



THE DESIGNING AND PROMOTION OF GRANULAR PRODUCTS FROZEN BY FLUIDIZATION

Mihaela Gabriela CHIRILĂ, Ioan TOFAN

UNIVERSITY DUNAREA DE JOS GALATI,
FACULTY FOOD SCIENCE AND ENGINEERING, GALATI, ROMANIA

ABSTRACT

In this paper there is presented a method regarding the way in which the granular products frozen by fluidization may be promoted and designed. The data interpretation is done with the help of some applications of statistic control.

KEYWORDS

Granular products, fluidization, frozen, designing, promotion

1. INTRODUCTION

Marketing research is a relatively new field. Alongside the internal registering system, the market supervision system and the support system of marketing decisions, the marketing research system rounds the general overview of the informational marketing system.

Trying to synthesise the different points of view which exist in the field literature, one may say that the marketing research represents a group of systematic activities concerning the planning, the gathering, recording, processing, analysis and interpretation of the relevant data and information, with a view to promoting the new products on the market.

2. THE STUDY OF THE PROBLEM

A phase which is considered critical in the development of new products is that of the concept of the product. The concept of the product represents the commitment that the product supplies an unfulfilled desire of the consumers, as well as the reasons by means of which these promises are met and a description of all the key elements which must characterize the product.

The essential elements which partake in defining the concept are:

- ✚ the name of the product and its clear description;
- ✚ ratings: competitive product, new or improved and unique;
- ✚ attributes regarding certain benefits, such as: the performance of the product; ratings such as: superior, fresher, protective, etc.;
- ✚ reasons by means of which the making of the product is ensured: technical performance, the special quality of the ingredients, using special qualities, special characteristics of the product, etc.

Rules employed in writing the concept:

- ✚ Defining the concept is based on the consumers' needs and not on technological aspects;

- ✚ It is used a language which anybody can understand;
- ✚ The essential aspects of the product are emphasised;
- ✚ The quality of the product is realistically defined, etc.

After defining it, the concept is assessed by means of market researches, using different methods: face-to-face interviews, mail, e-mail, telephone, analysis groups (focus groups), testing the product on n consumers from the market segment under discussion.

3. ANALYSES, DISCUSSIONS, APPROACHES, INTERPRETATIONS THE CONCEPT OF THE PRODUCT

A. The description of the product

The granular products frozen by fluidization are of superior quality because they maintain their tissue integrity and organoleptic qualities.

| NEW PRODUCT | EXPANDING THE ASSORTMENT | IMPROVING THE PRODUCT |
|-------------|--------------------------|-----------------------|
| - | - | X |

B. The target market segment

- a. retail sale:
- b. food service: hostels, hospitals, army, asylums:
- c. wholesale:

C. The sale price, the cost of the product, gross limits

| | SUPERIOR | INFERIOR | ESTIMATED |
|-------------------------|----------|----------|-----------|
| SALE PRICE | | | X |
| THE COST OF THE PRODUCT | | | X |
| GROSS LIMITS | | | X |

D. The applied questionnaire

- ✚ Question 1: - Do you eat/consume frozen products?
- ✚ Question 2: - What frozen products do you buy?
- ✚ Question 3: - Which are the aspects that you take into consideration when buying a frozen product?
- ✚ Question 4: - When you buy a frozen product, do you look for the name of the producer?
- ✚ Question 5: -Do you think there is any difference between the freezing methods to which a product may be subjected?
- ✚ Question 6: - Are you acquainted with the method of freezing by fluidization and with its benefits?

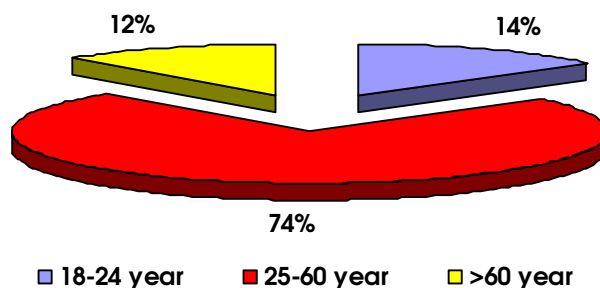


Figure 1. The results of the questionnaire applied in April 2007 in a supermarket in Galati. Question 1

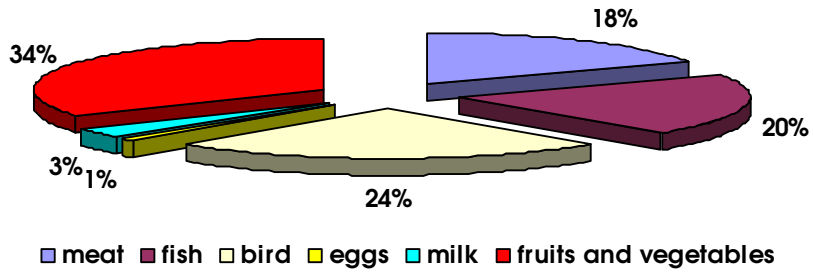


Figure 2. The results of the questionnaire applied in April 2007 in a supermarket in Galati. Question 2

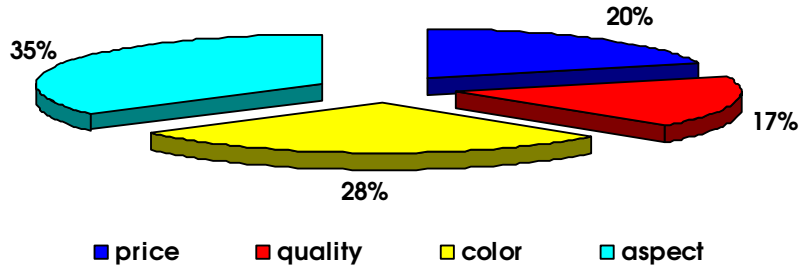


Figure 3. The results of the questionnaire applied in April 2007 in a supermarket in Galati. Question 3

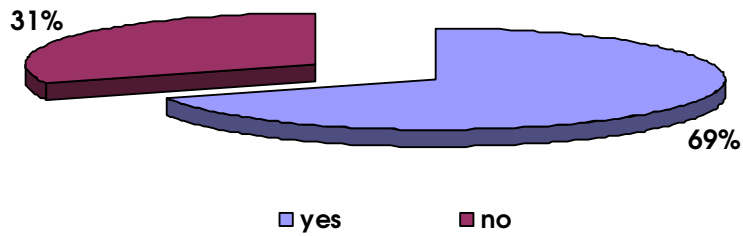


Figure 4. The results of the questionnaire applied in April 2007 in a supermarket in Galati. Question 4

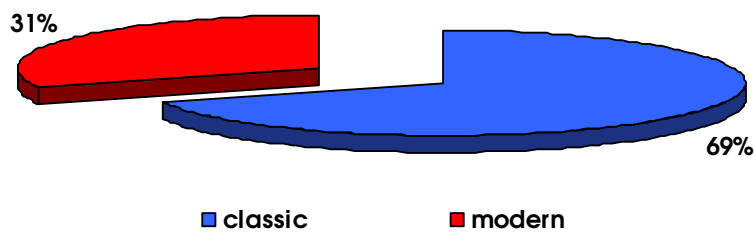


Figure 5. The results of the questionnaire applied in April 2007 in a supermarket in Galati. Question 5

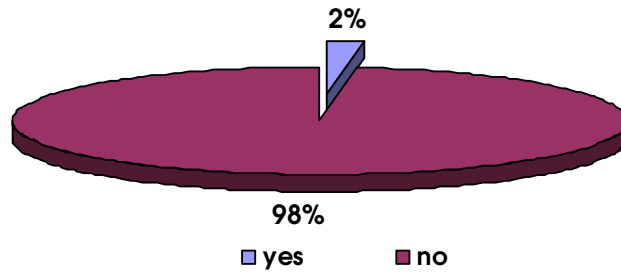


Figure 6. The results of the questionnaire applied in April 2007 in a supermarket in Galati. Question 6

E. The appeal of the product

The appeal of the product may be assessed using a scoring system which takes into consideration a series of aspects such as: the profit, the technical risks, the commercial risk.

| PROFIT | SCORE | | |
|-------------------------------------|--------------|----------|------------|
| | 1 | 3 | 5 |
| Value | Minor | Average | Very great |
| How long it is until its appearance | 5 years | 3 years | 1 year |
| For how long it exists | 1 year | 7 years | Many years |
| The company image | Deteriorates | Sustains | Improves |

TOTAL= 18 points out of 20 POINTS

| Technical risk | SCORE | | | |
|--------------------------|-------------------------------------|---|--|-------------------------------------|
| | 1 | 4 | 7 | 10 |
| Complexity | Major invention | Innovation | Important improvements | Existing technology |
| Competence | Uncertain whether someone may do it | There must be found and hired specialised staff | Specialising the already existing staff | The existing staff is competent |
| Ownership of the product | It is owned by other companies | Open or of public domain | There may be obtained the licence of the product | The licence is owned by the company |

TOTAL= 27 points out of 30 points

| Commercial Risk | SCORE | | | |
|---------------------------|---------------------------------------|--|--|---|
| | 1 | 2 | 3 | 4 |
| Consumer's need | The product is not wanted by anyone | Consumers' needs are already satisfied | Unsatisfied need but which is not well known | Consumers need the product and admit it |
| Sale to present consumers | All consumers will be new | Same market but different consumers | Both present and new consumers | All present consumers will be potential buyers |
| The market tendency | In decline | Unpredictable | Stable, predictable | Expanding |
| Regulations | Unpredictable, with a negative impact | Predictable, with minor negative impact | With no impact on the product | Well defined, may improve the position of the company |
| Competition | One or two major competitors | Numerous aggressive competitors, no major competitor | Few passive competitors | Weak competition |

TOTAL= 16 POINTS OUT OF 30 POINTS

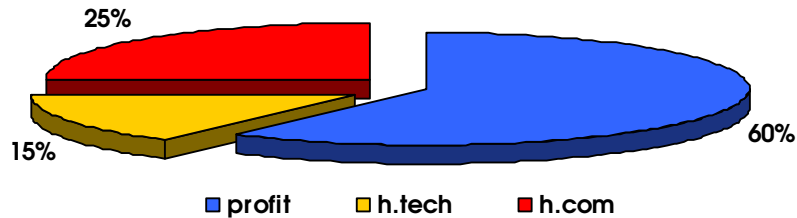


Figure 7. The results of the assessment of the attractiveness of the products frozen by fluidization

3. CONCLUSIONS

As a consequence of the analysis which has been performed, the following conclusions may be drawn:

- ✚ Frozen products are consumed in large proportions;
- ✚ The method of freezing by fluidization is not known by the consumers;
- ✚ People are not interested in the type of freezing applied to foods, paying attention to aspect, quality and the final price of the frozen product;
- ✚ The highest sales are those of fruit and vegetables (32%) and poultry (23%);
- ✚ The promoting of the products frozen by fluidization is possible due to the fact that the method is unknown to the public at large.

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