



BPrAL - PPOHE  
**Kolegji AAB**

FACULTY OF ECONOMICS - MASTER STUDIES

DEPARTEMENT: MARKETING AND BUSINESS MANAGMENT

MASTER THESIS

THEME:

**ROLE AND IMPORTANCE OF MARKETING IN BUSINESS UNITS OF  
RETAIL SALE**

**STUDY CASE ‘VIVA FRESH – STORE’, Kosovo**

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## **INTRODUCTION**

### **GENERAL INTRODUCTION**

The latest developing trends in the market of retail sales in general, technological developments especially in the field of sale services and role of marketing, caused for enterprises to always face with unavoidable and necessary reforms in markets, respectively in the field of retail sale services. The main focus today is in the standards and requests of time, consummatory behavior including all the aspects in the field of trade, development form, time arrangement, based on required standards in market in general and especially in retail market, as a direct relation with the latter consummator. All the business activities that are connected with the sale of products and retail services, their approach is the orientation towards the latter user or final consummator. Business enterprises or retail sales of products can be business units with business access and variable services as, sale unit of food products, hygiene, clothing, electronic products for individual consumption, handicraft units of sale, different accessories etc. All of these, with no exception, unavoidably face with different requests of consummators and it is necessarily required to interfere and adjust to marketing aspect, in order to be competitive in market. As a purpose of study within this theme, will be the role and importance of marketing in the retail sale sector towards the latter user or final consummator, time arrangement with the requests and needs, with marketing components.

## **VI. LAST PART, CONCLUSION AND RECOMMENDATIONS**

### **6. CONCLUSION**

To release this paper work, I've been based on literature of different authors and on internet (Google) regards to the role and importance of marketing in the retail sale units, as a study case VIVA FRESH STORE Kosovo.

The importance of marketing is clearer today. In modern conditions, capabilities and abilities of marketing are always becoming more required by enterprises in the conditions of a market with aggravating competition, also more necessary for people who work or want to be employed easier and faster.

To have capabilities and abilities of marketing, means to understand the needs and desires of others, to have capability of motivation and influence, to have capability of solving remarks or conflicts, and also abilities of presentation.

Marketing is no longer a department of company with a limited number of duties, but it's also a wide part of company by leading the vision of company, mission and strategic plan.

Companies are always communicating more with consummators, in order to understand better their needs and requests.

We operate in a market where competition is very big and we must consider the consummator as primary. By being based on what the consummators require or what businesses must offer, there's a dilemma in our market, because businesses are in such inappropriate position where consummators, daily require and prefer unpredictable stage. How do businesses learn this? Therefore, we must draw attention to the research of market, so that the offer is acceptable, as from the quality or price from consummators.

Only if we compile a clear plan of marketing, the enterprise must have an identity, value and ongoing business in the market.