
BUSINESS IMPROVEMENT IN SWINE MEAT PROCESSING UNITS

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Abstract

Improving business management involves major granting of all segments of pork processing units, through the implemented management measures to maximize economic activity, by improving human resource management, processing and marketing of distribution on the market. It will be implemented on the technological flow of obtaining carcasses, slicing, measures that will contribute to the increase of the recovery yields and to improve the marketing strategies by using the best quality management and for a good traceability of the meat. The strategic directions of processing management must also take into account the focus of marketing strategies on product, sales, marketing, finance and consumers and to improve human resource management will take into account the performance of technological flow, computerization of activities, skill and human resource performance and specialization of production by products and brands. Improving economic activities and maximizing business requires the development of modern marketing strategies and a marketing management plan for the distribution of processed products on the market. The elaboration of a own marketing strategy must avoid the unfavorable effects of the financial activity by updating the objectives to be achieved and the use of new distribution solutions as well as a new conception in the presentation of the swine processing units.

Key words: *swine, processing, meat, business*

INTRODUCTION

Business management involves a series of measures to be adopted and implemented by the swine processing units, for distribution in conditions of maximum economy, considering that many companies of the same profile that try to impose their own products or brands carry out their capitalization activity on the meat market. [1,8,9,12,13]

Improving the business management in the units for obtaining swine carcasses, cutting and processing them involves finding solutions to solve problems, the most important being:

- concluding stabile contracts with production units, which produce healthy piglets from highly prolific sows and which have good feed conversion rates in their youth;
- to diversify its activity according to market requirements;
- elaboration of the marketing plan at the level of processing unit;
- analysis of competition and products offered for consumption;
- adoption and implementation of measures to improve managerial activity in obtaining carcasses, storage, cutting and distribution to the market.

The management methods known in the literature, for business improvement, used in research, must be based on concrete solutions that contribute to maximizing the business and promote their own products/brands on the market in competitive conditions through: [2,3,10,11,14]

- business development according to market trends;
- implementation of managerial measures in the critical control points;
- increase of recovery yields at cutting;
- efficient capitalization of processed products;
- coordinating the marketing activity of the distribution according to the needs of consumers and at competitive prices;

- maximizing the activity in the processing units by improving the management distribution marketing.

Improving the economic activities of swine processing units and maximizing business also involves implementing the best management and developing new marketing strategies and a management plan with multiple possibilities to adapt to the needs of the market for the distribution of sliced or processed products, depending on the needs of consumers from the meat market. [4,5,15,17,18].

The elaboration of any own marketing strategy for the industrial swine processing units will have to avoid the adverse effects of the financial activity by updating the objectives to be achieved and the use of new distribution solutions and will include the obligatory elements of any strategy using all internal information on the obtaining carcasses process and external trends in meat processing in order to achieve marketing objectives. The new specific marketing strategies, the marketing program and the analysis of the concrete results obtained compared to the expected ones must be elaborated so as to contribute to the maximization of the business of the units whose object of activity is the production of carcasses, their processing and distribution. [6,7,16,19].

MATERIAL AND METHOD

The purpose of this scientific approach was to raise managers awareness through the solutions proposed for implementation in processing units, that in order to improve business management must undertake analytical studies on the potential market where they want to capitalize their products or brands, competing companies on the meat market, future consumers, the niche market to which it is addressed, the message and the marketing media. The research objectives regarding the improvement of the business management of the swine processing units mainly focused on the following aspects for which managerial solutions were sought regarding the processing management, the human resources management, the marketing management.

RESEARCH RESULTS

Improving business management in carcass production and swine processing units requires the importance of managerial measures and types of management to be implemented of:

- management of swine processing for obtaining carcasses;
- human resources management;
- distribution marketing management;
- management of capitalization on the meat market.

The management of swine processing, includes in the process of obtaining meat and meat products the following activities:

- obtaining meat at economic yields;
- business development by promoting cut products according to consumer needs;
- improving the economic activity by implementing managerial measures on the technological flow, which would improve the business management;
- improvement of meat cutting and distribution technologies;
- compliance with the requirements regarding the quality and the sanitary-veterinary management.

It is necessary for the improvement of the business management that on the technological flow of obtaining the carcasses to improve the efficient management skills of the processing through (Figure 1.)

- improving recovery yields;

- business growth through sliced and packaged meat products/specialties, through new marketing strategies;
- implementation of the best quality management;
- improving the sanitary-veterinary management;
- ensuring the traceability of meat.

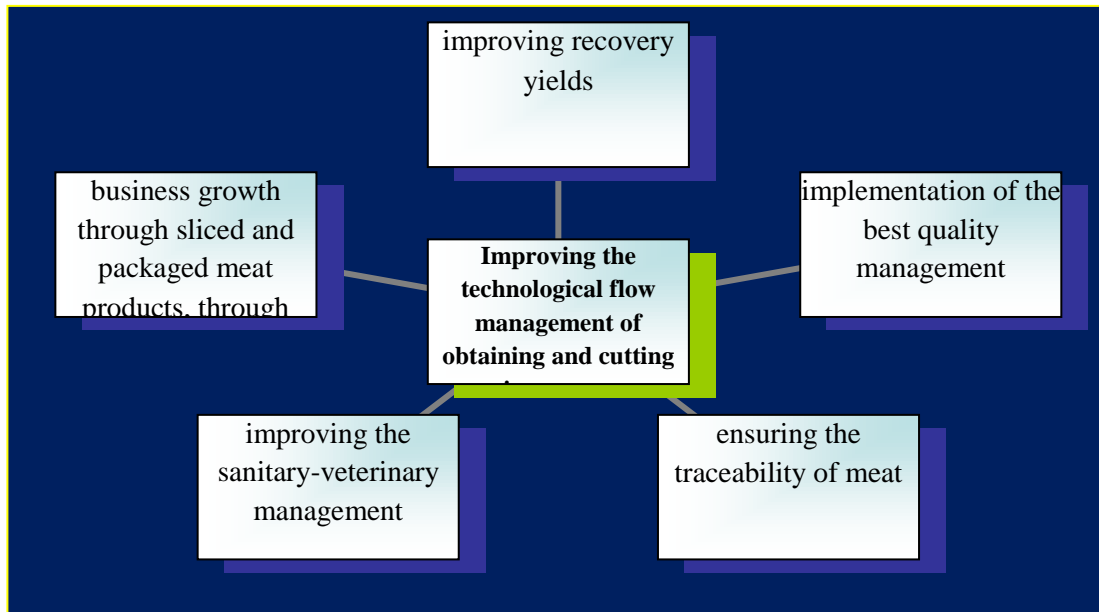


Figure 1. Improving the technological flow management of obtaining and cutting swine carcasses

The strategic directions of processing management will contribute

- to improving business management;
- to maximizing the processing unit if the measures taken will be oriented towards:
- optimization of sacrifices;
- capitalization according to market needs;
- specialization of technological flows for obtaining safe products;
- elaboration of competitive brands;
- finding new market niches;
- direct distribution of products and brands.

We believe that in order to maximize the swine processing business, the strategic directions of processing management must be focused on marketing strategies on the following elements: product, sales, marketing, finance, consumers because:

- processing units centered on product, first purchase the production or buy it on a contract basis and then ensure the distribution;
- processing units centered on sales distribute a large part of their products processed directly through their own stores;
- processing units centered on finances distribute products/brands on the market without problems;
- processing units centered on marketing have their own brands, by improving distribution management, implementing specific strategies;
- processing units whose activity is focused on consumers, carry out forecast studies on meat consumption in potential markets, informing about:
 - a. market trends;
 - b. new guidelines in the meat industry.

The management of human resources within the processing units must include:

- the strategic management of human resources, has the purpose:
 - a. to improve economic activity through specialty recruitment;
 - b. increasing the qualification of the personnel on the flow;
 - c. staff flexibility for different stages of processing process;
 - d. maximizing the business by improving the distribution management as an organizational function of management through:
- quality management, contributes to:
 - a. business maximization;
 - b. increasing the degree of consumer confidence.
- technological globalization, contributes to increasing the processing units economic efficiency and maximizing business through:
 - a. involvement on the technological flow of processing;
 - b. increasing recovery yields;
 - c. technical skills for handling equipment;
 - d. satisfying the requirements of the market through the human resources competence degree.

Human resource management should be addressed in swine processing units also depending on:

- ❖ technological flow performance;
- ❖ performance degree;
- ❖ specialization of production;
- ❖ distribution mode.

Marketing management through marketing practices differs from strategic marketing, because it focuses on consumer preferences from an economic, psychological and sociological perspective and not on goals and planning methods such as strategic. In order to improve the economic activity, maximize the business and for a good production management of the processing unit, we propose the elaboration of a marketing strategy and a management plan for a meat processing unit. The elaboration of its own marketing strategy specific to the processing unit, will avoid the unfavorable effects of the financial activity:

- repeating the strategy;
- implementation of new distribution solutions.

The main premises underlying the marketing strategy must aim at the success of the business: target market, identifying the correspondence that responds to profitability, consumer needs for the products offered and evaluating marketing objectives. The marketing plan of the processing unit to be successful, must be based on the strategy to include: the future position of the processing unit, the steps to be followed to reach the market position. This marketing plan includes the mandatory elements that we consider should include a new approach to meat processing units based on:

- internal and external information about the analysis of the existing situation;
- the purpose of marketing objectives;
- new specific marketing strategies: by product, price, distribution, promotion based on promotional budget, promotional calendar, promotional campaigns for products and brands.
- the marketing program, with concrete actions: launching products/brands - establishing an advertising campaign, promotional sales - establishing promotions; achievable performance - performance monitoring; editing specific concrete program for each processing unit.

- analysis of results through: control of the marketing activity, analysis of the marketing activity in the processing unit subject to the business maximization process through methods of improving marketing management.

CONCLUSIONS

Improving business management in swine industry branch involves giving major importance to all business segments through managerial measures taken to maximize business by improving human resource management, processing, carcasses, cutting and marketing distribution on the market. To improve business management, measures will be implemented to help increase processing production, improve recovery yields and improve marketing strategies by using the best quality and veterinary management for good traceability throughout the meat chain.

The strategic directions of processing management must also take into account the focus of marketing strategies on product, sales, marketing, finance and consumers. In developing their own marketing strategies they will have to avoid the adverse effects of financial activity by updating the objectives to be achieved and using new distribution solutions to which must be added a new approach to their presentation for meat processing units, through the efficient use of internal and external information, the purpose of the marketing objectives, the new specific marketing strategies, the marketing program and the analysis of the results obtained with the expected ones.

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