



**FACULTY OF ECONOMICS**

**Program: Marketing and Business Administration**

Master Thesis

**“MARKETING STRATEGIES IN TRAINKOS SH.A”**

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Pristina, 2015

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## **ABSTRACT**

In this paper all the important factors will be studied that influence the implementation of Marketing Strategies in all areas of the business that Trainkos Sh.A owns.

This paper will have as special treatment the Market Analysis which is one of the main points which defines the position of Trainkos Sh.A in the general market for freight conventional transport services, in transport of goods in containers and in transport of the passengers also market segment in which clearly defined the basic strategies that should be followed for each business area of Trainkos Sh.A.

Methods to be used for the design of marketing strategies in Trainkos Sh.A are the collected statistical data by the market as well as from relevant institutions of the data collection, review of the bid and resources matrices, definition of SWOT Analysis to come to conclusions and definition of marketing strategies.

## **1.1 INTRODUCTION**

In this paper we will focus on the treatment of marketing strategies to all services offered by Trainkos Sh.A as to conventional freight transport, transport of goods in containers, passengers' transport and maintenance of rolling stock are treated as special units in the way to have a much more serious treatment.

Trainkos Sh.A as a shareholder society with 100% owned by the Government of the Republic of Kosovo has its activity oriented in the following business areas:

- Transport of conventional freight;
- Transport of goods in containers;
- Transport of passengers and
- Maintenance of rolling stock.

## **12.0 CONCLUSIONS AND RECOMMENDATIONS**

From this work we have understood that the offers are the basis for our main and potential clients is the transport of massive goods respectively with huge capacities and offers of transport door to door which expands our scope in terms of market that we offer our services.

While additional offerings that we can provide these clients are substantial and more brands and through these offers we get the opportunity to increase the value of our services.

Until 2015 we have defined some of our ambitions as a company which we have divided into two levels:

- ✓ Internal growth ambition and
- ✓ External growth ambition

### **Internal growth ambition**

- ✓ By 2016 to have a growing trend of profitability by not falling in any year under the rate of 20%;
- ✓ The trend of increasing sales to be > 20% each year until 2016;
- ✓ Investment rate of return each year to be no lower than 10%;
- ✓ The park of rolling stock to be of the newest technology;
- ✓ To increase the number of wagons;
- ✓ Regeneration and professionalism wide;
- ✓ The creation of our park truck.

### **External growth ambition**

- ✓ By 2016 to create company alliance with the countries of the region to penetrate regional markets;
- ✓ By 2016 the number of our services will increase by offering customs intermediary also for all our customers
- ✓ The increase of our participation in our country's market by 2015 to reach 27% of the total freight market at the country level;
- ✓ Membership in all relevant international institutions.