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Marketing in the food trade

Introduction

Trade and services fulfills an important role in the development of national economy in Poland. The role of the section of the economy shows two macroeconomic indicators, namely the participation of the section in GDP and the share of the number of employees in a division in the number of employed in total.

Trade has a significant share in both GDP and employment. The contribution of this section in the GDP does not change significantly from year to year and is about 17%. However, you may notice a dynamic increase in the retail sales and wholesale, where it was recorded in 10 years increased by 150%. Also changes significantly the structure of turnover. Specific growth (350%) during the 5-year experienced supermarkets, where the number increased three times.

In marketing, especially large role is played by trade. Direct contact with the ultimate consumer, trade, gives a chance for widespread use of marketing methods. Gives the greatest possibilities in this regard, trade consumer goods, among which the largest share food.

In trade buyers receive services that are the result of adaptation of the market offer products to the needs of buyers in terms of time, place and form. Commerce is responsible for ensuring compliance of their market offering with the needs of buyers carry out its basic functions.

Aim of this paper is to show the role of marketing in the sale of food in the form of more or less processed. For this purpose, used a descriptive analysis method. The analysis included data from sources of official statistics and data and information from the literature. Used data from the most recent surveys, ie for the year 2009.

1. Trade in Poland

The most common form of retail sales in Poland, is selling in stores. At the end of 2009 the estimated number of stores in Poland amounted to 371 839 and was lower than in the previous year by 3.6%. Area sales increased by 1.5%, mainly due to increased surface area of 100 stores and more.

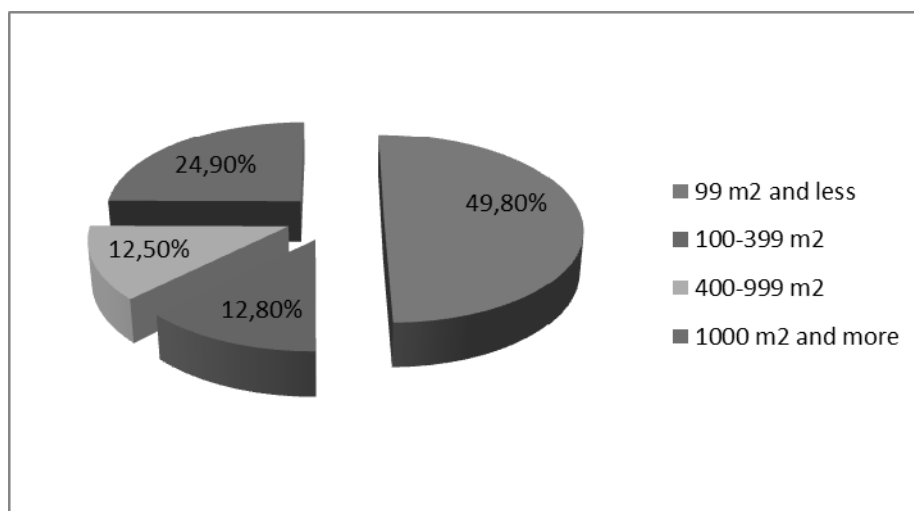


Figure 1. Structure of sales area stores in Poland in 2009

Source: own analysis based on "The Internal Market in 2009", GUS, Warsaw 2010. p.37.

Despite the economic slowdown there has been a decline in the number of stores only in the category of micro enterprises owned stores, which operates nine persons or less (4.9%). The increase in the number of stores (2%) occurred among the companies employing more than 9 persons. The largest increase in the number of stores took place in the category of supermarkets. Over the years 2005-2009 the number increased rapidly and systematically, which is related, inter alia, to the development of commercial networks. At the end of 2009, there were 4,041 stores, which is 11.4% more than in 2008. The largest increase in the number of stores in this category was noted in the voivodeships: Masovian, Silesian and Wielkopolskie. In terms of the number of supermarket stores increased only by 6.9%, while last year increased by 16.9%. Most of the new supermarket was set up in voivodeships: Silesia and Malopolska. In the Kujawo-Pomeranian, Podlaskie and Lubelskie their number remained at the level of 2008.

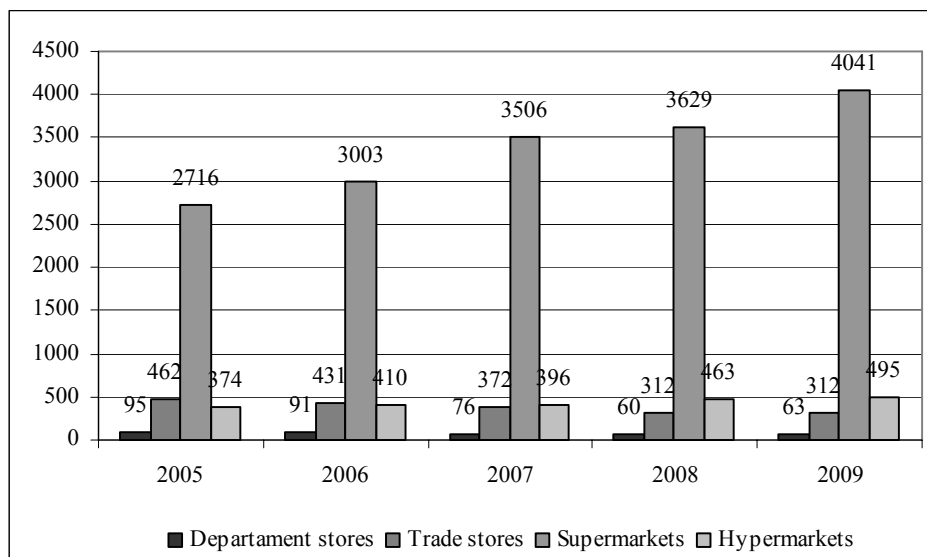


Figure 2. Number of stores by selected organizational forms in the years 2005-2009
Source: own analysis based on "The Internal Market in 2009", GUS, Warsaw 2010. p. 37.

In 2009, retail sales in constant prices realized by commercial and noncommercial company was 1.7% higher than last year. Higher than the average increase in sales reported for non-food consumer goods (2.6%). Sales of alcoholic beverages and tobacco increased in comparison with the previous year by 0.1%, while in the group of food and soft drinks sales declined by 0.2%.

Table 1. Retail sales in 2007-2009, million zł (current prices)

Description	2007	2008	2009
Total	515 654,6	564 665,0	582 774,7
Food and soft drinks	151 150,3	161 795,2	168 489,3
Alcoholic beverages and tobacco products	48 552,0	52 290,6	56 564,5
Non-food goods	315 952,4	350 579,1	357 720,9

Source: own analysis based on "The Internal Market in 2009", GUS, Warsaw 2010. p. 35

In 2009, the structure was dominated by retail sales of consumer goods and services of non-food, which combined share was 61.4%. The share of food sales was not significant and amounted to only about 10% of total retail sales.

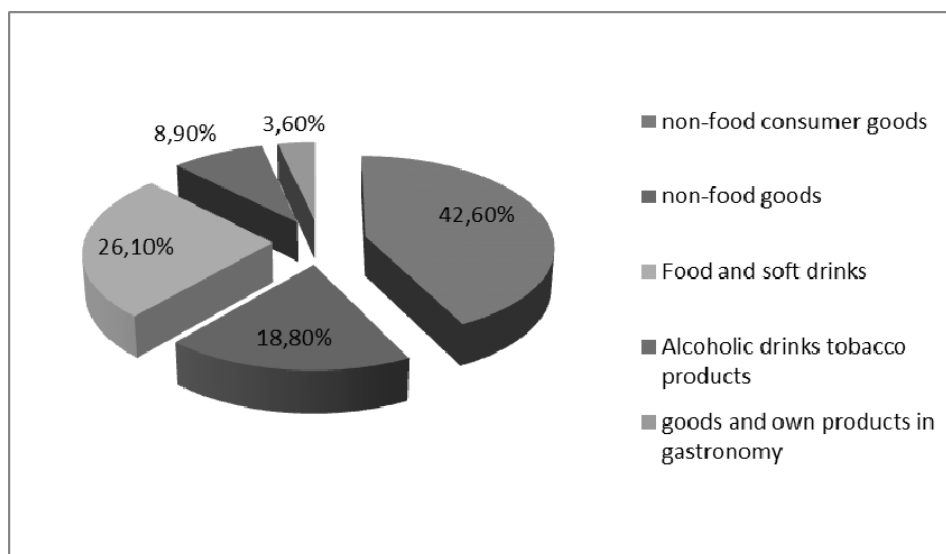


Figure 3. Structure of retail sales in 2009

Source: own analysis based on "The Internal Market in 2009", GUS, Warsaw 2010. p.34.

Wholesale trade plays an important role in the Polish domestic trade. It is active in 98% implemented by the private sector. In the structure of the share of wholesale sales of food and soft drinks accounted for 13.5%, alcoholic beverages - 3.5%, while non-food products - 83.0%. It is a reflection of the needs reported by the retail trade, where the structure is also dominated by sales of non-food sales.

Table 2. Wholesale trade enterprises by groups of goods in 2009 in million zł.

Specification	Total	Food and soft drinks	Alcoholic beverages	Non-food goods
Total	759 814,3	102 465,1	26 677,5	630 671,8
employing more than 49	382 456,2	48 189,5	16 828,1	317 438,6

Source: own analysis based on "The Internal Market in 2009", GUS, Warsaw 2010. p. 44

2. Marketing mix in the retail trade

Marketing activities used in trade are different from the concept of marketing mix 4P. One of the main components of commercial marketing is the image of the retailer, in which image is composed of specially selected set of marketing instruments. In the retail marketing elements of the composition is also referred to as the merchandising mix, which in a narrower sense, relates to interior design shop (visual merchandising), or involves exposure of goods and assortment management.

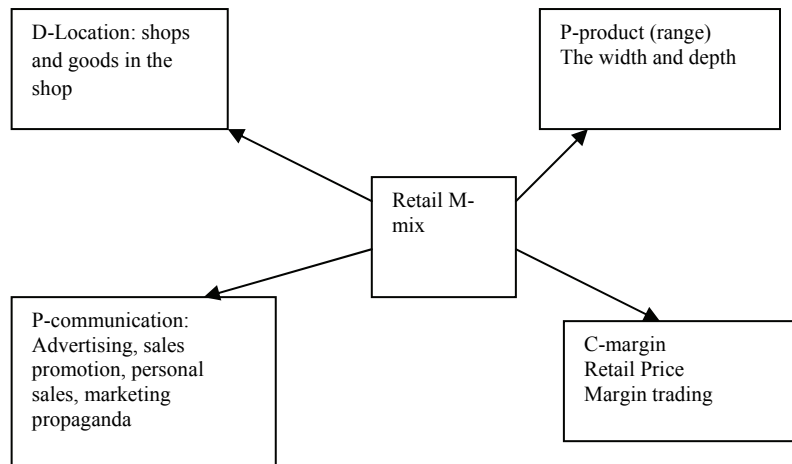


Figure 4. Elements of marketing mix in the retail trade.

Source: Own analysis based on J. Otto, A. Olczak: Marketing in trade and services. Technical University of Łódź. Łódź 2007. p. 43

In broader terms, merchandising mix usually includes four groups of instruments:

- commercial offer - the width and depth of our product range;
- margin - its height;
- communication with buyers - the image of the shop, interior shop, sales promotions, personal selling, advertising;
- technology - network location, logistics, technical equipment shop, handling, etc.

Referring to the concept of marketing mix 4P, individual elements of marketing mix in the retail sector take on a different formula. The product is a commodity in trade, which trade a small degree may be modified - can be repackaged, sold in smaller quantities, or in another set of assortment.

The price depends on the specific policies of trade margins. Retail price is increased by the amount of margin trading, which takes into account the purchase price, other factors such as seasonality, demand elasticity and / or preserve competition.

Distribution in commerce includes two components: the location of commercial and spatial visualization of the goods in the shop, which affects the convenience of buying by customers.

However, promotion of retail trade is the process of communicating with the market. Through a variety of promotion instruments can affect consumer behavior. The

retail sector is also particularly important customer service, sales techniques and additional services provided at points of sale of goods.

In conclusion marketing in the retail sector has to perform two basic tasks:

- to attract customers to the store (the traditional or virtual);
- encourage them to make purchases at the store.

The main elements of marketing in the retail sector include such elements as:

- location;
- image;
- Internal environment;
- assortment;
- stimuli coming from the store;
- relationships with customers and develop loyalty.

These factors tend to customer satisfaction. It occurs when customer expectations are met (or preferably exceeded). A satisfied customer can always return to the store to make a rebuy or recommend it to your friends. Factors affecting the atmosphere, may be:

- optical: color, light intensity, the appearance of objects (size and shape);
- hearing: music (rhythm, style), sound (volume up);
- olfactory: Fragrances (nature, intensity);
- Touch: temperature, texture, touch contact;
- taste: taste experience (nature, intensity).

3. Marketing strategies in trade

One of the main causes of changes in commercial activities is to achieve free movement of products internationally. In such conditions, trading companies change position of passive intermediary in the active page in merchandise trade. Simultaneously create market value and is increasingly affecting the structure of demand and supply.

Should clearly distinguish between corporate strategies wholesale trade from those that deal with the retail trade. The assumption wholesalers operating in the business market to a greater extent than retailers are focused on building and developing relationships with their customers. In turn, retailers are focused more on the point of sale promotion and merchandising.

The development of wholesale trade determines the structure of the economy in both the manufacturing and retail. Wholesale trade in the traditional formula is reduced due to a deterioration in the integration and consolidation in the market. Concentration of lead accumulation and integration of economic resources in a single economic organism and the emergence of a single decision-making center.

In addition to the processes of consolidation and integration of the main factors limiting the wholesale trade include :

- development of information technology and teleinformation;
- development of logistics centers, which take over the function of wholesale distribution;
- development of network forms of retailing;
- development of direct marketing;
- establishment of distribution centers, which are created by manufacturers.

Despite the adverse changes resulting from the reduction of the wholesale distribution channels the company undertake a wide range of innovative marketing strategies. These activities are diverse in nature and depend on the form and position in the market wholesaling industry.

The major strategic changes in wholesale businesses include:

- mergers and acquisitions;
- network forms of wholesale trade;
- creation of trademarks;
- international expansion;
- sales of the system.

Marketing management in retail trade is also a complex process like any other company. In large retail units of strategic marketing activities are developed and implemented at three levels:

- company/group;
- at the level of individual companies forming chains;
- at the level of business units operating in a specific local market.

The main criteria for the classification of marketing strategies in retail trade could include :

- the evolution of changes in retail trade;
- key determinants of business entities;
- organizational form of the trade;
- geographical coverage.

According to the theory of retail change can be divided into four main subjects to which the retail trade:

- natural selection;
- the theory of wheel detail;
- the theory of the accordion;
- life-cycle theory of retail institutions.

All these theories are based on similar assumptions, which indicate the importance of changes in the environment influence the development of the retail trade. Ability to adapt to these changes, most of which were economic and social, is a necessary condition for the existence of the market.

According to T. Wanat determinants of trading companies is:

- modernity - the introduction of ICT innovations, computerization by the retailer;
- diversification - finding the unique features are difficult to imitate;
- low prices - from the top indicate a marketing instrument, which wants to use a retailer;
- promotion at point of sale - is conducting an intensive promotional activities at point of sale with the participation and involvement of the supplier.

Based on these factors, with four types of marketing strategies used by small retailers: moderate, conservative-oriented and price-oriented image (table 5).

Table 3. Types of marketing strategies in retail trade by Wanat

Types of Marketing Strategy	Characteristics
Conservative	Prices medium and high Promotion to a limited extent Limited emphasis on the development Taking action outstanding
Moderate	There are no distinctive features on the market Prices and product range adapted to the general level of market
Price-oriented	Low prices Activity in sales promotions conducted by the supplier
Oriented to image	The emphasis on modernity and distinction in the market Attractive prices in relation to the value offered It is important to promote the store brand

Source: J. Otto, A. Olczak: Marketing in trade and services. Technical University of Lodz. Lodz 2007. p. 173

Depending on the organizational form of the trade can be observed that individuals differ in the extent and type of instruments used in marketing. A detailed list of marketing elements used by the different organizational forms of retail trade are presented in table 6.

Table 4. Marketing elements used by different organizational forms of retailing

Organizational form of retail	Elements of Marketing
Department store	Wide, depth assortment Goods: Clothing, footwear, textiles, appliances, furniture, household chemicals, cosmetics, groceries Type of service: pre-selection, traditional, self-service Additional services: taking orders on the phone, mail, childcare Location: shopping malls, city center Prices: average Sales promotion: wide range
Home Sales	Assortment: 1-2 branches, branch specialization and deep assortment Goods of good quality Prices average and above average

	Location: town centers and / or periphery Promotion: aimed at building a brand and image, customer loyalty promotions, promotional hire purchase Additional services: home delivery, service Customer Service: Pre-Selection and traditional sales qualified
Specialized shop	Assortment of one branch of trade or one group, deep Goods: customized to the specific needs of customers Customer service: a high level Image: the importance of the atmosphere Additional services: the customer can be ordered products in terms of its expectations Location: city centers, shopping malls, commercial galleries Prices: high or average Promotion: aimed at developing relationships with customers, rebates, loyalty discounts.

Source: J. Otto, A. Olczak: Marketing in trade and services. Technical University of Lodz. Lodz 2007. p. 175-176.

Retailers' marketing strategies used in the domestic market differ from the strategy of the international market. Take action on foreign markets due to various factors, referred to as a "push " and "pull ". The factors that "push" resulting from adverse business conditions in their country, are: market saturation, the recession and restrictions. In the group of factors, "pull" are the incentives to invest in foreign markets, because of the favorable situation on them for the company. These include :

- removal of barriers and harmonization of law in international trade;
- untapped potential due to lack of infrastructure and weak competition;
- harmonization of preferences and tastes of customers through global campaigns;
- lowering the cost of transport and ICT infrastructure development;
- the possibility of achieving higher sales and profits;
- increasing the bargaining position of the international manufacturers.

The expansion of commercial companies on the international stage is associated with a specific strategy to enter the foreign market. Retailer can develop through: organic growth, franchising, acquisition, local partner or network.

4. Marketing in the food trade

Already mentioned in the marketing role is particularly large trade. Direct contact with the ultimate consumer, trade, gives a chance for wide application of marketing methods. Offers the greatest potential in this regard, trade consumer goods, among which the largest share of foodstuffs. In trade, the buyer receive services that are the result of the adaptation of market offer products to the needs of buyers in terms of

time, place and form. Trade responsible for ensuring compliance of their market offering with the needs of buyers carry out its basic functions. Retail trade, where consumers tend to buy the food, is very developed, yet extremely diverse. There are many companies and organizations engaged in food retailing, and new ones are emerging.

Stores are characterized specific life cycle, which means that shops are formed, evolve and decline. Older forms of trade, which use traditional methods of customer service and sales techniques, they need to reach full maturity longer than the new. Stores a new type replace traditional stores. Modern shops have to meet the demands of customers and to provide appropriate levels of service.

The retail trade usually offers four types of services:

- self-service - most commonly used in stores selling consumer products, including food, distinguished by relatively low prices as a result of discounts, with customers attracted by the possibility of self-selection of goods, which shorten the time of purchase and saving money;
- self-service with the possibility of support by the supplier - in which customers can always have recourse to the seller, receiving the payment for goods purchased, but it is a form of self-service more expensive, because it requires a broader employment of staff;
- incomplete customer service - in which the sale of various products associated with the provision of additional services such as hire purchase, the possibility of returning the goods, etc., which increases the cost of sales, and thus the price;
- full support for customers - at which the seller accompanied by customers throughout the sales cycle, serving him with advice and assistance, and the high cost of service has caused an increase price.

In the case of food most important is self-service sales and sales of traditional, full service provider of customer and vendor support.

The first method, used mainly by young people, economically active, not having much time for shopping and making them work during the peak of trade, i.e. after work.

The second form, based on the traditional sales primarily benefit older people who like to be served and who have more free time, and therefore it can spend on shopping.

Retail stores can be divided not only on the basis of the level of customer service, but also under the terms of the range of goods offered. There are:

- shops offering a wide range of products, which attaches great importance to interior design, product quality, service, and his image and where profit margins are high;
- exclusive shops, having a narrow range of products where margins are high;
- Shops with a narrow range of goods, which are the specialty stores to mass customers, who attach importance to money, and in which by maintaining

a standard design and centralized sales, advertising and distribution has a low level of margins and prices;

- stores with a wide assortment of goods, maintaining low margins, and commodity prices and persistent image of shops where you can get a "chance".

In the food trade, the most important are the latter two groups of stores, such as specialized shops and general stores, offering a wide assortment of goods.

Although the storefront has dominated sales of food markets, there is also developed sales outside the shop window. In the case of food may include the sale of the following forms:

- market sales and bazaars,
- sales of agricultural food products in the holdings of their producers,
- itinerant and itinerant sales (doorstep)
- mail-order sale of vending machines for sale for home delivery, etc.

In highly developed countries are booming sales of modern forms of food products, resulting in an overall increase in sales outside the shop window.

Sales of food products directly on farms play a greater role, among others due to the desire of consumers to purchase food from a known source and the rise of the so called. healthy food. Not without significance for this form of supply is to increase the vividness of the number of passenger cars owned by individuals, which facilitates communication and transport.

The importance of doorstep selling and itinerant food now plays a small role. Greater significance as a form of supplying the urban population in the potatoes for the winter. Moreover, its example is the sale of ice cream or corn, and soft drinks. Selling food in Poland is not yet developed on a large scale, while growing sales from vending machines. Sales of home delivery of goods ordered in advance online or by phone is growing quite rapidly, especially in larger urban centers.

Retail chain in Poland has been almost fully privatized. A role in the retail co-operatives still play, especially the Consumer Cooperative "Społem". Retailers often make marketing decisions regarding the selection of target market selection in product mix and sourcing, store atmosphere, pricing, promotion and site selection. The decision concerning the choice of target market needs to define the circle of buyers, which plans to operate a shop. For example you can choose between a rich medium or rich clients. Target market should determine the territorial scope of its activities.

Retailers should always carry out research and observation of the market. Their main objective should be to gather opinions about whether the store meets the expectations of its customers. Retail store must always adapt its offer of goods, conditions of sale, and even the appearance of the target market. Proceedings of retailers must be flexible, especially in the food trade. For example, grocery prices have changed over time, even several times a day, to sell goods and to prevent its deterioration. And the need for flexibility to adapt to a changing environment, especially to the competition.

The retailer must sometimes very quickly react to certain moves of competitors, or for example to change laws.

Important are also decide the composition of assortment of products offered. It must be consistent with the expectations of your target market. The range of goods offered is a very important element of competitive grocery stores. The scope of these decisions shall determine the extent of the range (narrow, wide) and depth (shallow, deep). Choosing assortment of goods, be aware of customers' quality requirements. The retailer must choose the source of purchase of goods and determine the purchasing policy. Vendors must also determine the scope of services offered to customers. This can be for example the supply of goods to the house, the possibility of buying on credit. Important is also the atmosphere in the store. Affected by the interior design shop and its equipment. Store atmosphere should be tailored to the target market and should attract customers.

Particularly large role in shaping our market position in retail prices have. Not always is preferable to setting low prices for all goods. Sometimes it is preferable to setting low prices for a selection of goods to attract customers. This purpose is served less well salable, made on various occasions. Retail stores have benefit promotions to maintain its market position, and even reinforce it. The scope of the promotion includes a variety of forms of advertising, as well as adequate preparation for the sales staff of customer service and to apply various measures to promote sales. For the retail establishment has succeeded, it must be well located. The food trade is particularly important to locate the stores near residential neighborhoods.

Grocery chain must be linked to a network of settlement. For large companies the problem is whether to create a network of small shops or a large. Shops should be located so that their maintenance has been the most profitable in terms of promotion and distribution. The size of stores should be associated with a range of shops.

When choosing the location of the planned retail outlets, should take into account the number of passers-by, to analyze customer habits and location of competing facilities.

Wholesale intermediary is an important link between production and retail. It fulfills many functions, which could include: marketing and promotion, purchases of goods and assortment selection, storage, transportation, financing, risk-sharing, to perform other functions of a production such as standardization, packaging, freight processing, creation of commercial ranges, and also receive qualitative market information provided to suppliers (products) and buyers and consultation, and various forms of aid. Wholesalers, retailers often offer assistance in the form of various diverse types of services, staff training, as well as external marketing. There are several types of wholesalers. Depending on the scope of activities distinguished half wholesalers and wholesalers. In addition to wholesale half wholesalers lead a retail sales. However, wholesalers carry only a wholesaler, i.e., large batches of goods.

In the wholesale trade of food products have a large role to meet the Consumer Cooperative. These cooperatives receive products from their members, store them and upright in preparation for sale, take measures to improve the quality of goods, promote them, sell and divide the profits among members. Also there are wholesalers dispatching. In the case of food trade, they play a role in the sale of certain articles, such as baby food, stimulants, spices, dietary foods for diabetics).

In addition, the food brokers and agents act, to fulfill the functions of wholesale trade, but are significantly different from it. Differences lie in the fact that they do not take the goods on their account, and the functions performed by them in the sales process are limited in scope. Their task is to facilitate the buying and selling, for which charge a commission, the task of the broker is to match buyer and seller involved in the negotiations.

Wholesalers usually guided by the location of its facilities to other criteria than retailers. For wholesalers the most important factor is the transport capacity, i.e. the ease of travel, and are thus located at the transportation routes on the outskirts of cities where the cost of maintenance and operation of the premises are lower.

The warehouse activities plays an important role of technical progress affecting the quality of customer service. Particularly important is air conditioned storage, and computerization.

Wholesalers often help retailers, especially the related fixed agreements on cooperation in the implementation of the marketing function. Examples of such actions may perform various types of information and advertising materials, which are transmitted to retailers, organizing promotional events, which also includes a network of retail trade. Wholesalers can also organize training retail employees in marketing, for example preparing them to promote new products.

Support for marketing granted by the wholesale and retailers may be free or be on a partial or full payment.

Possession of shops for the food factories due to tradition and the economic and organizational reasons. Very widespread today throughout the world are private companies craft food processing nearly connected with the shop. So it formed a single, indivisible whole. Therefore it is difficult to imagine functioning without drinking establishments retail outlets.

Due to its location in relation to the home of the food industry retail stores can be divided into two types: the company stores, located in the immediate vicinity of the parent companies and stores field, some distance from the plant.

Company stores should not be treated as ordinary retail outlets. Should meet the essential functions of marketing, whose importance increases as the intensification of competition in the market.

Retail stores should be specific, one of a kind showcase of the company and its products, and show its capabilities. Each such store should be well maintained and

equipped with a pretty clear sign that the given name of the parent company and its trademark. The building cannot be neglected, the environment should be structured, and above all clean and always cleaned up because the store sells food products that require cleanliness.

The company's grocery store, there should be an ideal purity, because based on her appearance customers form their view of the circumstances in which they are manufactured goods produced by the company.

In every store, and especially in a corporate exposure is an important commodity. It should allow customers to make eye contact with the product, which facilitates the selection and purchase decisions. For this reason, all the product ranges offered should be properly arranged and distributed, that the client can see each of them. The arrangement and distribution of goods should induce buyers the impression of abundance and richness of the range.

Company stores should dispose of its commercial offer a full range of products manufactured by the company. It is very important because in addition to the commercial function stores meet also features information and promotion.

The grocery stores in general, and especially in the corporate in-plant shops, should be pretty shop window, placed in a window from the street or in a glazed shop counter. Exhibition site are characteristic of traditional commerce. A more modern stores goods in a special issue with glass counters and refrigerated, which protects the listed products against deterioration. Products placed on the traditional shop windows should always be fresh. This exhibition is very important information and promotion not only for the store, but for the entire enterprise.

In some industries, retail stores (for example meat, confectionary) should be a separate part of consumption, properly equipped, the task of these shops is in fact also functions to restaurants and offering products for consumption on the premises. This same store will be able to fulfill the function of tasting.

New product, before mass production, should be market tested. Of the food industry should use to conduct these tests retail stores. In shops, these can perform various types of promotions, products for example wine tasting, cooking demonstrations, etc. The functions of information and testing company stores should also be implemented by ad hoc or periodic (e.g. monthly) transfer by the stores to the parent company (mobile marketing) comments, opinions and suggestions of customers, which should be carefully analyzed and used to continuously improve the market offer. This can be done in an orderly manner according to the specific form of questions.

Company shop, especially in industries such as meat, dairy, confectionery, or fish, should not be solely a commercial facility. Shops, especially larger, they can also meet the production functions.

Company stores can produce custom products and deliver them to the indicated place of transport company properly labeled. This is an important aspect of advertising. Products should also be supplied in packs labeled brand.

Company store may thus become a specific, small, but an efficient commercial production unit, augments the parent company of food industry.

Retail stores, through their subordination to the leadership of the food industry and by providing them with administrative support, and often thanks to its location on the premises in the vicinity, to lower their own costs, which allows use of lower profit margins and hence lower retail prices. This improves their competitiveness, and creates the image of the store is cheap, accessible to all also for the poorer sections of society.

A direct relationship organization of shop and plant food supply of goods easier and simplifies supply, retail stores are thus able to carry the fresh product, which has a significant impact on consumers' decisions on the purchase. Company stores may be supplied with goods, even several times a day. This facilitates the adjustment of supply to demand and ensure continuity of sales range of manufactured products, and ensures their freshness and quality.

Company stores play an important role in accelerating the flow of commodity - cash, which is important for the economics of the enterprise.

Besides shops, corporate food industry, some companies have stores umbrella or umbrella stands located in large commercial units, for example in department stores. Stores and umbrella stand are among the traders. Exercise over their sponsorship by certain of the food industry consists of supplying these stores with products on the basis of granting them exclusive selling them.

Shops and umbrella stands can at least partially fulfill the functions listed above as appropriate corporate stores. Possession of shops and stalls of patronage is an important factor for a promotional company and its products.

5. Marketing activities in selected markets food products

Marketing on food markets is different depending on which product, the extent to which processed the trades. Meat and its products play a very important role in human diet. Therefore, the marketing of meat products requires special attention. It uses the standard instruments: product, packaging, price, promotion and distribution.

Industry companies and butchers' meat-oriented marketing attach great importance to the structure of the assortment of products offered to consumers, product quality, news, trademark and packaging.

Offer meat products is targeted to customers with different tastes and different financial wealth. Therefore, we need a wide assortment that could cater to the varied needs and tastes of consumers.

A weakness in the marketing activity of meat products including marketing of new products, their development and realization of certain market segments need to have

them. Also, very often the wrong way are fixed prices of new products, because it is determined using a formula based on cost, whereas in a market economy, preference should be demand-pricing formula.

Placing on the market a new product should be preceded by a phase of market testing. The cost of carry is much lower than the financial losses associated with entering the market with an unsuccessful product, unresponsive to consumers. In practice, market-based tests are rarely used to shape the market offer.

The existence of each product is linked to its quality. It is understood in different ways. Often it is associated with the utility of the products or the degree to which they are able to meet the needs of buyers.

The most authoritative assessment of the quality of meat and meat products, consumers appear, revealing that his behavior in the market. The degree of their satisfaction with the quality of evidence: the size of the sale, the amount of reported complaints and the results of market research.

Size of complaints about the quality of meat products is relatively small, much smaller than industrial products. This confirms the good quality of the market offer.

Good quality product is associated by customers with a trade mark of enterprises meat industry. The trademark plays an important role in marketing activities. Many of the meat industry is betting the brand and uses it in their marketing activities.

Packaging of meat products with a different function. Marketing functions (information, promotion, identification and aesthetic) are the meat shields, packaging of meat products packaged and used sales packaging in the retail trade.

The main factor in choosing the features of the product packaging. But they must be taken into account also features marketing packages: the choice of the appropriate size, shape, color and appropriate information, as well as product name, or features that highlight and encourage customers to purchase the product.

Distribution of the meat is expansionary. The disadvantage of these systems is poor penetration of distribution channel a producer-consumer, i.e., the shortest and least expensive. Direct sales to retail stores carry meat plants. The second channel of distribution of meat shops are the meat industry umbrella companies. Distribution of meat may also take place through a network of foreign wholesale and retail trade.

In the distribution of meat and dairy, selective distribution is applied, based largely on specialized commercial network with a strong industry profile.

Promotion of Polish meat products in terms of relations is poorly developed. Advertise announcement enterprises and wholesale meat industry is realized in the form of newspaper advertisements, radio and television. Their disadvantage is limiting the information about the commodity, and the fact that they generally lack the incentives to purchase.

Promotional purposes, also serve the shops and butcher shops interiors unit. On the positive changes noteworthy design, which is an important marketing instrument.

In other marketing activities carried out on fruit and vegetable market. This is mainly due to the different nature of these products - agricultural products are sold in large quantities in unprocessed form to customers by industry, traded goods are living organisms with high sensitivity and perishability. They are also a seasonal product. The production of fruit and vegetables is very fragmented. As a result of yield variability is also characterized by wide fluctuations in supply.

Also in the marketing of fruit and vegetables are used in its basic instruments, such as products, packaging, pricing, promotion and distribution, product management. In the case of fruit and vegetable marketing management product aim at shaping the size of production and its structure, in that it can meet the needs of buyers. In the production structure is important not only to the selection of fruits and vegetables, but also their variations. By the structure of production must be understood to the appropriate distribution of fruit and vegetable production during the year. Also important is the high quality of products.

Also important is the proper preparation of fruit and vegetables for sale. That goal could be activities such as transport, storage, processing (sorting, cleaning, standardization, packaging).

Packaging of fruits and vegetables have a major impact on their sales. There has been extensive development of the packaging company's commercial enterprises, for example cooperative gardening and beekeeping and horticultural farms, especially larger ones.

Prices of fruits and vegetables are shaped in accordance with the rules of the game market, i.e., according to the method of demand. Some share in the decisions of pricing is the method according to prices of competitors. Cost method is usually not at all taken into account. In particular in the trade in fruit and vegetables is often used quantitative and seasonal discounts.

Pricing decisions in the trade of fruit and vegetables must demonstrate a high flexibility and speed. Otherwise, no product sold may deteriorate. Often there is also a need to sell at prices below cost. The aim is to encourage consumers to purchase particular goods of inferior quality. To be able to quick decisions on pricing, they should fall in the larger companies to the lower levels of government. Powers to bargain fruit and vegetables should be given managers of shops, stalls, and even the dealer.

Distribution of fruit and vegetables is very developed and diversified. Large role in her direct sales by agricultural producers to consumers. But the largest share in the distribution and vegetables are brokers. These are mostly small retailers, for example owners of stalls, kiosks and shops fruit and vegetables. Trade in fruits and vegetables are purely private entrepreneurs and traders.

The importance of wholesale trade. It was based on mainly on the network vault belonging to the cooperative gardening and beekeeping, the majority of which have been

liquidated. Currently, fruit and vegetable storehouses carry mainly agricultural producers, but do not have adequate database storage.

Distribution of fruit and vegetables requires new organizational forms. One possible solution is too fruit and vegetables produced in the farms of members of the cooperative. Cooperatives may the storage infrastructure, fine processing, processing facilities for fruits and vegetables, as well as its own network in the EU.

These two examples show how diversity of assortment in the food trade makes diversity marketing efforts. Other options trade of products creates a slightly different products processed on high value added products.

Conclusions

Modern retailing is experiencing a very rapid and far-reaching changes. New forms of trade and the old disappear. There are tendencies to direct sale of food to consumers, or to create the of the food industry and larger farms retail outlets. Becomes shorter and shorter life cycle of retail outlets. Sales outside the shop window is developing in various forms. Competition intensifies. The subject of competition is not only the quality of customer service and range of products, but also advertising and information.

In conclusion marketing in the retail sector has to perform two basic tasks:

- attract customers to the shop (the traditional or virtual);
- encourage them to make purchases in this shop.

Marketing plays a vital role in trade, especially in the food trade. In the business is in direct contact with the buyer the seller is an ideal situation to apply various forms of marketing instruments, such as personal selling, sales promotion, wine tastings, advertising, etc.

The growth of large-format stores makes marketing in the food trade are necessary, and enforce implementation of the activities of a marketing and small shops, residential areas, often micro-enterprises with the status of family businesses. It gives tangible benefits to customers sourcing in these stores.

Summary

The marketing of food products on the market especially large role is played by trade. Direct contact with the ultimate consumer, trade, gives a chance for widespread use of marketing methods. The methods and marketing strategies resulting from the sale of forms and types of units in retail and wholesale. This paper reviews the various combinations of the sale of food products, offering various opportunities for marketing activities.

Retail trade, in which consumers are stocking up on food, is very developed, yet extremely diverse. There are many companies and organizations engaged in the retail sale of food and new ones are emerging. In the event of major importance to food self-service sales, and sales of traditional, full service provider of customer and dealer support. The food trade the most important are two groups of shops, i.e. shops

specialized and general food stores, offering a wide range of goods.

Although sales dominated the market for grocery storefront, there is also developed outside the storefront sale. In highly developed countries rapidly develop modern forms of selling food products, resulting in overall sales growth outside the storefront. In the case of food it can include the following forms of sales: market sales and bazaars, sales of agricultural food products manufacturers in their farms, and otherwise than by itinerant sales (doorstep), mail-order sale of vending machines, sale of home delivery, etc.

Sales of food products directly on farms plays a greater role, among others due to the desire of consumers to buy food from a known source and the rise of the so-called. healthy food. Not without significance for this form of supply is to increase the vividness of the number of cars owned by individuals, which facilitates communication and transport.

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