

ENTREPRENEURSHIP AND URBAN REQUIREMENTS



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Sarajevo, 2019

OBJECTIVES AND RESULTS

- include multiple disciplines and perspectives in discussions of urban agriculture and entrepreneurship
- build the entrepreneurial spirit of students - strengthen the ability of students to overcome barriers
- provide participants with an international experience through the study of case studies from different countries
- ability of participants to argue to promote urban agriculture as an innovative concept of meeting the needs of the local community contributing to the reduction of pollution (transport, waste) and strengthening the health of the population, but also social cohesion
- skills and knowledge necessary for starting your own business, ie strengthening the entrepreneurial spirit

Food production that has nothing to do with classic agricultural production?

Can everyone be engaged in this production - individuals, groups of citizens, children of the institution?

Producing food that better meets the needs of the local community

Food production that is organized in an unusual space and that focuses on better use of space, not land?

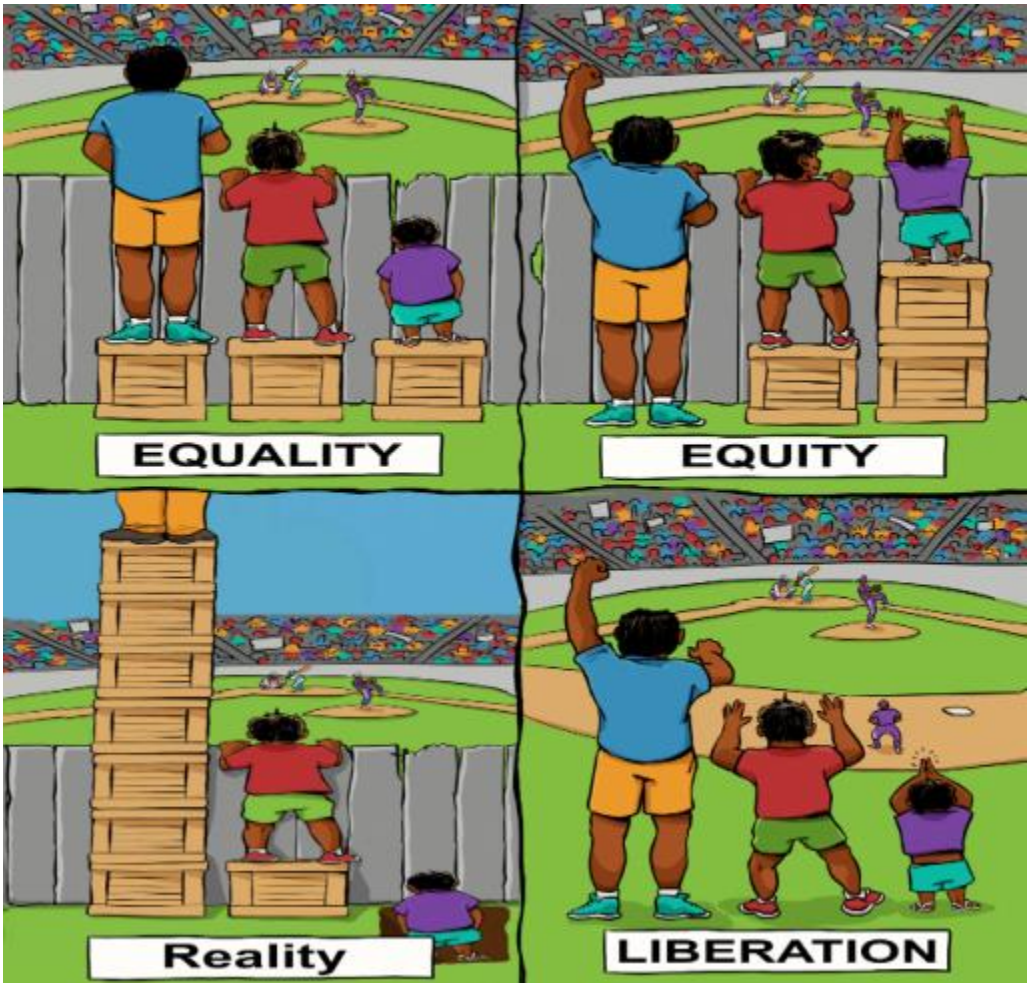
Food production that offers new / innovated products and services obtained through the application of innovative technical and technological methods and business models?

Production that produces the same products as classic agriculture?

Production and distribution of food that reduces transport costs, and increases safety or knowledge of where food comes from, and is associated with complementary branches - recreation, treatment, gastronomic delights, crafts?

Producing food that reduces / uses waste, reduces emissions and reduces water pollution and uses it efficiently?

WHAT IS URBAN AGRICULTURE?



REALITY –

no barriers and inequality
& exclusion – fertile soil for
conflict

SOCIAL JUSTICE –

no barriers is a way to conflict
prevention –
Peace promotion

Urban agriculture is a set of innovative technical-technological solutions in food distribution and consumption that is organized in urban and peri-urban areas.

It focuses on efficient, unconventional and innovatively used space (both vertically and horizontally on land and other surfaces) and that offers products and services that more adequately meet the needs of the local community by providing food from a known source, reduce the need for transport, use water more efficiently and pollute it less, while reducing the production of harmful gases, contribute to reducing pollution in cities, and reduce and / or use waste .

Such production is organized through innovative business models and offers services to the local community, providing the opportunity to generate new income (jobs), offers space for relaxation and "social rehabilitation", education and raises the level of social cohesion by helping all who are excluded or they do not have the same approach.

It is a movement that is emerging, but also a movement that is becoming more important in megacities that are becoming more common.

TYPES OF URBAN AGRICULTURE (UA)

Business activities of urban agriculture (UA) can be grouped in different ways, ie on different bases we can define the types of UA.

Thus, UA business activities can be grouped by size, by proximity to the urban center, by business activities within the value chain, by innovation and the like.

TYPES OF URBAN AGRICULTURE

1

Focus on your own needs / selfconsumption

2

Focus on the market / business oriented

3

Focus on community services / socialy oriented

1

Focus on your own needs / selfconsumption

We use a small space
"at your fingertips",
what we have at our
disposal - we
supplement the diet
and / or use it for
beautification,
treatment, relaxation
and socialization!

"High technology" is
also used. For
example, urban
beekeeping - do it
yourself principle.

They need knowledge,
and they get it by
sharing experiences
and socializing -
socialization is often
the focus.



Fokus na tržište/business oriented

2

Various business activities: small farms, large agribusiness farms, various "table to table" initiatives, catering, special productions, shared gardens, various innovative businesses in terms of food distribution and preparation.



Svojim novim prototipom eko-bašte “Globe/Hedron”, dizajner Antonio Scarponi je otišao i korak dalje. On je u okviru svoje nove bašte uključio i prostor za uzgajanje riba.

Njegova nova rešenja bazirana su na osnovu projekata i rešenja grupacije urbanih uzgajivača hrane u Cirihiu.

Prototip Globe/Hedron “je staklena bašta dizajnirana za organsko uzgajanje ribe i povrća na vrhu generičkih ravnih krovova.

Dizajn je optimizovan na bazi savremenih poljoprivrednih metoda i tehnika za uzgoj ribe gde: voda ishranjuje biljke, a biljke čiste vodu ribama”.

Korišćenjem ove poljoprivredne tehnike prototip Globus/Hedron je optimizovan da u periodu od četiri godiše obezbedi ishranu za četiri porodice.

Ovim projektom moguće je obezbediti 100 kg ribe i 400 kg povrća, od brokolija i blitve preko zime, do paradajza i plavog patlidžana u letnjim mesecima.

Prema Scarponiju geodetski dizajn kupe omogućava da veliki i težak akvarijum ima stabilnost na čvrstom okviru staklenika tako da “vodena farma može biti postavljena na više krovova bez strukturnog dodatnog prilagođavanja zgrade.”

Korišćenje kupole može biti višenamensko.

Kupola može biti opremljena i solarnim panelima i rashladnim turbinama koje bi generisale energiju, a osnovna struktura se može prilagoditi efektu staklene ploče ili izolacionih panela tako da odgovara različitim okruženjima i vremenskim uslovima.

Unutrašnjost može biti konstruisana na različite načine u zavisnosti od cene, ekoloških potreba i adekvatne izolacije. Cela kupola može da se raspakuje i pakuje radi lakšeg transporta i postavljanja.

Prilikom projektovanja bašte Scarponi je uzeo sve u obzir, pa i energiju koja je potrebna za funkcionisanje bašte.

Poslednji testovi bi trebali da daju odgovor da li će solarni paneli postavljeni na kupoli biti dovoljni za energetske održivost, kako bi troškovi održivosti bašte bili svedeni na minimumu.

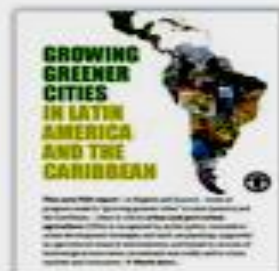
3

Focus on community
services / green
infrastructure / support
/ development



employment, recycles urban wastes, creates greenbelts, and strengthens cities' resilience to climate change.

Latest



Report: Growing greener cities in Latin America and the Caribbean



Guidelines: Work on urban forestry



Paper: Aquaponics in Gaza

Resources



FAO's role in urban agriculture

Urban and peri-urban agriculture (UPA) can be defined as the growing of plants and the raising of animals within and around cities.

Urban and peri-urban agriculture provides food products from different types of crops (grains, root crops, vegetables, mushrooms, fruits), animals (poultry, rabbits, goats, sheep, cattle, pigs, guinea pigs, fish, etc.) as well as non-food products (e.g. aromatic and medicinal herbs, ornamental plants, tree products).

UPA includes trees managed for producing fruit and fuelwood, as well as tree systems integrated and managed with crops (agroforestry) and small-scale aquaculture.

Food security

UPA can make an important contribution to household food security, especially in times of crisis or food shortages.

Produce is either consumed by the producers, or sold in urban markets, such as the increasingly popular weekend farmers' markets found in many cities.

Because locally produced food requires less transportation and refrigeration, it can supply nearby markets with fresher and more nutritious products at competitive prices.

Consumers - especially low-income residents - enjoy easier access to fresh produce, greater choice and better prices.

Urban farming

Vegetables have a short production cycle: some can be harvested within 60 days of planting, so are well suited for urban farming.

Garden plots can be up to 15 times more productive than rural holdings. An area of just one square metre can provide 20 kg of food a year.

Urban vegetable growers spend less on transport, packaging and storage, and can sell directly through street food stands and market stalls. More income goes to them instead of middlemen.

Urban agriculture provides employment and incomes for poor women and other disadvantaged groups.

Horticulture can generate one job every 100 sq m garden in production, input supply, marketing and value-addition from producer to consumer.

Key facts

- Urban agriculture is practised by 800 million people worldwide
- It helps low-income urban residents save money on food purchases
- In many countries, urban agriculture is still informal and sometimes illegal
- FAO promotes policies that recognize urban food production as a legitimate land use and economic activity

Publications



Food for the Cities

Urban and peri-urban forestry in Africa: the outlook for woodfuel

[More publications](#)

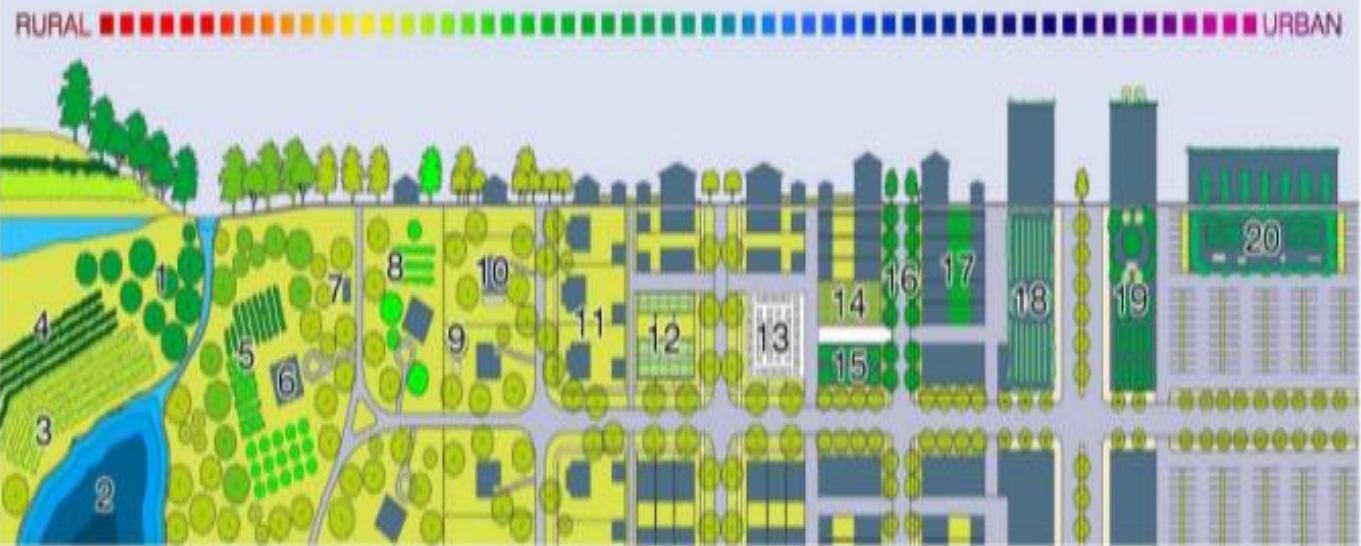
External links



Agri-Urban Spectrum

Permacultural Concepts and the Urban-Rural Transect

- | | | | | |
|--------------------------|--------------------------|----------------------------------|---------------------------|------------------------------------|
| 1 Silviculture/Forestry | 5 Organic Farm | 9 Backyard Animals | 13 Farmers' Market | 17 Community Supported Agriculture |
| 2 Aquaculture/Fishery | 6 Agri-Tourism/Farm Stay | 10 Raised Garden Bed | 14 Community Garden* | 18 Rooftop Garden |
| 3 Agriculture/Farm/Ranch | 7 Farmstand | 11 Edible Landscape/ Streetscape | 15 Civic/Park Garden* | 19 Living Building |
| 4 Viticulture/Vineyard | 8 Boutique Farm | 12 Greenhouse | 16 Market/Festival Street | 20 Vertical Farm |



www.stephensplanning.com
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Permaculture is an ecological design system for sustainability in all aspects of human endeavor. It teaches us how to build natural homes, grow our own food, restore diminished landscapes and ecosystems, catch rainwater, build communities and much more. Permaculture.org

* Community, Civic and Park Gardens are ideal sites for Community Emergency Centers which could include emergency equipment, supplies, portable toilets and manual water pumps.

Urban agriculture is the growing of plants and raising of animals within and around cities. The most striking feature of urban agriculture, which distinguishes it from rural agriculture, is that it is integrated into the urban economic and ecological system; urban agriculture is embedded in—and interacting with—the urban ecosystem. RUAF.org

Urban-to-Rural Transect courtesy of NewUrbanism.org

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WHAT WILL BE YOUR JOB? - workshop - conclusion!

Based on the results of the discussion, it was clear:

that urban agriculture as an economic branch consisting of various business areas is still "unknown territory" for students, and especially students do not understand what is an economic branch and what are the areas that make up an economic branch - therefore it is defined as an economic branch entrepreneurship;

all fellow students recognize that urban agriculture has close links with innovation and the IT sector, but it is not clear to them how the IT sector connects with urban agriculture and how they will be a part of it;

all colleagues refer to existing knowledge related to production technology when defining business areas (at least one of them);

none of the students mentioned "services" (especially non-specific ones - relaxation, social inclusion, development and strengthening of the local community) other than work in education, but they talk about it as tasks they will perform because it is an important part of the concept of urban agriculture - they do not understand how knowledge can be turned into business and are not yet ready to think innovatively and creatively - they repeat everything they have heard or read before - it is the fear of individual and different thinking that limits the building of entrepreneurial spirit, and the low ability to think like that it is associated with a low level of knowledge and understanding of the concept of urban agriculture;

At the end of the discussion, they seem to have realized that urban agriculture is an emerging activity, although it has existed since cities, and that it deals with quality improvement through the application of innovative techniques and technologies related to food production, processing, distribution and consumption, including supporting it - information exchange and information management, production of all types of inputs including specific materials, as well as institutions dealing with development and marketing, and catering and urban planning.

Assignment for all students

All students should briefly, based on literature (economic dictionaries):

clarify what an economic branch is;

clarify what are the business areas / areas that make up the industry;

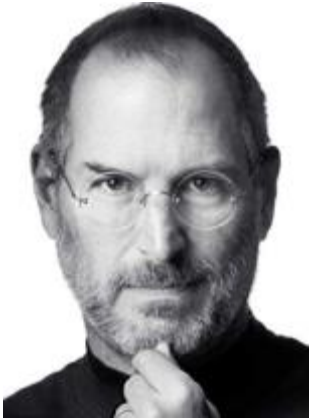
clearly define the difference between economic / business branch and business areas / areas;

what are the jobs for which students who complete the master's level of education are educated;

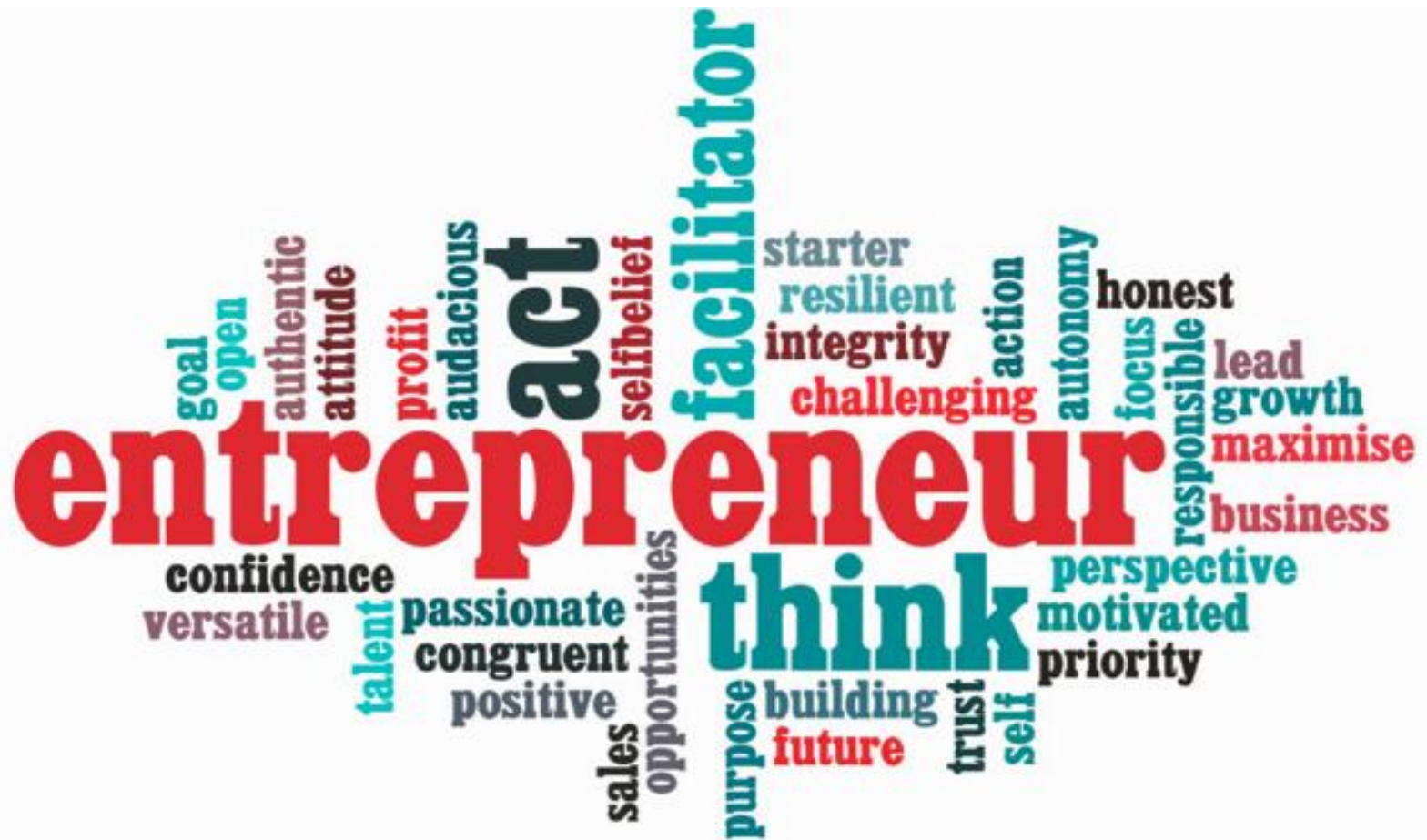
what are the general tasks in business entities performed by students completing a master's degree;

what is the general definition of the term "Internet of Things", and what is meant when we use the word "smart" and what is the fourth industrial revolution

How do you / you see the people in the picture?



Who are the entrepreneurs?



Entrepreneur...

- It directly affects the company's business
- Successful entrepreneur - good results
- Entrepreneurs are innovative
- Freedom
- Vision
- Curiosity
- Social change
- Changing the culture within the company

The power of entrepreneurs...

- More than 500 million people are involved in entrepreneurial activities in the World, in 2010
- Entrepreneurs are "revolutionaries" ...
- Example:
- Henry Ford
- Model T



What is entrepreneurship?



Entrepreneurship ...

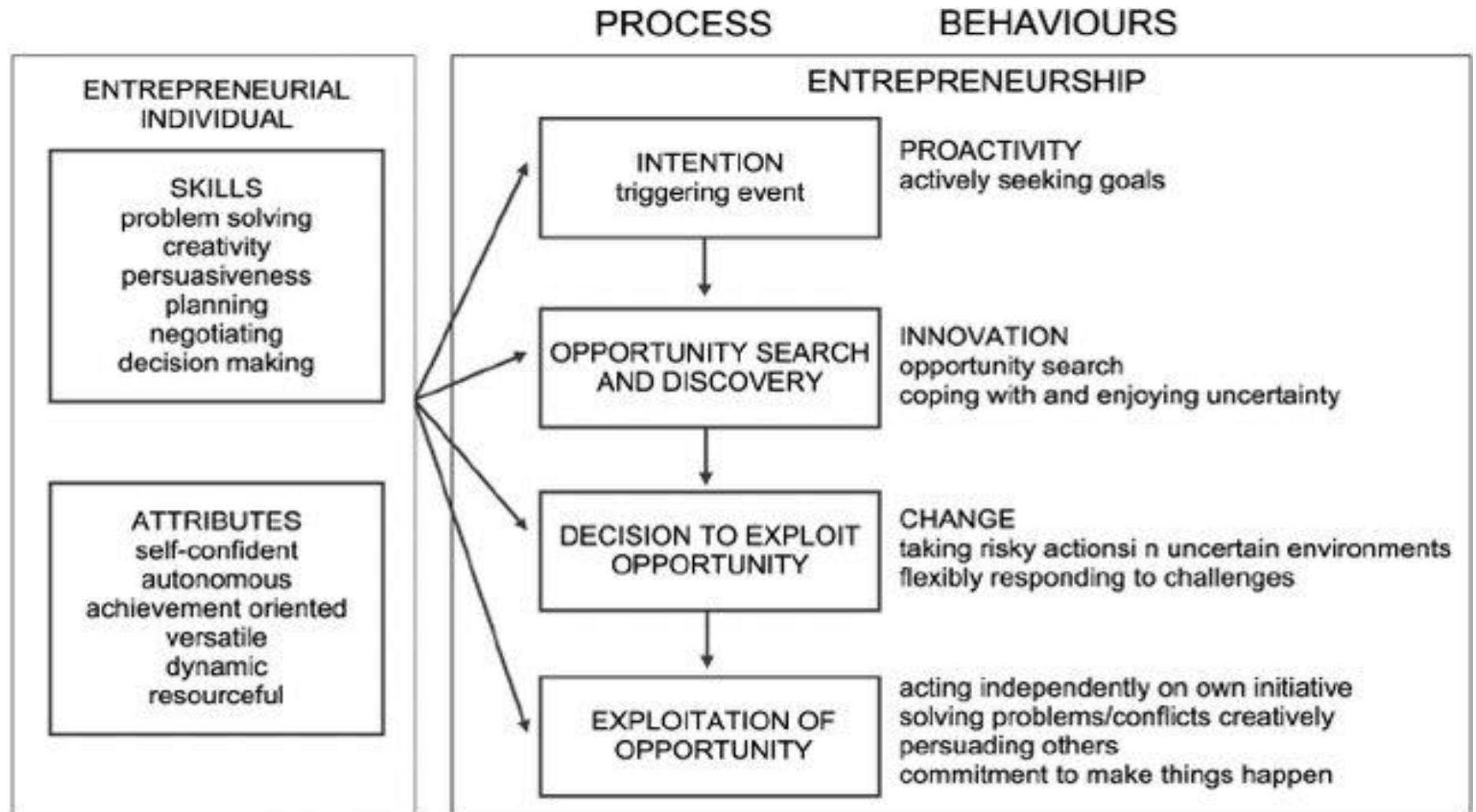
- 90% of all companies, SMEs
- 60% of GDP, SMEs
- 60% of jobs, SMEs
- Most new jobs, SMEs

Characteristics of entrepreneurs...

- The 10 Ds

Dream	Entrepreneurs have a vision of what the future could be like for them and their businesses. And, more important, they have the ability to implement their dreams.
Decisiveness	They don't procrastinate. They make decisions swiftly. Their swiftness is a key factor in their success.
Doers	Once they decide on a course of action, they implement it as quickly as possible.
Determination	They implement their ventures with total commitment. They seldom give up, even when confronted by obstacles that seem insurmountable.
Dedication	They are totally dedicated to their businesses, sometimes at considerable cost to their relationships with friends and families. They work tirelessly. Twelve-hour days and seven-day workweeks are not uncommon when an entrepreneur is striving to get a business off the ground.
Devotion	Entrepreneurs love what they do. It is that love that sustains them when the going gets tough. And it is love of their product or service that makes them so effective at selling it.
Details	It is said that the devil resides in the details. That is never more true than in starting and growing a business. The entrepreneur must be on top of the critical details.
Destiny	They want to be in charge of their own destiny rather than dependent on an employer.
Dollars / Euros	Getting rich is not the prime motivator of entrepreneurs. Money is more a measure of success. Entrepreneurs assume that if they are successful they will be rewarded.
Distribute	Entrepreneurs distribute the ownership of their businesses with key employees who are critical to the success of the business.

Explanation of entrepreneurial activities and processes



Source: Elaborated from Gibb (1993) and Shook *et al.* (2003)

Explanation of entrepreneurial activities and processes

- functions →
 - activities →
 - actions →
- Creating organization and organizational culture**



Entrepreneurship can be learned!

"Ingredients" of successful companies...

1. Founders - Every new business has first-class entrepreneurs in its ranks!



2. Focus

Enterprising companies are focusing on a niche! They specialize in something!



3. Speed!

Make decisions quickly and implement them quickly!

They change quickly, they adapt!



4. Agilnost i fleksibilnost

They have an open-minded approach to opportunities from the environment.

They respond to changes in the environment.



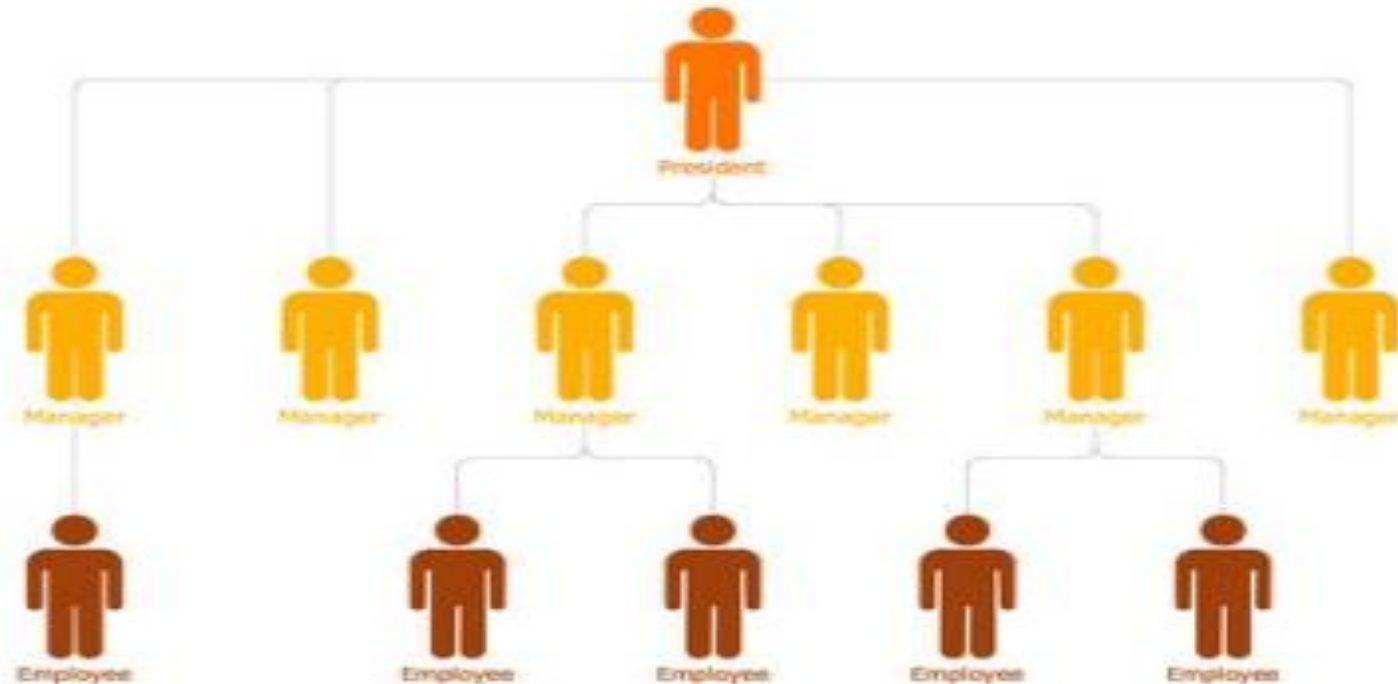
5. They always innovate

They are constantly and tirelessly innovating!



6. With as little hierarchy as possible

As few management levels as possible!



7. Saving

By keeping productivity high, enterprising companies keep an eye on costs!



8. Friendly

Enterprising companies are friends to their suppliers and employees!



9. Zabavne

They give off the image of fun, they do their job through fun!

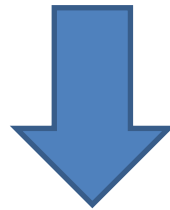


How are ideas "found"? Business ideas?



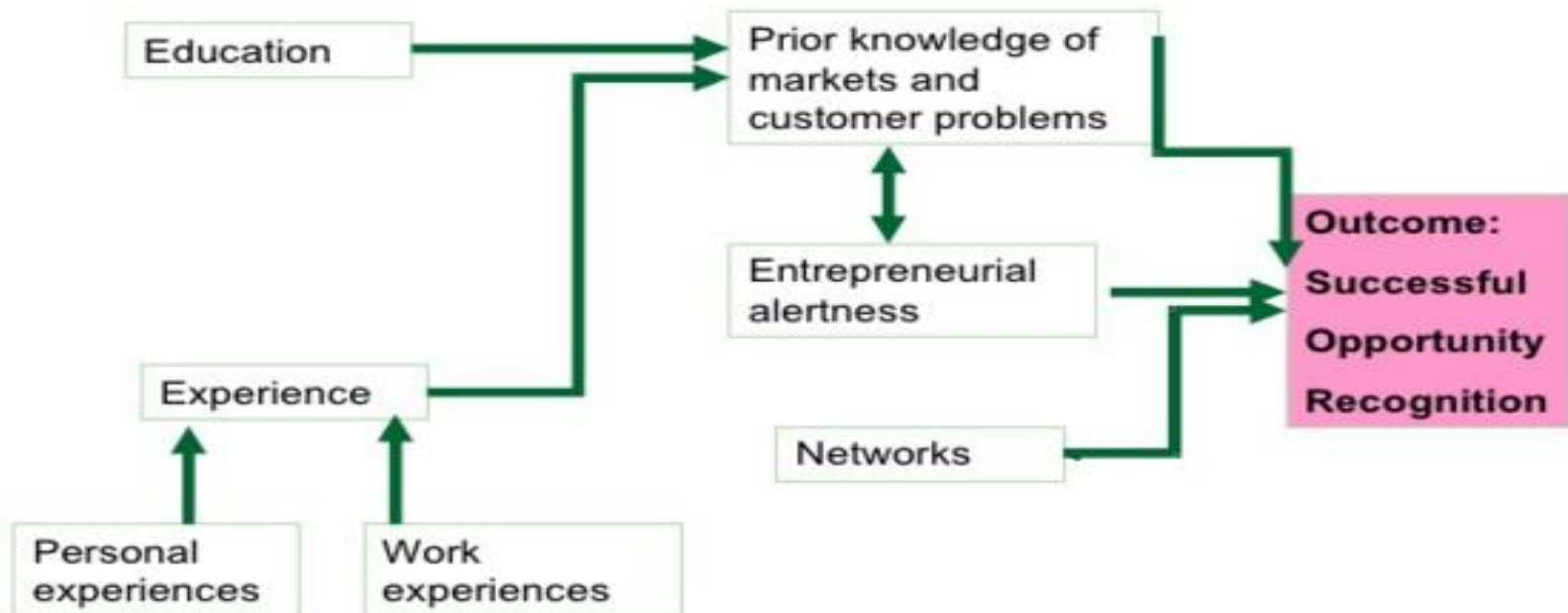
What to do?

- Long-term thinking
- It requires a lot of time and energy from you
- Find "passion":
- What do you like to do?
- What are your hobbies?
- Sports?



Recognizing opportunities

- In entrepreneurship, everything is in order!



Is it your idea and opportunity?

- Check your idea on several criteria:
- 1 - customers;
- 2 - competitors;
- 3 - suppliers;
- 4 - government;
- 5 - wider global environment.

Opportunity check:

Customer	identifiable, demographics, psychographics
Trends	macro market, target market, window of opportunity, market structure
Market size	how many, demand
Market growth	rate
Price/Frequency/Value	price, frequency, value, operating expenses, net income margin, volume
Distribution	where are you in the value chain?
Competition	market structure, number of direct and indirect competitors, number of substitutes, stealth competitors, strength of competitors
Key success factors	relative position
Vendors	relative power, gross margins they control in the value chain
Government	regulation, taxes
Global environment	customers, competition, vendors

- Innovation
- Search for opportunities, search for opportunities
- Risking
- New products and services
- They listen to their surroundings

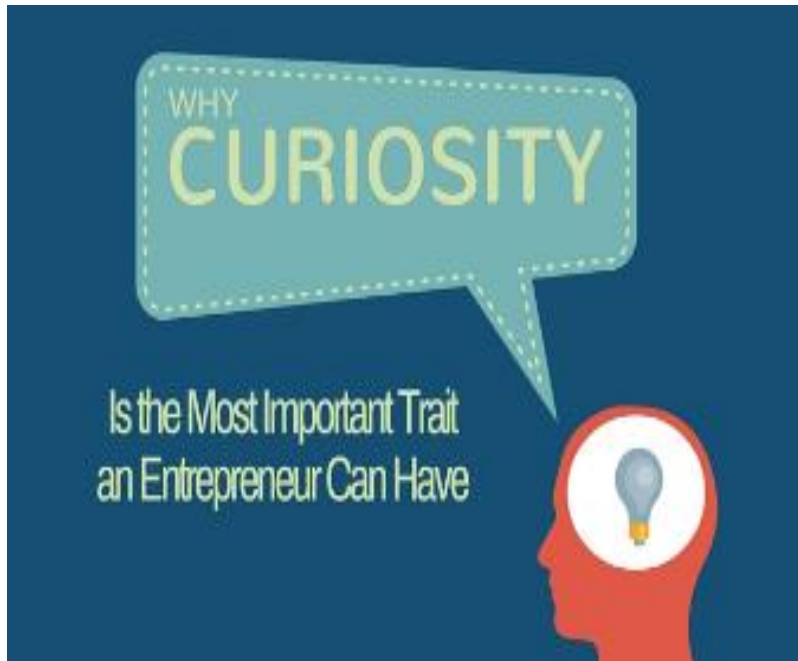
Red Thread and business?

- Richard Branson



Features of the producer

curiosity



creativity



"Passion"

YOUR PASSION IS
YOUR SUCCESS

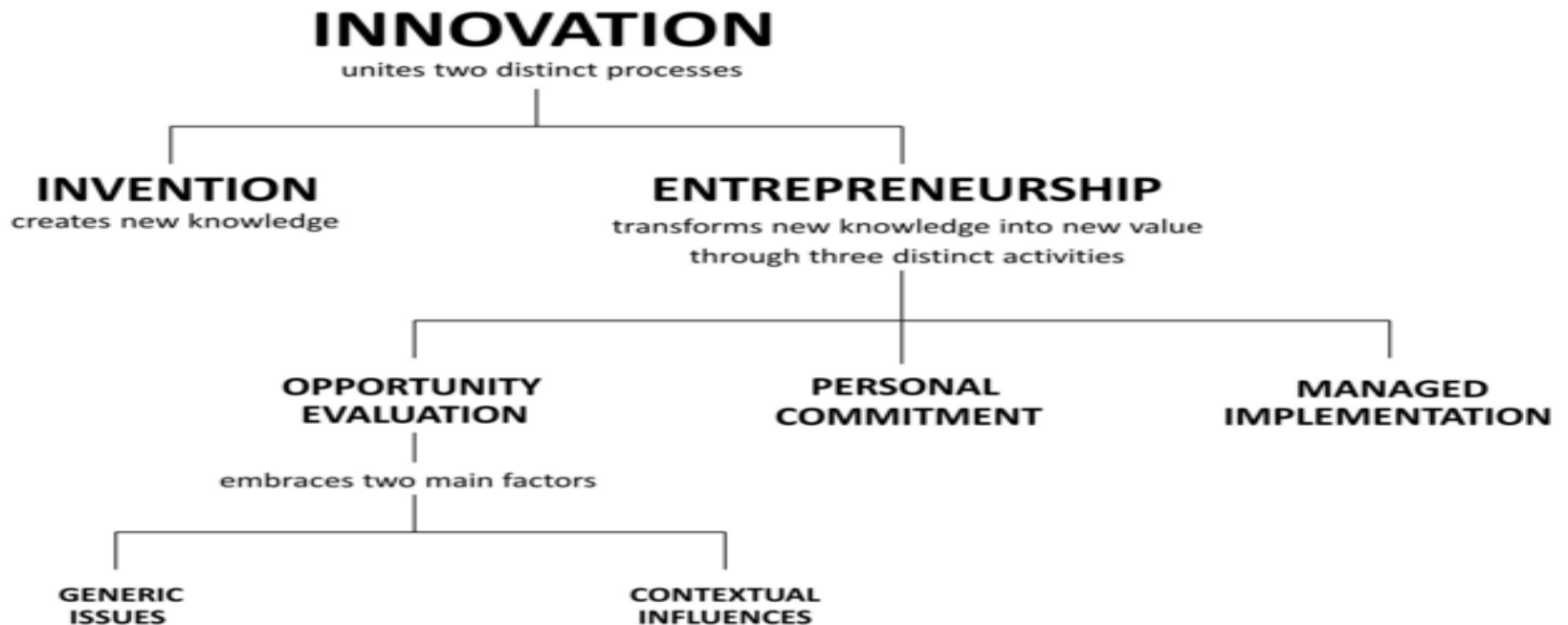
Extend
My Staff



innovation

Innovation and entrepreneurship

- Innovation is a tool of entrepreneurship
- Innovation is key to growth



Why is it important to innovate?

- Organizations that don't innovate don't grow
- Competition innovates
- Innovative products and services are value for the company
- Successful companies invest in research and development

Whose job is it?

- Inventor: new technologies and new products and services
- They are often not for the market
- Innovator: transforms those technologies, products and services, creates business models, creates an experience for the consumer
- Preparing for the market
- Entrepreneur: recognizes and uses opportunities, takes risks, takes, creates and develops business further
- Places on the market

The Mobile phone

- **1926:** The first mobile telephony service
- **1946:** The first calls were made on a car
- **1956:** The first automated mobile phone system
- **1969:** NMT Group was established.
- **1973:** the first public mobile phone
- **1987:** The Technical specifications for the GSM standard are approved.
- **1992:** The world's first ever SMS
- **1996/97:** UK - 16% of households had mobile phones
- **1998:** The first downloadable content (the ringtone)
- **1999:** Emojis
- **2007:** The iPhone debuted



- Define goals
- A future image of you, a distant future image of you with clear company values.

Vizija



Some of the business models

E-business



Home-based business

Start up

- Home Goods, Décor, and Candles
- Food, Tea, and Wine
- Health and Wellness
- Personal Care and Makeup





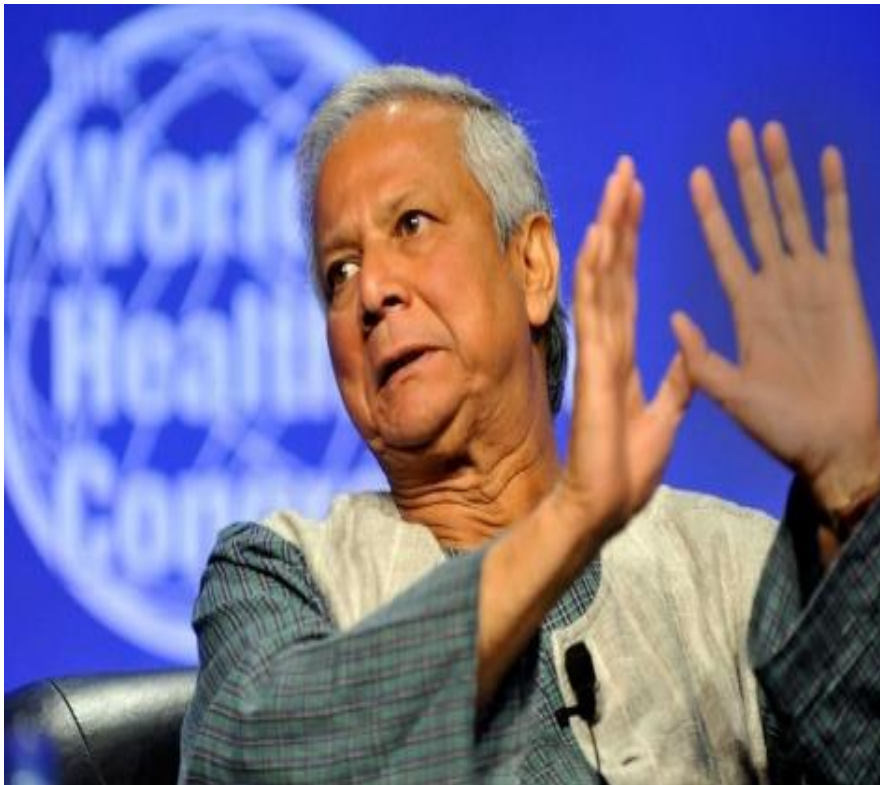
Women entrepreneurship

Family business

Rank ^	Company name ^	Family owner(s) ^	Founded ^	Listing status ^	Country ^
1	Walmart Inc.	Walton	1945	Public	USA
2	Volkswagen AG	Porsche and Piech	1937	Public	Germany
3	Berkshire Hathaway Inc.	Buffett	1955	Public	USA
4	Exor NV	Agnelli	1899	Public	Netherlands
5	Ford Motor Company	Ford	1903	Public	USA
6	Schwarz Gruppe	Schwarz	1930	Private	Germany
7	BMW AG	Quandt and Klatten	1916	Public	Germany
8	Cargill, Incorporated	Cargill and MacMillan	1865	Private	USA
9	Tata Sons Ltd	Tata	1868	Private	India
10	Koch Industries, Inc.	Koch	1940	Private	USA
11	Comcast Corporation	Roberts	1963	Public	USA
12	Pacific Construction Group Company Ltd	Yan	1995	Private	China
13	Dell Technologies Inc.	Dell	1984	Public	USA
14	Aldi Group	Albrecht	1913	Private	Germany
15	Amer International Group Company Ltd	Wang Wenjin	1994	Private	China
16	ArcelorMittal	Mittal	1976	Public	Luxembourg
17	Auchan Holding SA	Mulliez	1961	Private	France
18	Gunvor Group Ltd	Törnqvist	1997	Private	Switzerland
19	Reliance Industries Ltd	Ambani	1966	Public	India
20	LG Electronics Inc.	Koo	1947	Public	South Korea

Social entrepreneurship

The Financier: Grameen Bank



Entrepreneurship

*Entrepreneurial activity by
Entrepreneur*

Rewards go to Entrepreneur

Risk taken by Entrepreneur

Intrapreneurship

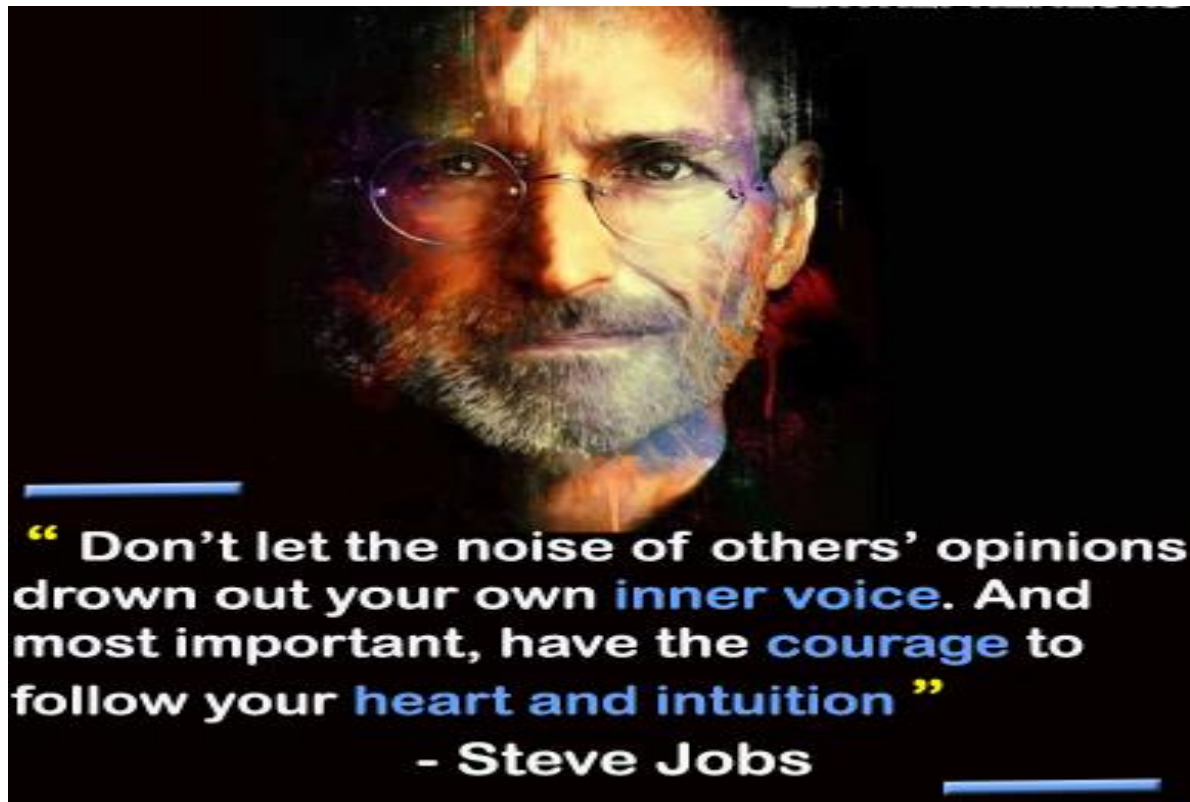
*Entrepreneurial activity by
employees and managers*

*Rewards (most) go to
company*

Risk taken by company

Evaluation of potential of start-ups

- Entrepreneurs are fascinated with quotes.



- We will explain that ethics and social responsibility are the drivers of building a successful business venture!
- We will explain why the business paradigm has changed - what has conditioned the shaping of the current modern business philosophy!



ENTREPRENEURS MUST BECOME “AGENTS / CARRIERS” OF CHANGE - IN THIS WAY WE AFFECT THE ENTIRE SOCIETY - BOTH THE OFFER AND THE SEARCH AND ENABLE EVERYONE IN A SIMPLE WAY (THROUGH CONSUMPTION)!

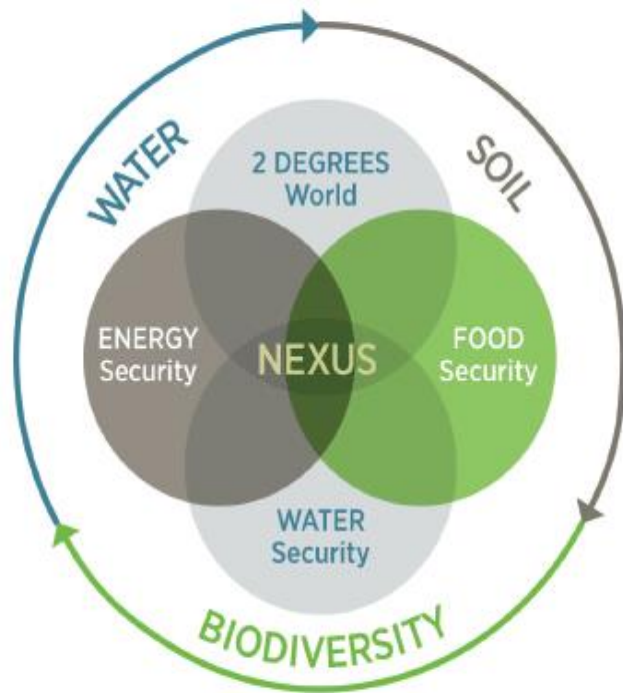
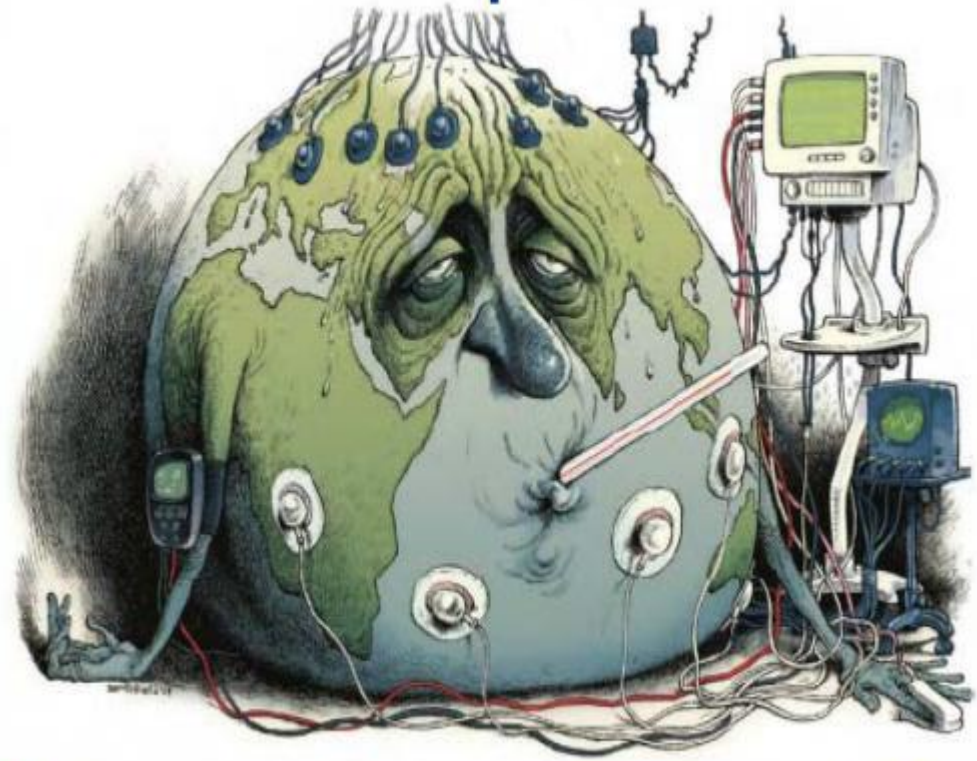


Figure 4.6. The water-energy-food-climate nexus. Source: Reprinted from Müller et al. (2015b), with permission from Elsevier.

Collective Responsibility in the Anthropocene



From the fact that companies are a social and economic entity, it follows that companies have a clearly defined economic role and goals, as well as social role and goals.

Social goals are achieved through the achievement of economic goals, ie the economic role of the company is a key instrument for achieving its social role.

However, without an adequate social role, without "nurturing" the achievement of social goals, the risk of unstainability and failure and the impossibility of achieving economic goals GROWS!

“We will soon be faced with the problem of corporate governance again and again.

We will need to redefine the purpose of the organization's engagement and its management, to satisfy both legal owners, such as shareholders, and human capital owners, such as knowledge workers, who give the organization the ability to create wealth.

Increasingly, an organization's ability will depend on its "comparative advantage" in making its workers' knowledge productive. "And the ability to attract and retain the best knowledge workers is the first and most important assumption.

What does capitalism mean when knowledge governs before money? What do "free markets" mean when knowledge workers are real assets?

Knowledge workers cannot be bought or sold.

They come neither with acquisitions nor mergers.

It is certain that the growing importance of knowledge workers will bring about fundamental changes in the structure and nature of the economic system »

ADDED VALUE !!! The common need of all stakeholders! Your job is to create the desired added value through creative knowledge-based work!

Modern business policy requires increasing the capacity to create wealth for EVERYONE!

HOW?

Always think about HARMONIZING SOCIAL AND ECONOMIC GOALS of all interest groups!

- Companies need to reconcile social and economic benefits, because then they become efficient and create the foundation for sustainable business.
- Managers find a way to meet the opposing goals of each of the stakeholders and individual goals.
- Creating new values for all, ie building the ability to create wealth / well-being is the PURPOSE OF BUSINESS!
- SATISFACTION OF INTEREST GROUPS IS THE GOAL OF BUSINESS!
- The task and obligation is efficient and profitable business because without it there is no realization of new value and realization of the purpose of business!

- Business ethics is a branch of applied ethics, and it studies what is good and right for business. Eika defines the standards of what is good and directs the behavior of the insane.
- The relationship / communication of the company to the customer / consumer!
- Quality / safety of products and services!
- The company's attitude towards natural resources (pollution, consumption of non-renewable resources)!
- Attitude towards the cultural peculiarities of the countries in which they operate!
- The issue of bribery to get a job (corruption)!



- “It Profit and profit maximization are irrelevant quantities.
- Profit is not an explanation, cause or ratio of business behavior and business decisions, it is primarily a test of their validity... ”
- “... Profit is for business the same as breathing for life.
- Breathing is essential for living, but it is not its purpose.
- Likewise, profits are essential for a company to exist, but they are not the reason for its existence ... ”.

GOAL AND EXPECTATIONS

- Why is it important to know?
- shape the business idea in order to provide the support of relevant actors for its realization: investors, suppliers, contractors, legislators and consumers.
- In what way?
- there is no strict and clearly prescribed way of shaping a business idea
- however, there are elements that need to be designed to make the idea clear and to assess the risk of its implementation, and the form is determined by those who assess how much money and energy to invest in the described venture.
- Ability to formulate a business idea?
- what it means and how it is acquired.

Starting a business? New idea?



Business opportunity



Window of Opportunity

by Anna Vital

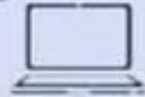
Best Times In Life To Start a Business



just lost everything

great, now you have
nothing to lose,
so risk big

just got a laptop



perfect, you got the
equipment to start

just graduated



now it's time to
use what you know

just got depressed



now you know what
rock bottom feels like,
it won't get any worse

just moved



now that you are in
a better place, do
better things

just died



sorry, the window
just missed you

just married



congrats, you got
yourself a co-founder

just found a job



learn what you
need and leave

**just failed
a business**



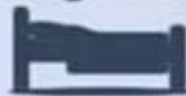
super, now you know
how to not do it

just livin' the life



when things are going well,
it's easier to start

just got sick



now that you are comfortably in
bed you can think up a plan

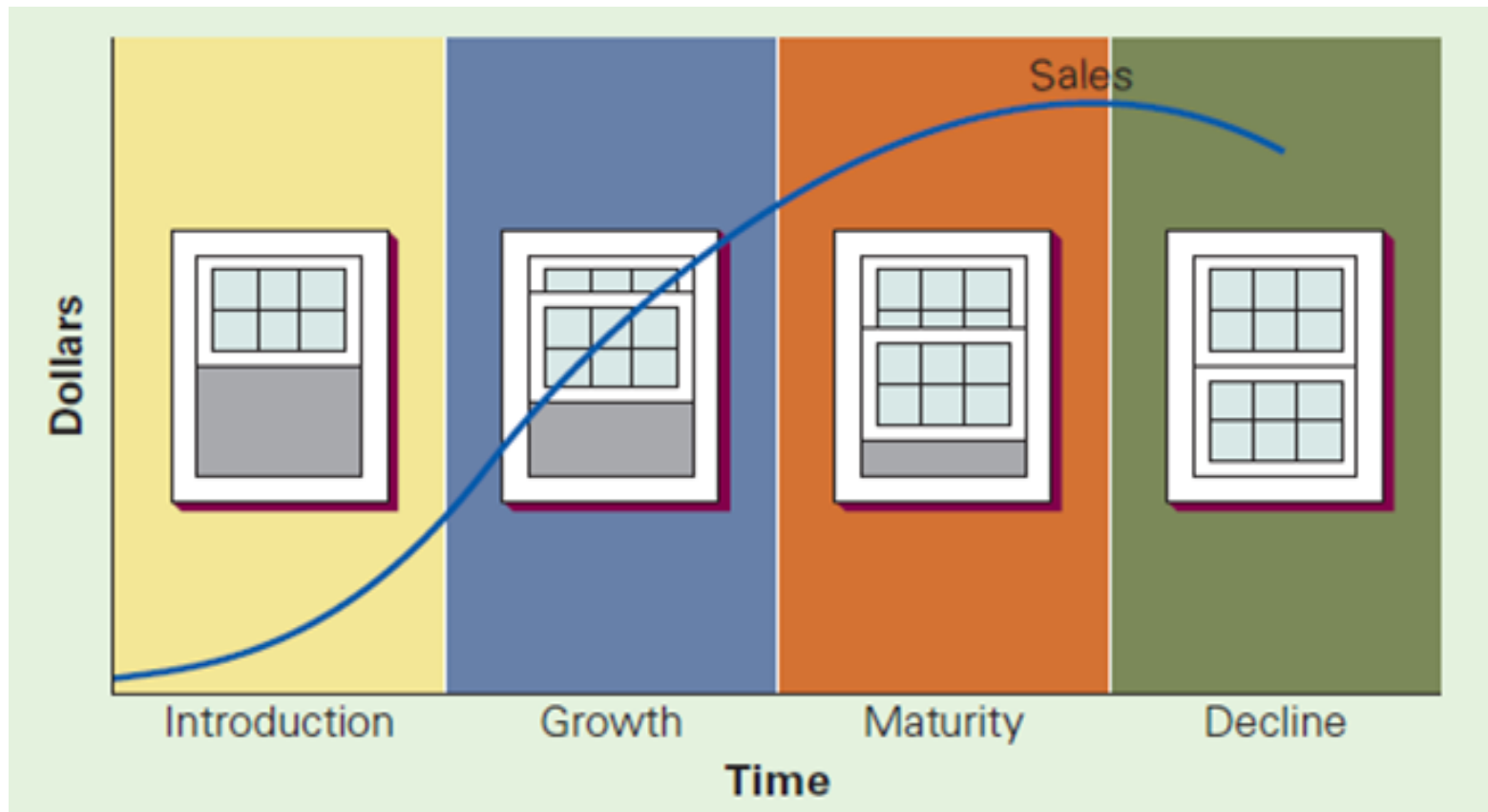
just got a kid



now you have someone
to be an example for

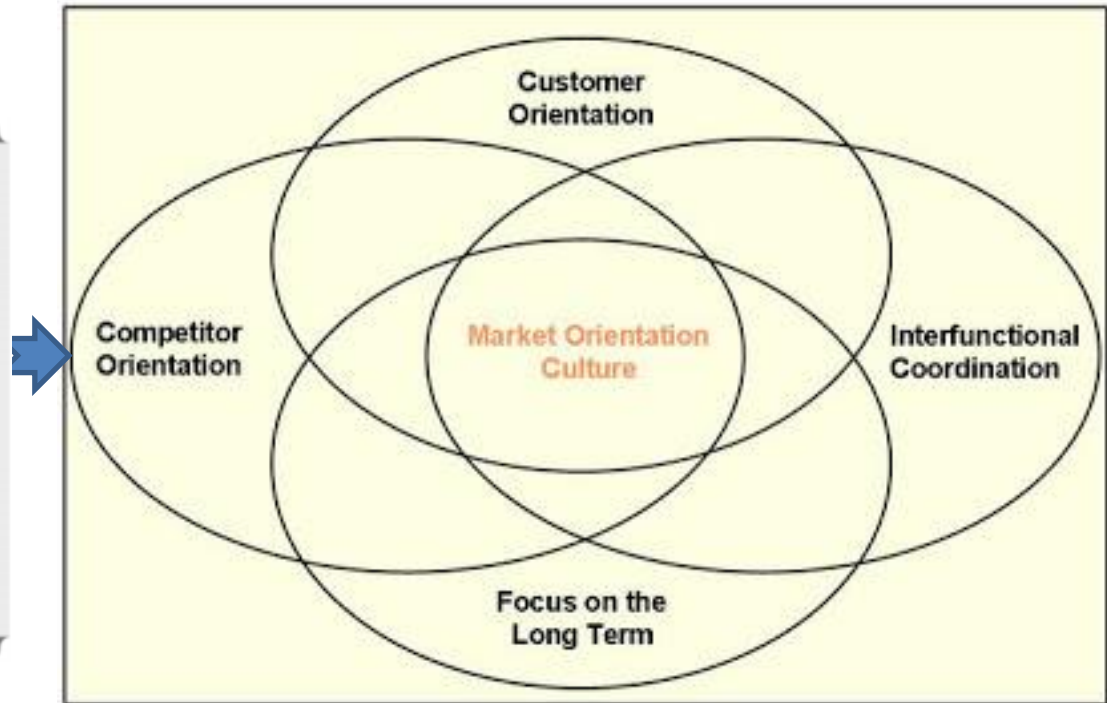
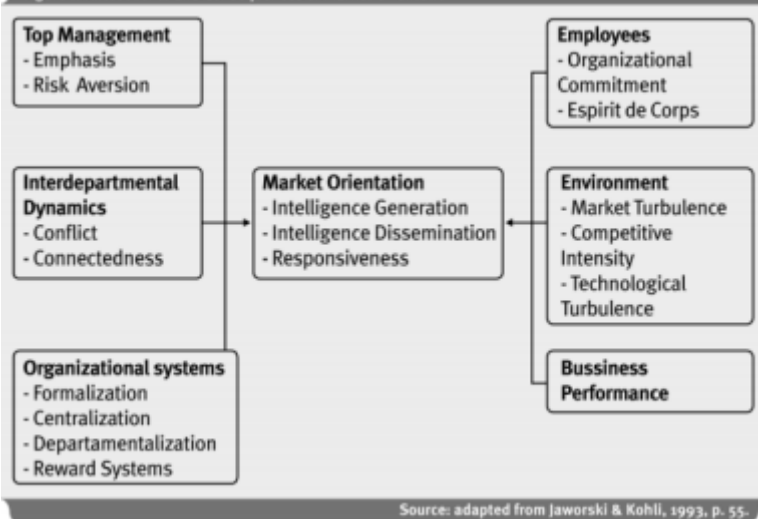
Funders and Founders

Product life cycle stages in the market

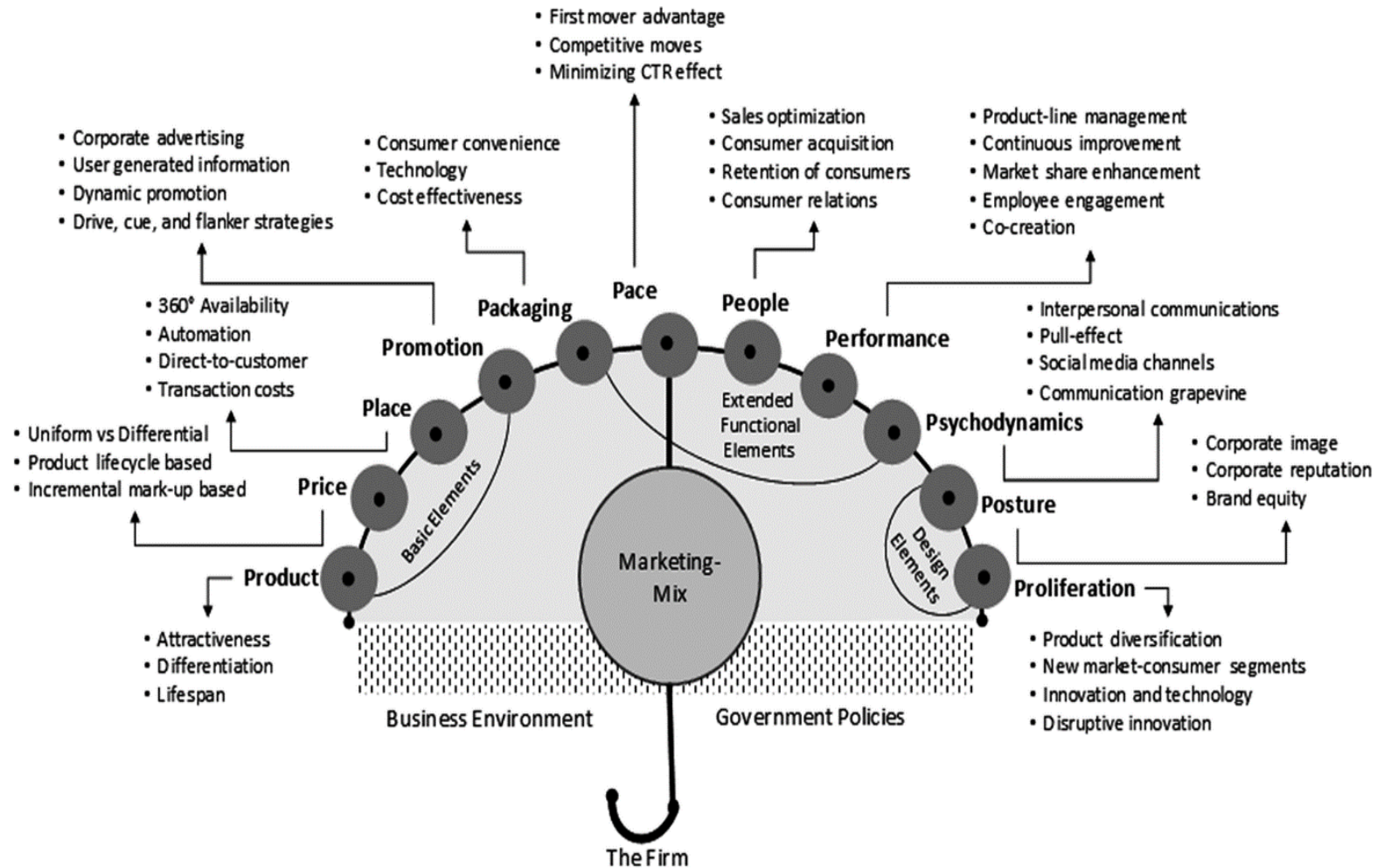


Market orientation

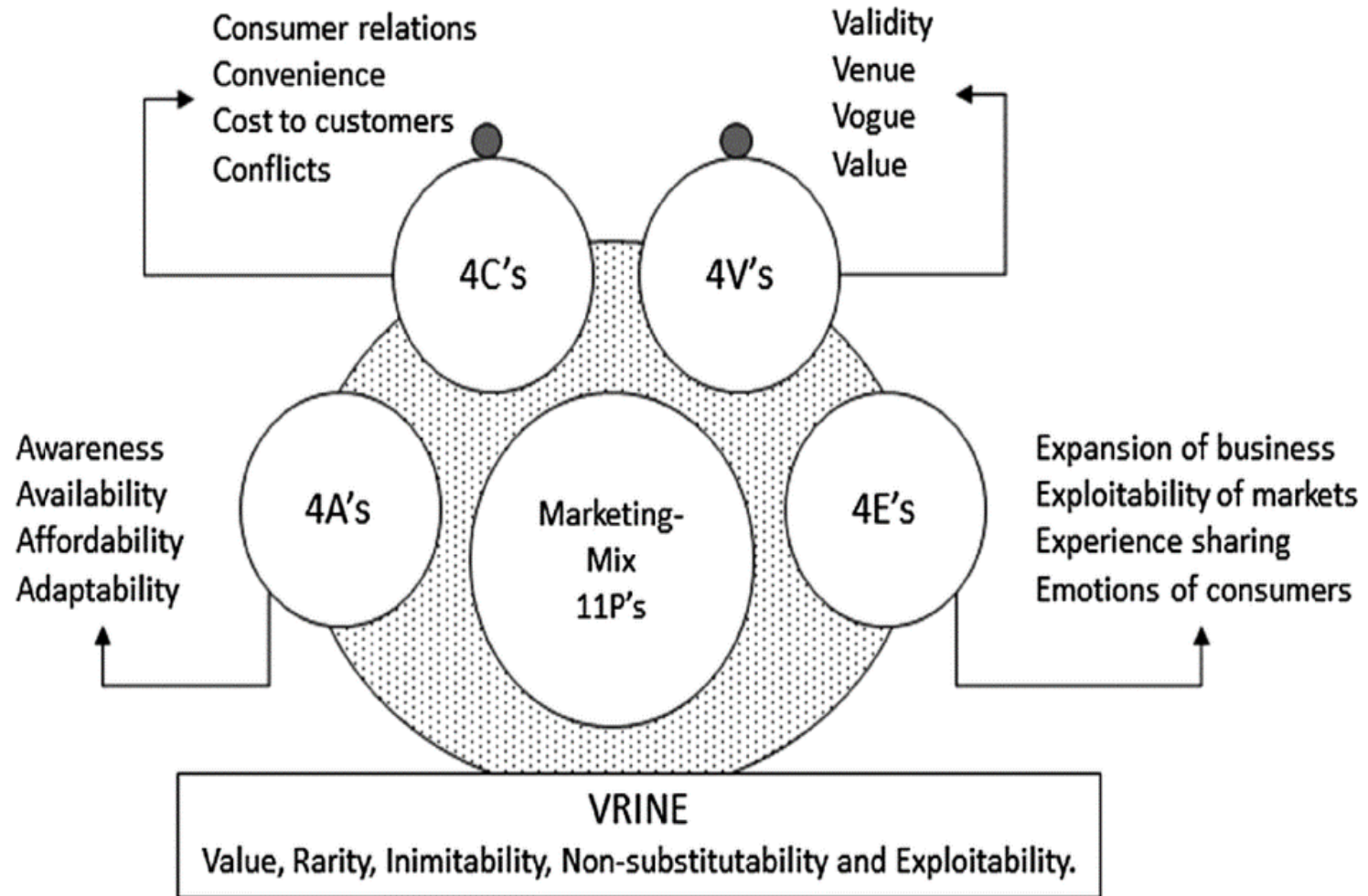
Figure 1. Antecedents and Consequences of Market Orientation



Marketing mix



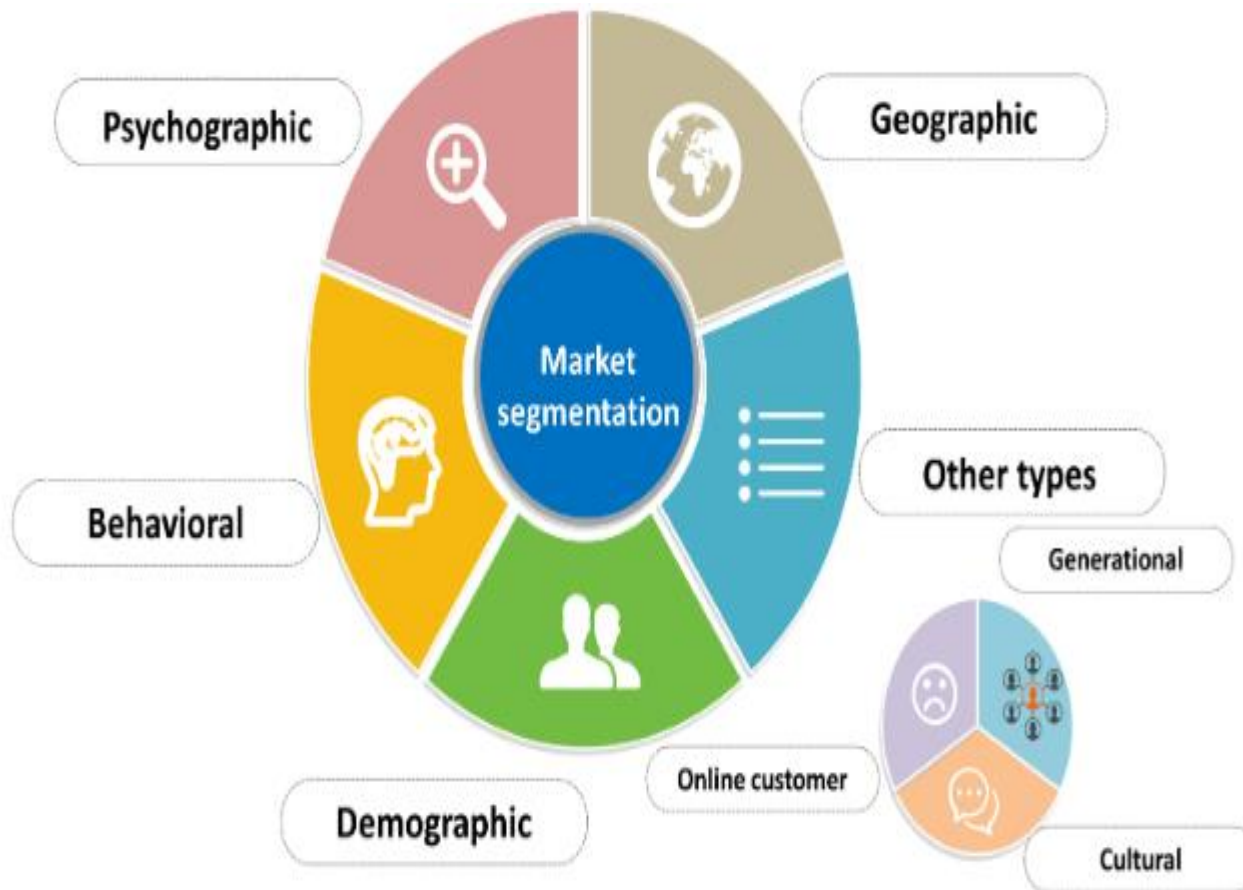
Marketing mix



- Market research
- Collection and analysis of reliable information for decision making

1	Customer Research
2	Advertising Research
3	Product Research
4	Distribution Research
5	Sales Research
6	Environment Research

Segmentation



Targeting



Positioning



Guerrilla Marketing



Word-of-mouth marketing

MOST EFFECTIVE form of **MARKETING**:



That's because **90%**
of customers say
buying decisions
are **influenced by**
others' reviews...



...but only **1/3 of**
businesses are
actively seeking
and **collecting**
customer reviews...



...even though WOM
generates **2x the sales**
versus paid ads with a
37% higher customer
retention rate

Buzz marketing



Viral marketing







SUCCESSFUL PRODUCT / SERVICE

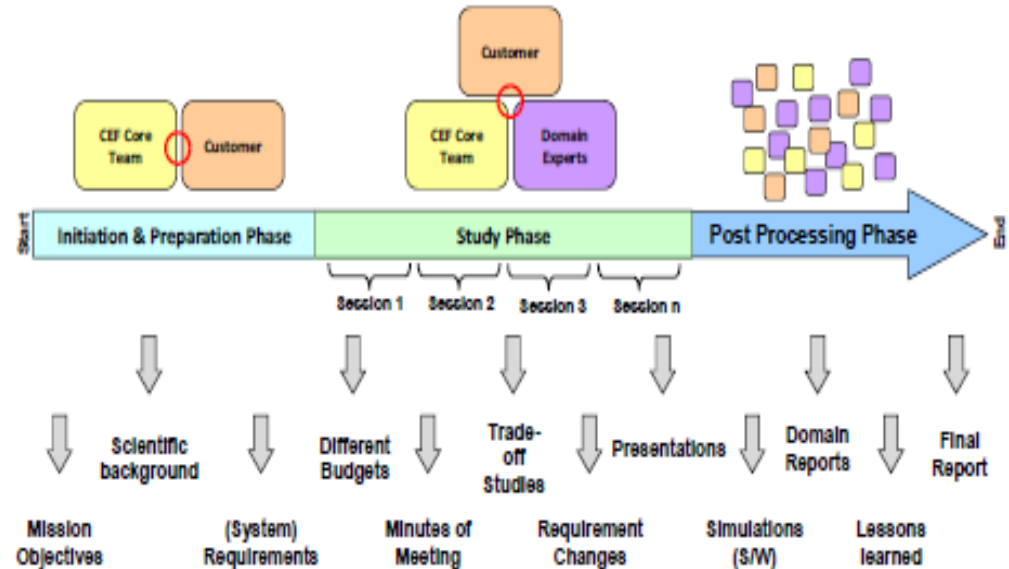


Figure 7: Concurrent Engineering process

A SUCCESSFUL PRODUCT IS A VALUE PACKAGE THAT SATISFIES THE PRIORITY NEEDS OF THE CUSTOMER / USER, AND THEN ALL THE INTEREST GROUPS RELATED TO THE PRODUCT / SERVICE CHAIN OF PRODUCTION AND SALES.

THE DESIGN OF A SUCCESSFUL PRODUCT IS BASED ON IMPLICATIONS ARISING FROM THE NATURE OF THE PRODUCT AND THE SET OF NEEDS THAT ARE TRYING TO BE SATISFIED IN ORDER TO REDUCE THE ASYMMETRY OF INFORMATION!

Tradicio
nalni
pristup

- ☐ sve ono što je moguće utržiti,
- ☐ korist za proizvođača,

Moderni
pristup

- ☐ vrijednost za kupca/korisnika,
- ☐ zadovoljavanje potreba kupca/korisnika,

Održivi
pristup

- ☐ način komunikacije i uspostave održive relacije između društva, potrošača i proizvođača

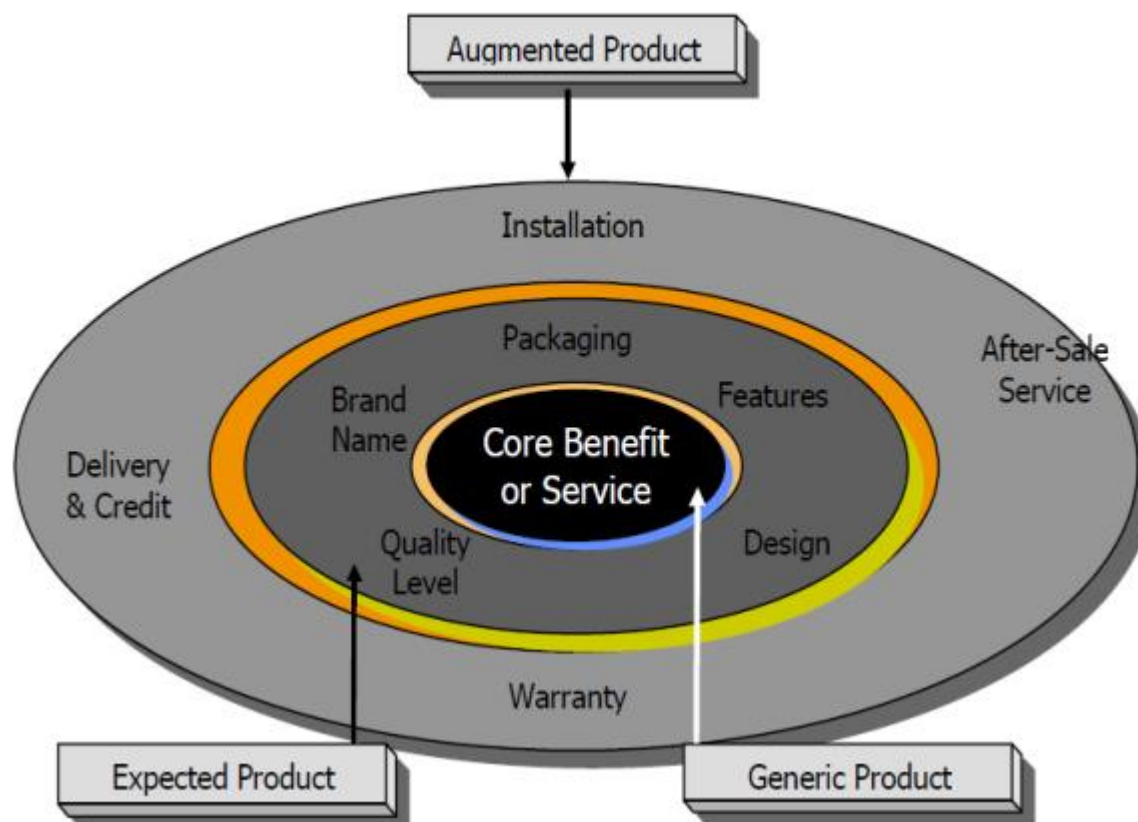
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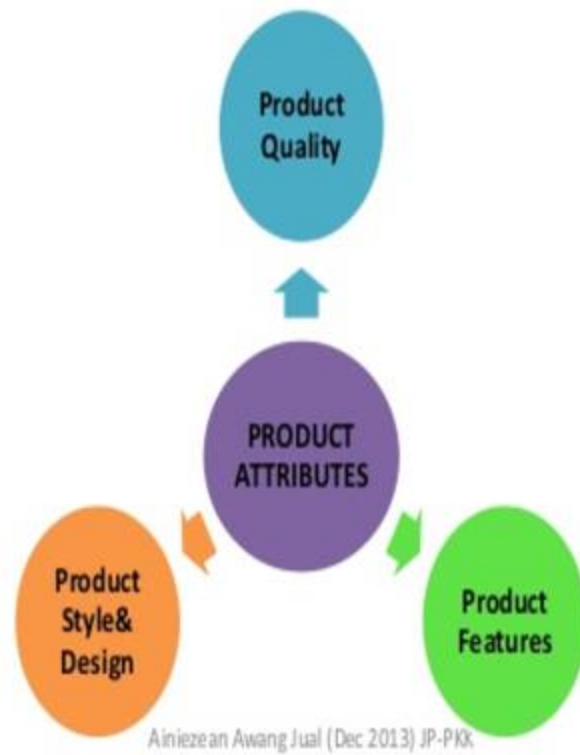
Grafikon: Analitički model kvaliteta hrane (preuzeto Peri et al. 2004)

12. Availability
13. Price

Proizvod

Proizvod/usl
Paket se sastoji o
vrijednosti koje olakša
(kulturološke, c

What is a product / service?

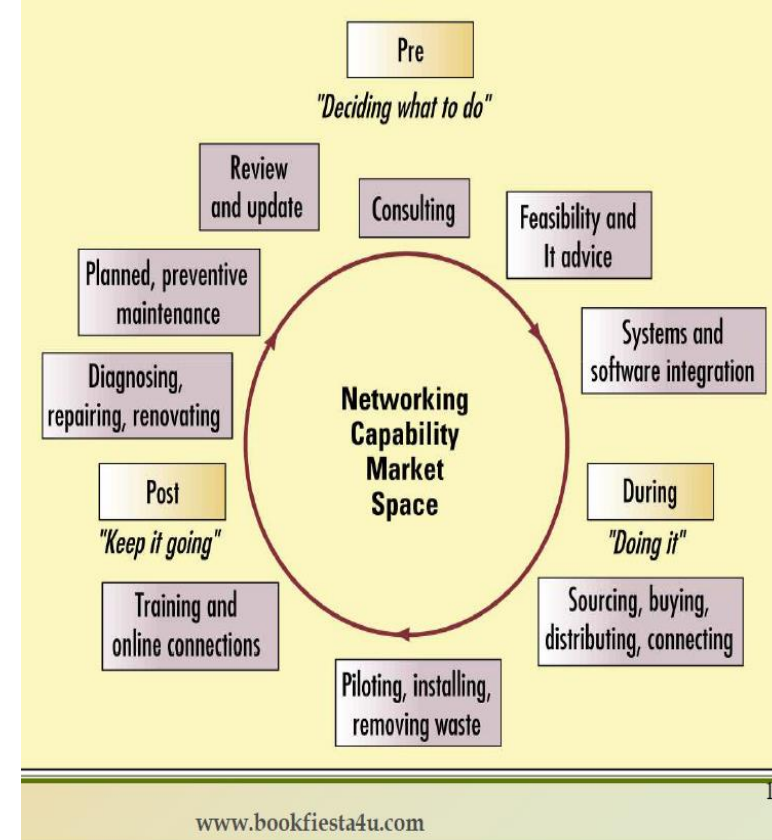


The nature of the product?

Thinking about a product begins with thinking about value to the customer

Through the management of marketing activities, it is necessary to expand this thinking and think about the business process - everything that the company does, everything that every individual in the company does - corporate culture

A well-communicated and customer-tailored corporate culture is the "foundation" for meeting all the higher needs and inspiration for building the values we build loyalty, "customer promoter", and willingness to pay a premium price



INSTEAD OF CONCLUSION

1. VALUE PACKAGE
1. NATURE OF THE PRODUCT
1. THE NATURE OF THE NEED WE WANT TO MEET

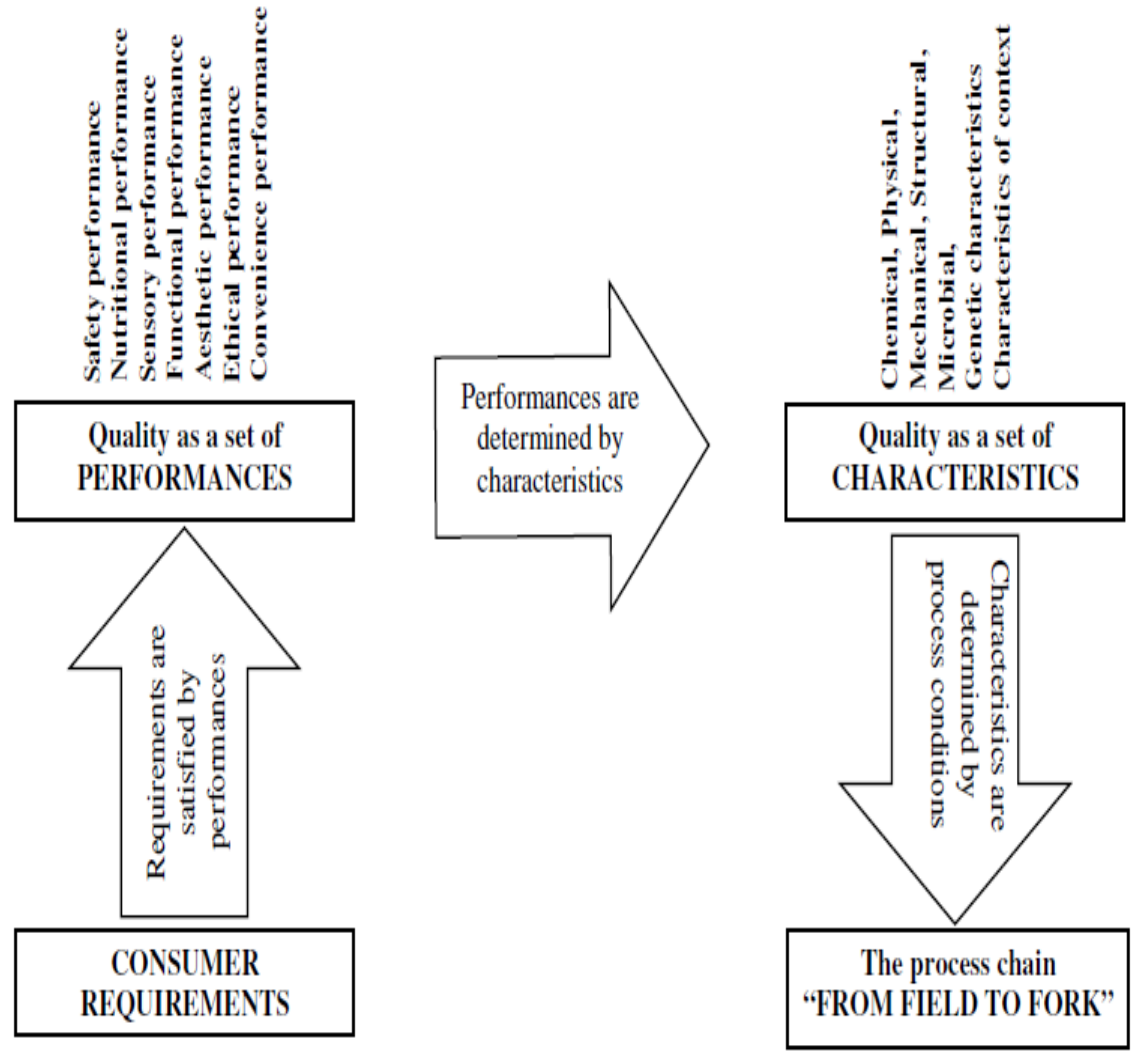


Fig. 3. A dynamic model of food quality.

MODERN BUSINESS POLICY

- “It Profit and profit maximization are irrelevant quantities. Profit is not an explanation, cause or ratio of business behavior and business decisions, it is primarily a test of their validity... ”Peter Drucker (2004)
- “... Profit is for business the same as breathing for life.
- Breathing is essential for living, but it is not its purpose.
- Likewise, profits are essential for a company to exist, but they are not the reason for its existence ... ”Dennis Bakke (AES)

MODERN BUSINESS POLICY

- A company creates value if:
- It offers products that are worth more to customers than they pay for
- If it provides opportunities for managers and workers to be more productive in their work than elsewhere
- If it provides higher (and / or safer) long-term profits to its owners
- If it creates a greater benefit to the environment in relation to the costs of its operation

MODERN BUSINESS POLICY

- External environment
- Stakeholders - customers, suppliers, competitors, owners, shareholders, creditors, partners, and various institutions and interest groups
- the assumptions of those interested in the enterprise and the actions they take or intend to take:
 - determine what are the supporting assumptions they can lead to
 - to appropriate strategic opportunities,
 - identify resisting assumptions that may result
 - the emergence of adverse strategic threats to the enterprise
 - assess the importance of assumptions and assess the probability of their realization