TRADE COMPANIES MANAGEMENT IN ROMANIA

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Abstract
Beyond the current problems of the crisis, it should be seen as an opportunity to relaunch, a new approach to structure and trade ideas for some companies. Basically, in a time of crisis, the challenge is to change priorities the system structure for the firm to be able to offer consumers what they want.

Keywords: firm trade, management, policy

Introduction
Trade is a very complex field of activity, with a very large inner structure from simple distribution to provide packages of products and services designed to meet the needs and requirements that meet throughout them very different components. Based on such understanding, the trading companies, the main issues relating to improving the management company intended location, size and structure of turnover, sales methods used, the nature of customer services company pricing policy, commercial addition, target clientele, communication policy, the degree of autonomy of the firm, alternative transportation and storage of products, organizational structure, effectiveness of the means used, effort investment, trade and business profitability.

The company can choose the location based on business entry system of their choice, or brownfield greenfield system, isolated or in a shopping center, close to competing or complementary businesses, etc. Improving the management of trading companies can be achieved by choosing the best formula for sale - trade stable, trading at a distance (electron, catalog, etc.) or combination thereof, depending on the specifics of each company. Structure size is dependent on trade company. In large firms can be an organization by function (houses, accounting, personnel, supervision, etc.) and product lines. Also, trading companies can be organized in several districts or several departments, which are divided into districts. Effectiveness is measured by the means used to various indicators: turnover per square meter sales area, sales per employee and turnover per hour of work, personnel expenses relative share of personnel expenses to total commercial addition share of operating costs in turnover, number of turns of the stock, etc..
Although positive trends are evident in the development of trade, we cannot easily get over the problems facing this area of activity:

1. Increased sales volume is the amount, due to the higher prices and not increased, the physical volume of goods traded.
2. Industrial output is insufficient to cover the consumption needs of the internal market.
3. The distribution of sales volume in urban and rural areas is unbalanced. Sales volume in urban areas is 3 times higher than in rural areas, the gap was recorded throughout 2004-2008. This demonstrates the difficulties in organizing logistics chains and trade in rural areas, respectively, the problems facing the rural population in purchasing goods.
4. Unbalanced distribution of investment in commercial infrastructure development during the years 2004-2008, total investment in urban trade was 3.3 billion lei, while investment in the development of rural trade - only 252 billion lei. Investment gap in developing trade volume in urban and rural areas is about 13 times.
5. Weak market power absorption caused by low income population.
6. Lack of adequate institutional and legal framework and a system of cooperation between the organs of control function, which would regulate clearly the role and functions of government bodies involved in developing and implementing policy.
7. Quality infrastructure underdeveloped. The quality of goods offered for sale consumers is a major problem in developing commercial relations. Although there are legal and institutional basis for standardization, metrology and quality assessment, quality infrastructure remains underdeveloped. International experience shows that developing and implementing strategies development of large corporations have generated significant successes in expanding business, despite restrictions on protectionism and geographical boundaries of distance. Modeling strategic management within firms' trade is influenced by specific business characterized by:
   - insufficient volume of industrial production to meet domestic consumption needs;
   - unequal international trade;
   - low labor productivity, respectively, polarization of society into rich and poor;
   - reduced power absorption of the market;
   - dependence on foreign capital and technology trade important;
   - unfair competition on the retail market.

The success of the company's development strategy depends on the availability of trade resources and how to manage their image and reputation of company, experience and skill level of staff. In the strategic management of trade activity is important to assess the results of implementing the development strategy under a system of indicators to enable speed, flexibility and fairness in decision making.

Courses of action to improve the quality of trade services

In order to promote efficient trade management firms have proposed a number of courses of action to improve the quality of trade part:

- The development of domestic trade development policies must take account of the integrity of consumer law and policy in the European Union. It is important to emphasize the "protection of consumer access to justice", which will contribute to the social function of trade. Protecting consumer access to justice and respect for the right to compensation, Consumer Protection Policy will get a sense of transparency, objectivity, clarity and promptly implemented.
- Social responsibility of state must be oriented towards some action to consumer market transparency, as has as freight insurance fund balance, ensuring appropriate quality of goods and services offered to consumers through retail offer, the organization of an information system useful for consumers to protect them from some aggressive marketing practices, etc..
- To increase consumer purchasing power, it is necessary that the state function and exercise intervention in ensuring a consistent price system with consumer purchasing power and quality of goods (especially consumer goods) by developing a formal methodology for determining profit margin.
- Retail development in rural areas can be achieved by combining forms for the organization of retail trade: trade independently associated trade, commerce integrated. Also, it is appropriate to initiate local development programs, training of entrepreneurs in trade areas and the...
creation of endowment offers soft loans for business premises.

• Increased efforts to protect its own economic and internal market through the trade can be an objective of state policy for the development of domestic trade and to stimulate industrial sector.

• Develop and reviving the legal, regulatory and institutional framework is adequate strategic direction that would allow compliance with the economic interests of companies and organization in a transparent way to trade activity, without thereby contribute to the economy and usurping the rights of consumers.

• For companies contributing to sustainable development should be respected by these rules of conduct of the positive environmental impact environmentally, namely: effective use of technical and material consumption of energy and natural resources, contributing to the transfer of modern technologies of importance to both private and public, education and motivation staff according to the concept of social responsibility, research continues on the possibilities minimum waste emission causing environmental harm the environment, special promotion for organic products and thereby boost for producers to increase their portfolio of green products, conducting information campaigns and consumer education for sustainable consumption, etc. responsible choices and purchases.

Conclusions

Overall analysis can be said that the current economic crisis has already left traces, and lack of credit was felt both in distribution and consumption and affected the traditional trade. The real challenge for companies trading in the near future is to find solutions together with producers, promotions that strong, stable partnerships and attractive offers for consumers. Beyond the current problems of the crisis, it should be seen as an opportunity of recovery, a new approach to structure and trade ideas for some companies. Basically, in a time of crisis, the challenge is to change priorities, the system structure for the firm to be able to offer consumers what they want.

The transition to modern trade is not completed, we can say that we are still in a mixture of modern and traditional, but the direction is already set, and the crisis will oblige all those acting in trade to reconsider the philosophy and business values.

By taking into account the trends in world trade will be possible to emphasize the practical side of management and trading companies will set up a commercial management innovation that will mediate the transition to a competitive economy.

References: