

AGORA International Scientific Workshop

Economic evaluation of forest goods and services

Marketing study of non-wood forest products in Serbia



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Problem statement



- Serbia has long tradition in collection and use of non-wood forest products (NWFPs)
- NWFPs have the potential to substantially contribute to the national and local economy
- Traditionally dominant role of wood utilization in Serbia → **wrong conclusion:**
forests have no value, if they are not used for timber production
- NWFPs still do not have important commercial significance
- No significant socio-economic research on NWFPs in Serbia

Goal and the purpose of the research



Main goal:

To determine marketing tools for NWFPs in Serbia, based on the analysis of companies dealing with NWFPs

Purpose:

to indicate the possibilities of the companies and the overall potential of Serbia in this segment of forestry and to show the appropriateness of application of marketing methods in forestry

Research question(s)



Which marketing tools exist in NWFPs sector in Serbia?

1. What type of NWFPs exist in Serbia?
2. How analyzed enterprises determine price of final products?
Whether analyzed enterprises are competitive in prices of these products on domestic market?
3. How these products are promoted?
4. What is the structure of distribution channels?
Whether these products are exported and in what amount?

Research design and Methodology



Determination of research design



Literature review



Data collection
(Secondary data collection and
conducting surveys)



Data processing
Data analysis



Interpretation of the results

Research design and Methodology



■ Marketing mix concept

- ❑ A combination of instruments that company use in order to achieve the expected level of sale in target market
- ❑ Based on four basic elements (4 Ps): product, price, promotion, place

■ SWOT analysis

- ❑ Set of analytical tools, which company use in order to compare their own strengths and weaknesses with opportunities and threatens in the environment

Research design and Methodology



- Collecting data

- Secondary data analysis
- Survey

- Secondary data analysis

- Allowed quantities of NWFPs (Ministry in charge and Institute for nature conservation)
- Basic data about SMEs dealing with NWFPs (Serbian Business Registers Agency, Ministry in charge)

Research design and Methodology



■ Survey

- Types of products
- Network(s) of buying stations
- Purchased quantities of NWFPs
- Import/export quantities
- Prices by product
- Distribution channels
- Types of promotion
- Standardization
- Business environment (obstacles and opportunities)
- Face-to-face interviews
- Both close and open-ended questions

Expected outcomes



- Determination of:
 - main (final) NWFPs
 - price competitiveness
 - networks of buying stations, distribution channels and export/import strategies and recommendation for its improvement
 - promotion strategies and recommendation of its improvement
- **SWOT analysis** points out the development and promotion of NWFPs in the field of macroeconomic relationships

Thank you for attention!