



# Increase sustainability through applying mixed marketing strategies for substituting imported products in the food sector- dairy products sector

(Resource ID: 329)

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This teaching resource is allocated to following University:

**UC - Universum College**

Institution:

**Universum**

<http://www.sustainicum.at/en/modules/view/329.Increase-sustainability-through-applying-mixed-marketing-strategies-for-substituting-imported-products-in-the-food-sector-dairy-products-sector>



**Individual work**  
Work in pairs



**Less than 5**  
students



**up to 1 semester**  
more than 1  
semester



**English, Shqip**

Please note: module with excess length - more than 7 lecture units required!



Field research is a vital source of knowledge, as it provides students with first-hand practices of the real world. That is why this learning material aims at providing students with an unconventional platform

of learning about a subject matter. Through field work, students will be able to differentiate between different types of strategies implemented by local dairy producers and their effect on sales. This form of learning will provide students with the necessary tools to critically analyse the subject matter and provide concrete recommendations on how to improve marketing strategies that will lead to sustainable growth and import substitution.

The dairy products sector is dominated by imports mainly due to inefficient small holdings within the sector and severe under-capitalization. Despite a good supply of local milk, imports of processed dairy products account for more than 70% of locally consumed products. Kosovo imports around €25- 30 million of dairy produce annually, mainly UHT milk, yogurt, fruit yogurt, butter, white cheese and yellow cheese. About 80 per cent of its imports come from the EU, mainly from Hungary, Slovenia, Croatia and Germany.

The sector provides attractive opportunities for import substitution by investment in modern equipment, techniques and product branding.

With better marketing strategies these products could be produced locally at a price that is lower than the foreign competitors, but at the same time generates jobs and improves the welfare of Kosovar citizens. Therefore, in a time when we have continuous global trade homogenization, the protection and/or support of local businesses are not only patriotic, but could also contribute to the development of the local economy as a whole. Moreover, the support of local businesses keeps the earnings within the country and contributes to the development of entrepreneurship and job creation.

Local producers are faced with huge competition from the European Union producers of dairy products, some of them, such as producers from Slovenia and Croatia, have had a very good positioning into the Kosovo market in the past, and others from Italy, Hungary and Germany have also positioned themselves very into the Kosovo dairy products sector. Thus, local producers are interested in improving their marketing strategies toward sustainable growth and import substitution.

In order to improve their position into the market and to change the perception of domestic customers towards locally produced dairy products, managers of dairy products have contacted Universum College to conduct a field study regarding the improvement of marketing strategies to the better marketing strategies that will change customer perception and will improve sales firstly in the domestic market and later to expand into the regional markets which will lead to sustainable growth, substitution of imports, increased sales and reducing of unemployment.

You have been chosen to conduct a field study at a dairy products producers, where you will spend 35 working hours within a 1 month period. You will meet with the marketing directors of the different local

producers to obtain information regarding the marketing strategies implemented by them and also you will meet dairy product customers throughout the country to gain an opinion /perception regarding the quality of local dairy products and differences compared to similar products from the sector which are imported.

At the end of the field research, you are to produce a report with your findings and recommendations that the organization could undertake to improve its competitive ability vs. Importers of milk products by implementing better marketing strategies toward sustainable growth and import substitution.

The final report will also be presented in front of other students and representatives from the dairy sector and stakeholders involved in the process.

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## Teaching Tools & Methods



Excursion   Mini-project   Written material

## Integration of Social Stakeholders

Stakeholders are involved in different phases of the assignment:

- The management (i.e. Owner, CEO, Marketing Manager) of each local producer will meet with the student teams prior to the field study. They will share some of the challenges that they are facing in competing with international products.
- Teams of students will visit the local producers at their premises to see close up the better practices that they could incorporate into their marketing strategies.

The current government is placing immense attention on agriculture, thus,

the other stakeholders who will be involved directly are the Ministry of Agriculture, Forestry and Rural Development, Kosovo Dairy Processors Association and the Kosovo Milk Producers Association.

## Strength

- Experience gained on the field by students
- Cooperation with dairy producers and other stakeholders
- Increase of students think tank toward the real life businesses in comparison to the theoretical lessons learned in relation to the marketing strategies
- Students learn how to gather data on the field and how to process and present them, which will allow them to recommend sustainable growth to the producers by using better marketing strategies
- Producers and stakeholders will have a real picture of the customer perception toward domestic production and the possibility of substituting imports.

## Weakness

- Confidentiality problems – students may be inclined to disclose information to competitors.
- Hard to bring producers and stakeholders into the seminars organized by students and universities
- Short time for a comprehensive field study, in relation to sector ability and opportunity

## Learning Outcomes

- LT1: Analyse marketing strategies implemented by dairy sector producers ;
- LT2: Research independently and through groups
- LT3: Write a research-type report that is given to the organization at the end of research

## Relevance for Sustainability

- Encouraging sustainable growth and import substitution.
- Involvement of different stakeholders into the paper work
- Stimulation of local production, import substitution and reduction of unemployment, thus, increasing social welfare.

## Related Teaching Resources

– Students must have successfully passed basic marketing principles, strategic marketing and strategic management – SPSS or other statistical tools like Excel, Mega Stata (these statistical tools are learned during the Research Methodology course).

## Preparation Efforts

Medium

## Preparation Efforts Description

– Students will partake in 3 lectures of 2hrs each. Furthermore, students will partake in a 2 x 2 hours public lecture by marketing managers from dairy producers.

## Access

Free

## Assessment

35% of the grade

## Sources and Links

<http://www.invest-ks.org/>

<http://www.kosovafair.com/>

<http://www.mbpzhr-ks.net/>

<http://www.euroqualityfiles.net/...1/Kosovo%20Agripolicy%20D2-1.pdf>

[http://pdf.usaid.gov/pdf\\_docs/pnade184.pdf](http://pdf.usaid.gov/pdf_docs/pnade184.pdf)

[www.oek-kcc.org/](http://www.oek-kcc.org/)

[www.eastagri.org/files/Kosovo\\_Dairy\\_Sector\\_Study\\_of\\_Compets\\_06.pdf](http://www.eastagri.org/files/Kosovo_Dairy_Sector_Study_of_Compets_06.pdf)

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