



Kolegji AAB

FACULTY OF ECONOMICS

MARKETING AND BUSINESS MANAGEMENT

MASTER THESIS

PRICE AS A PRODUCT ELEMENT - IN GOODS TRADING

Mentor:

Prof. Ass. Dr. Shaip Bytyçi

Candidate:

Lumnije Arifi

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INTRODUCTION

Many people think about marketing just like sales and advertising. And it is not because we are bombarded every day with TV commercials, with offers that come with direct mail, phone calls for sale, and access to sellers via email. Marketing, more than any other business function deals with clients.

In this paper, we will discuss the topic "Price as a product element in goods trading" but we will not only talk about price, but also about products, services, marketing and consumer behavior.

Marketing decisions have a target for the customer. Marketing as a scientific discipline has the object of an economic process linking production with consumption. It has to find ways and means that continually increase the efficiency of the organization's operation in the market.

By introducing the marketing concept, it is intended to show that production is not and should not be merely the result of simply the production process, but it is only a result of market demands and needs. So, the basic motto of the marketing concept would be to maximize profits, but only to maximize the anticipation of meeting customer desires. This means that under the terms of the marketing concept the market subjects on the supply side as the basic motto must have "The customer is always right".

CHAPTER V

Discussion of results, conclusion and recommendation

Conclusion

Based on the hypothesis set out and the findings in the research methods of our research in the field as a result we have come to know that the prices of a product vary widely, are not the same across all enterprises and locations, and consumers complain much about this to the enterprises.

From all that explained above, we can conclude that "price as a product element in goods trading" is the most important element because the price plays a determining role for the buying decision. The buyer is most sensitive to the price of the products he buys more often. The price remains an essential element for the impact on the specific weight on the market and on the profitability of the enterprise. Pricing decisions are rarely optimal. This because;

- The sales price can only be determined on the basis of the purchase price.
- The sales price did not take into account the quick modifications and developments that have occurred in the market.
- The sales price is set without reference to other mix marketing variables.
- The sales price did not take into account the variety of products offered and the market segments.

Situation analysis reflects all relevant market research results in the field of external environment, product, category, consumer competition as well as the threats and opportunities faced by the enterprise. We have come to the conclusion that the economic conditions are not in the level because the average monthly income is very low up to 250 euros for this reason 50% of respondents prefer to buy food and other things only when they need it.