

Implementation of a best management strategy for a milk processing company in Albania

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Abstract

This study provides an overview of the implementation of a best management strategy of the Lufra company in milk processing, although it has marketed high-tech products and owns approximately 75% of the sales market in Albania. This study focused on assessing the current characteristics and conditions of the company and the information was taken from an interview with owner of Lufra. We used the SWOT analysis, which was carried out in the assessment of the characteristics and identified four strategies and the best strategy was chosen mini-max. Also we came to the conclusion that it would allow to increase revenues of the company and consumer safety and at the same time we gave some potential benefits and costs for the realization of this strategy.

Keywords: best management strategy, milk processing, SWOT analysis, increase revenues, consumer safety.

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