

DEFINING THE BASIC PROBLEMS OF FOOD PRESERVATION AND MARKETING THAT SHOULD ANALYZE, PROMOTE AND ACHIEVE A REAL IMPACT

Snezana Djokic¹, Srdjan Jovanovic²

Abstract: *Defining the basic problems of food storage and marketing represents the basic task of modern business to create and retain customers, that is, marketing has become its central function, which received a key role in achieving that purpose, which in this case is not the focus, but the activities that are aimed at the safe storage of foodstuffs to the extent that corresponds to the security of the state. In real business life, it is much more difficult to acquire new customers than to keep existing ones. It is even more difficult to recover the lost ones. That's why marketing-oriented companies attach great importance to creating good relationships with existing customers by constantly improving their long-term satisfaction. At the same time, they constantly work to win new customers by creating certain additional values, which do not always have to be in material form, such as: kindness and helpfulness of sellers, beauty and comfort of the sales area, adaptability of working hours, possibility of exchanging goods, etc.*

Keywords: *Marketing, food storage, conditions for non-standard food storage, management.*

1. INTRODUCTORY CONSIDERATIONS

Doing business with special conditions for society is of great importance [1-6]. Everything mentioned falls into the water in relation to existence: Immediate dangers of war, pandemic, Earthquakes, natural disasters, Continuous impact of climate on food production etc. The basic task of their marketing is, therefore, reduced to establishing, developing and commercializing good long-term relationships with customers [7.14].

¹Associate Professor, Nezavisni University Banja Luka, Faculty of Economics Banja Luka, Bosnia and Hercegovina, E-mail: sunce.sunce@yahoo.com

²Assistant Professor, Nezavisni University Banja Luka, Faculty of Economics Banja Luka, Bosnia and Hercegovina

In this way, both parties, the buyer and the producer, should realize their interests [15-20]. The presentation of the producer-consumer connection should take into account:

- Sompany specific profit or other goals,
- Customers satisfying their needs on the one hand, and on the other, such principles do not apply in cases where extraordinary circumstances occur.

For the application of the modern concept of marketing, three basic conditions must be met in the case of the existence of normal conditions:

- The company's activities must be focused on improving customer satisfaction, not convenience for the bidder
- Achieving customer satisfaction must be based on the integrated efforts of all company functions the company must be focused on long-term success, on increasing the number of satisfied and loyal customers through the development and improvement of relations with them.

Extracurricular activities require marketing to:

- Adopting extraordinary measures to promote the rational use of food,
- Food production with minimal investment of resources,
- State redistribution of existing foodstuffs,
- Rationalization of all channels in food production,
- Rationalization of all channels in the redistribution of food.

2. MARKETING IN NON-STANDARD CONDITIONS ON THE BASIS OF FOOD OF THE POPULATION

Marketing in non-standard conditions based on the diet of the population has its own forms, which can be shown in figure 1.

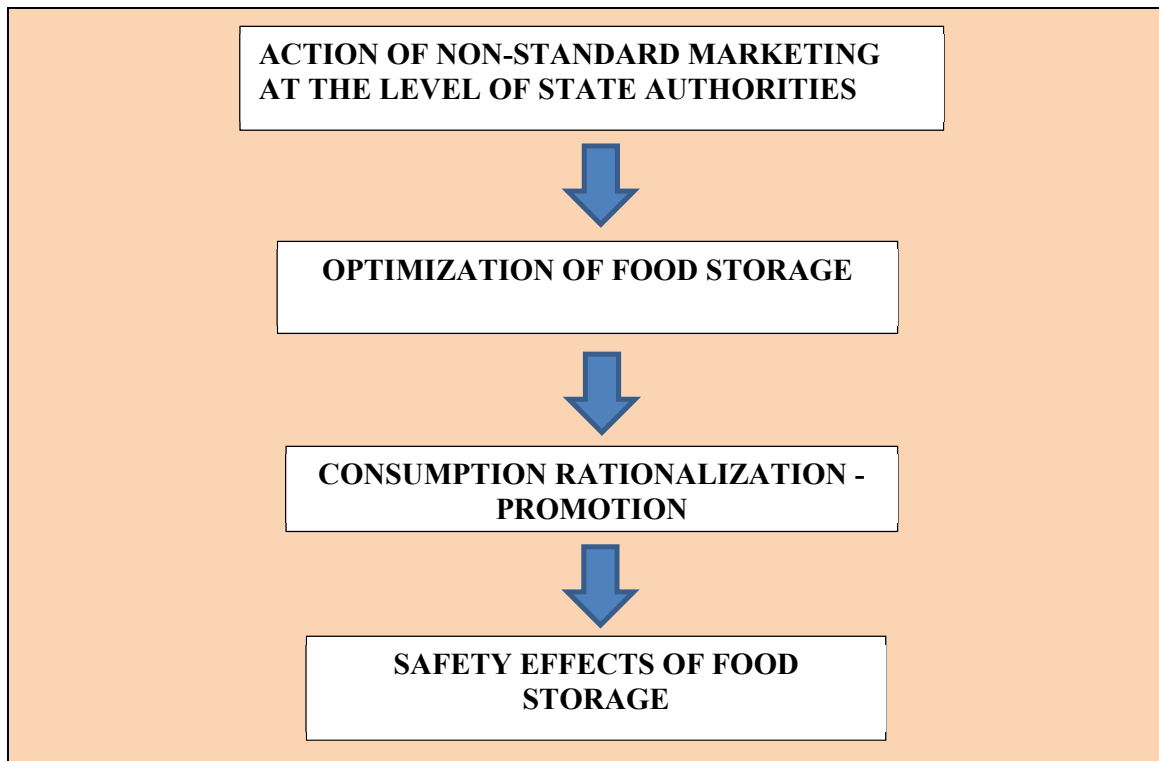


Fig. 1: Presentation of safety effects of food storage, Source: Authors, 2024.

3. CHARACTERISTICS OF THE MARKET OF AGRICULTURAL-FOOD PRODUCTS, I.E. POSSIBLE

1. During the production process, it is not possible to change the quantity of the product in terms of increasing production (it is not possible to change the scope and properties of the product),
2. Technical and technological progress slowly penetrates agriculture (it takes from three to seven years to bring some technological innovation into production - for example, new varieties),
3. New cultivation methods and techniques (ecological production),
4. Agricultural production is dispersed (scattered) - so it is necessary to purchase and collect market surpluses,
5. The market of agricultural products is often not free (state intervention through regulatory-intervention measures),

6. Great uncertainty regarding the effects that will be achieved by the invested production factors - the influence of climate factors and the high risk of production effects.

4. CONCLUSION

In this paper, the authors showed the importance of marketing in conditions that are not standard based on the movement of food, its storage, and that above the optimal level if there is a need for what state bodies bring in their plans. The use of marketing in the sale of basic foodstuffs from the point of view of management security should be viewed as an essential function in any economy. This applies especially to developing countries and countries that strive for accelerated development and integration processes because, as a rule, they have lower means of storing food reserves according to estimated food balances. However, the existence of pandemics, wars, and natural disasters give marketing a new dimension that consists in promoting limited food consumption with strict management of rationalization of food use, which was the focus of this study and which all decision-makers should pay attention to in an economy.

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