

## The Costumers Orientation of Enterprises in Kosovo

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### Abstract

The enterprise wich is market-oriented, as one of the main factors of business, should be focused on costumer's orientation. In a turbulent economic environment the knowledge for customers and for enterprises represents a competing advantage. The main goal of enterprises should be focused on costumer's needs and orientation. Based on this knowledge we can state that knowing the customers is one of the fundamental determinants of the orientation towards customers. Needs and requirements of the customers are not constant, they vary from time to time, and this makes a company change its activities. The aim of this study is to find the right way to guide the enterprise towards meeting the customers' needs and requirements through a scientific approach. We also want to prove that communication between the enterprise and customers is very important in order to meet their needs and interests. As we already know, marketing plays a key role on informing the customers. This will be analyzed in a sample of one of our companies of "Devolli Group". This study will support the hypothesis that the business that is run towards customers becomes a strong base for the successful development of the enterprise and a prior base in a competitive free market.

**Keywords:** Enterprise, orientation, customer.

### Introduction

During the collection, processing, and analysis of collected information to conduct a research on communication between the enterprise and the consumer, we have used various methods such as:

The analytic method of researching the process of the integral system of marketing (IMC) as an advanced communication method between consumers and enterprises;  
The comparative method of data extracted from interviews with managers in the department of marketing in enterprises as well as consumers;

The critical evaluation method - the appearance of problems and recommendations around this issue that will help in identification of problems that are present in the enterprise.

We are relying on the current analysis and the acquired results during the research. For data collection we have used the partial collection of data method - questionnaires. The questionnaires were anonymous and were directed towards marketing department managers of the Devolli Group enterprise as well as regular and potential consumers of this enterprise.

This research is based on two questionnaires where one is designed for the managers of the enterprise and the other is designed for the regular and potential consumers of

the enterprise, in order to extract results that are as objective as possible, in this enterprise, about the important of IMC in communication between the enterprise and the consumers. In this research we have involved the managers of the marketing department of the Devolli Group enterprise, specifically the products Tango and Vita as well as regular and potential consumers of these products. The interviews were conducted in the period between 01.03.2016 and 30.04.2016 with 350 consumers who consume the products of Vita and Tango. The data are displayed using charts and tables. The results are analyzed, compared and discussed from two points of view, the enterprise's point of view as well as the consumer's point of view. Our research was made on two products of the Devolli Group Company, which are: VITA milk and TANGO juices.

### Devolli Group Company

Devolli Group was established by Mr. Ibrahim Devolli in 1990. Since then Devolli Group was transformed into one of the main carriers of economic development in Kosovo and beyond. Devolli Group employs a qualified team of more than 900 employees who are all focused on satisfying the needs of consumers. The prize "The Century International Quality Era Award" was awarded to the company from the organizer BID (Business Initiative Directions) on 18th of April 2005 in a competition of 71 countries.

Moreover, Devolli Group was obliged with "Principles QC100 for the Total Quality Management model". The company won the prestigious prize based on the quality of its products: VITA milk, Dolce Vita fruit juices, and Tango Life, produced with the world's most modern technology - Tetra Pak (world leader in various food product packaging and technology).

**Vita Milk** - Devolli Group, based in Peja, began processing the VITA milk in 19th of November 2003. VITA milk is a result of many years of successful cooperation between Devolli Group Company and the multinational company Tetra Pak. VITA is the first milk product, in Kosovo, processed with modern technology UHT (in ultra-high temperatures) and packaged with Tetra Pak packaging. By going through the UHT system, the milk retains freshness and nutrition for a long time. VITA milk is processed and packaged in the VITA dairy.



Figure 1-2. Vita-Tango product.

This milk is sterilized and homogenized with milk fat of 3.2%, 1.6%, and 0.5%. The objectives of the Devolli Group Company is to inform consumers on the benefits that come from consuming durable milk, which is produced with modern technology of the company cooperating with Tetra Pak. The productivity of the milk's products factory, has a capacity of 12,000 liters.<sup>1</sup>

**Tango Juices** - High quality juices for adults and children. With a productive capacity of 12,000 liters per hour per 1l packaging and 3,200 l per hour per 250 ml packaging, this brand has become famous in Kosovo and Albania, as refreshing, qualitative juices with reasonable prices. By using Tetra Pak technology, these juices are produced according to EU standards. Daily analyses are performed in modern chemical and microbiological laboratories, to ensure that the fruit juice contains the vitamins and nutritional values of the fruit itself.

With the present capacities, and presence in the Kosovo and Albanian markets, the product will soon be found also in neighboring markets.<sup>2</sup>

### Case study (Enterprise's point of view)

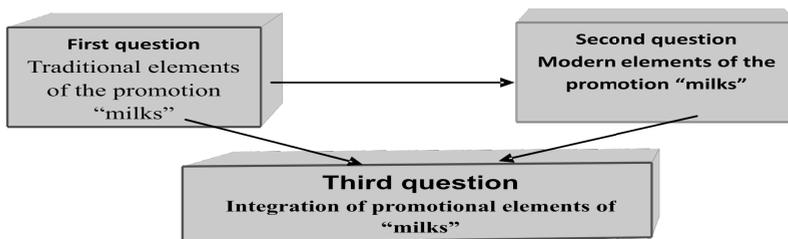
The study was conducted from both points of view: the enterprise's point of view, as well as the consumer's point of view. How the enterprise manages to communicate with the consumers, i.e. promote their products and measure the results for the success or failure of the promotion? During compilation of the questionnaire to interview the marketing department managers, at a specific company, as basis, we have used the conclusions of authors P. R. Smith and J. Taylor about the elements of the "milks" promotion, which includes: personal sales, marketing, sales promotion, direct marketing, public relations, sponsorships, fairs, packaging, points of sale, internet, verbal communication, and corporate identity.

Based on this analysis we have come to three main questions:

Description of IMC - traditional communication between the enterprise and consumers?

Description of IMC - modern communication between the enterprise and consumers?

How much are the means of communication integrated into the marketing of the enterprise?



**Figure 3. Description of the research from the Enterprise's point of view**

As seen in fig. 3. the cooperation between those three questions appears during the

<sup>1</sup> [Http://www.devolligroup.com/al/vita.html](http://www.devolligroup.com/al/vita.html)

<sup>2</sup> [Http://www.devolligroup.com/al/tango.html](http://www.devolligroup.com/al/tango.html)

research. This concludes that the enterprise can choose different forms of traditional communication with the market. Likewise it can use the website as a means of communication with the market. The arrow that links the first question and the second question shows that traditional elements can promote the website while the website can complete traditional elements. Furthermore the enterprise can integrate elements of communication to create a big impact in delivering the message to consumers.

*The first question - description of IMC - traditional communication between the enterprise and the consumers?*

The first question of the research deals with the traditional elements of mixed promotion, which includes:

Personal sale - which includes personal meetings and presentations of the sale, sale through the telephone, video conferences, seminars and conferences;

Advertisement - which includes newspapers, direct mail, brochures, videos, magazines;

Sale promotion - which includes bonuses, discounts, rewards and gifts, competitions, games, lottery, promotional strengthening of sales;

Public relations - which includes relations with the media, relations with the employees, relations with the community, industrial relations, special events;

Sponsorships - it includes sports clubs, cultural programs, education, community, publications; Fairs;

Packaging – it includes: specific design, adaptivity, resilience.

Identity of the enterprise - which includes: logo, the building, transport vehicles, uniforms, literature.

*The second question - description of IMC - modern communication between the enterprise and the consumers?*

The internet is considered a means of modern communication in the market. The enterprise in order to be present should have a website. The second question researches this issue, which includes:

The utilization of the web site - it is used to inform the market, to display different catalogs, to make orders, to support online customers, to get feedback from consumers, product demonstration, visibility of the enterprise/name of the brand, technical assistance;

Functionality of the web site - as a supplement to other elements of mixed promotion;

Reasons to be on the Web - just to justify the presence on the web and/or other reasons;

The use of media to promote the website - media that can promote the website are: magazines, newspapers, personal cards, etc.

*The third question - how integrated are the mixed elements of promotion in communication between the enterprise and the consumers in the marketing of the enterprise?*

Based on literature, the integration of the mixed promotion tools is the third question; models used in integration of mixed promotion elements and most often used mixed promotion elements during planning of the marketing campaign.

### **Case study (The Consumer's point of view)**

The case study from the consumer's point of view is based on the opinions of P.

Kotler and K. L. Keller in the book "Marketing Management", where the result of communication is measured. High ranking managers in the enterprise must know the results and the revenue that results from their investments in communication. After the implementation of the communication plan, communication directors must measure the impact on the target audience. Members of the target audience are asked if they recognize the message or if they remember it, as well as their correct stance on the product and the company. The communicator must also gather measurements of the audience's answer, such as how many people bought the product, if they like it, and if they discussed about it with other people.

### Conclusions

During this study we have stated that the goal of every enterprise is to win as many consumers as possible in order to sell its products. This goal will be achieved only through communication or connection between the enterprise and the consumer. The communication is realized in traditional and modern forms and the integration of those forms in marketing. To strengthen the role of communication between the enterprise and the consumer, we have conducted an analysis in the Kosovar company "Devolli Group", on two of their products: Vita and Tango. From the analysis of this information we have reached the following conclusion. From the acquired results and their analysis during the research, it appears that the company has used all traditional elements during the communication with the consumers. Based on the research there are four main elements that are used during communication with the consumers, such as: personal sale, advertisement, public relations, and sales promotion. This enterprise has used these elements most often during communication. Where in the first place is the advertisement, then sales promotion, personal sale, and the least used is the public relation. The website as means of communication; the enterprise has given very little priority to it, as to be evaluated with the lowest grade. Mainly the website was used to a small extent to inform the market, just to fulfill another element of mixed promotion, just to justify the presence in the web and not for something else; no other media are used to promote the web site.

The integration of means of communication, the enterprise considers as a very important matter. It does not use a specific model; it mostly uses experience and imitation of enterprises. As more important element it considers advertisement, sale promotion, points of sale, fairs, etc.

Based on different authors' theories and their analysis we have, to an extent, managed to argue the thesis that the orientation of Kosovar enterprises towards the consumer is not yet in its highest point and not enough has been done in enterprise-consumer communication. Modern communication is treated merely as an expression and in no way as a skill or strong advantage to influence the demands and wishes of the consumers.

Ultimately, the business directed towards consumers should be the basis of successful development of the business and the basis of competitive advantage.

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