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FACULTY OF ECONOMICS

MARKETING AND BUSINESS MANAGEMENT

MASTER THESIS

PRODUCT AND PROMOTION - CASE STUDY " PEJA BEER"

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INTRODUCTION

Sales orientation corresponds to the fact that the presence in the market of a large number of similar products or services increases competition. The increased rivalry of hard-earned business entities also complicates competition. Under these circumstances, management of enterprises considers that with an aggressive sale and promotion, it can sell everything that is produced. The sales service is sold to the most important function of the enterprise so that consumers simply shrink, through promotional tools, active pricing and distribution policies, trying to get as many buyers for the products of the enterprise.

The business-to-business point of view, the main concern of the enterprise has the need to sell the products in cash, which is considered as the mission of the enterprise being rounded up when the product is sold to the final consumer or at least when the product is received from the market.

Sales orientation, necessarily, sales personnel, trusts a special role. Role and importance of the market are simply taken from the point of view of sales, and in the lack of research that has to do with the needs, demands and behaviors of consumers. However, although sales service is intensified, promotion and publicity intensify, where the impact on the customer cannot be as obvious and the expected effects are not gained, because in the conditions of free market operation the consumer is the main factor that judges ultimately for the value of the product or service in the market.

The value of the product in the market determines its suitability with the needs, desires, demands and habits of consumers, rather than the aggressiveness and impacts of the sales process. At this point, the importance of promoting the product comes to mind, since we know that the product that is not liked by consumers is of no value, cannot be tempting to market and as such cannot be sold.

CONCLUSIONS

Promoting the product is the key element to be taken, so that consumers are happy with our products.

Every day, we see in the electronic and written media various publicity, we hear many words for many projects, we face different impressions for different products, we also face organized and unorganized personal sales but never do these actions even though these actions are key to knowing a product that meets a long-standing need, key to our conviction, and often reminds us of the forgotten things (products & services).

It really looks like we do this instinctively without even knowing much, everything that comes to us as information in whatever form we are to absorb almost without analyzing. All of these on our side as consumers come almost spontaneously, but on the other hand these actions companies and different organizations, whatever they are, prepare more or less attention and dedication only to their messages coming to us but not only that, they through this tend to make us for ourselves, just to consume what they offer.

Looking at the above-mentioned data, we can conclude that the management of the company "Peja Beer" has always taken into account the quality and the promotion through which have maintained the company's good name. But good product names have created and protected them all the time by applying an appropriate mix marketing strategy in Kosovo and then throughout Europe, but the key and primary element of marketing is that the application is exactly the promotion.

The promotional strategy used with high reliability and with a sharp tactic makes the product and the company become world value.

Good promotion is key to creating the value of "Peja Beer", crucial to the passage of product recognition from a small part of the market in the European market. Then comes the detailed evaluation of the promotion mix and the efficient use of the elements to achieve the maximum promotional effect of the product as at the beginning of its existence when there was much need to inform people about its existence, also later when it was necessary to convince consumers that

exactly Beer Peja is the "healthier" product from others but with the full flavor of "alcoholic drink" and also for the consumer reminders that Beer Peja is on trend.

Commitment to investments in different spheres of public life, engagement in the field of individual professional aids (for those who are interested to distance themselves from beer brewing), various sports and cultural sponsorships are the directions in which the company is hesitant and these directions maximizes its use for the promotion of world-renowned leading brand and also low promotional direct promotion costs due to general restrictions on this industry.

Finally, we can conclude that a thorough and serious engagement of the promotional mix in due time, in the right place and with the appropriate promotional tools is crucial to defining the product's destiny in the world economy. Equally important is the engagement of a promotional strategy in the new world economy followed by the high dynamism of technology development, a strategy which keeps us in the existing product and with a sloping assurance puts us in the market the new product.