reading what the customer has in head, as he wants the product, and these elements be presented to the business, which then has to produce the product.

In this paper, to analyze the importance of marketing for the product, is the case of bread, where the second part shows how the production of bread is done and what is the importance of the marketing application for this product.

To obtain the results of marketing analysis for the bread product we have analyzed the surveys with consumers and businesses of this product.

## CONCLUSIONS

Marketing nowadays has a great implementation worldwide. The reason is simply that helps businesses communicate with customers and show their product offer to them. Marketing also is in the market of bakery products.

The study conducted for the bakery products market brings the following conclusions:

1. Bread products belong to the group of broad consumer products that must be purchased every day, so the cost of the bread products directly affects the financial aspect of the family.
2. The market for bakery products is up to the private sector and employs a considerable number of laborers and the impact in terms of overall employment.
3. Demand in the market of bakery products depends on several factors, but the most important are these: the cost of the bread products, the quality of bakery products, additional elements (packaging) of bread, the family income.
4. The offer of businesses that deal with the production of bakery products depends on these important factors: demand for bread products, consumer purchasing power, market competition, appropriate business environment.
5. Marketing use in bakery products market brings positive effects for consumers and also for businesses. Consumers can communicate with businesses and to express their dissatisfaction about the quality or prices of the bread, while for businesses the marketing has a positive effect because they promote their products.
6. To promote the products of bread, the businesses utilize various forms of promotion. But the forms of promotion that they use more and consider most suitable for promotion of their products are: advertising (radio, Internet, business cards, billboards, posters in cars etc.) and personal sales (presentations and sales of the products).
7. Most of the buyers of bread products give great importance to bread quality and its packaging.