

# THE ENTREPRENEURSHIP IN THE FIELD OF MARKETING PRODUCTS

**Lecturer Dr. Liliana Doina Măgdoiu** <sup>1</sup>

**Prof. Dr. Ioan Constantin Rada** <sup>2</sup>

**Lecturer Dr. Anca Păcală** <sup>3</sup>

**Dr. Ioana Carmen Rada** <sup>4</sup>

<sup>1, 2, 3</sup> University of Oradea, Oradea, Romania

<sup>4</sup> The National Bank of Romania, Bihor county Branch, Romania

## ABSTRACT

The study aims to provide guidance for economist engineers in initiating and developing forms of entrepreneurship as regards the marketing of oil products (hereinafter referred to as "products"), using the case study as a research method. The following techniques have been used within the architecture of the study: study questions; the study hypothesis; primary, contextual (existence of the case) and embedded analysis units; the idea of linking data to hypotheses; criteria for data interpretation. Before proceeding to a subsequent stage, a preliminary theory on the concepts discussed has been developed. The data collection stage is followed by the data analysis stage. At the end of the study, conclusions and bibliography are included. Entrepreneurship in the marketing of oil products is regarded both from its perspective as a business opportunity (interest) for economist engineers and as a necessity for the market.

**Keywords:** *The Entrepreneurship, Economist Engineers, Field of Marketing, Oil Products*

## INTRODUCTION

Economist engineers field have the opportunity to take part in activities conducted in the Laboratory for Entrepreneurial Education and Training. These activities will provide them with the basic knowledge necessary for initiating a form of business, based on a personal idea and directed at initiating entrepreneurship in a field related to their study field. In the laboratory referred to above, they have the opportunity to grasp and internalize ideas included in the "Electronic guide for activities developed within the Laboratory for Entrepreneurial Education and Training" and complete a personal ENTREPRENEURIAL Project in the field of marketing oil products, which will be the proof that they have understood and acquired the knowledge required for initiating and developing a form of entrepreneurship.

In this laboratory, students also have the opportunity to learn about the STUDY CASE method, which is considered to be the most efficient one in designing a business (entrepreneurship), based on a business idea. This method answers questions such as "how" and "why" and will also be used in this study. From the very first chapter of the paper, the STUDY CASE method has been used because there is limited control on events and our intention is directed to the phenomenon of the existing "needs, interest and demands for oil products" on the market, which can be answered by the action of "marketing oil products" as a result of developing "the entrepreneurship of economist engineers in marketing oil products". In other words, the case-study method is used for approaching the contextual needs defined as "needs, interest and demand for oil products on the market" with the view of initiating an appropriate form of entrepreneurship. Secondly, since phenomenon and context are always differentiated in real life, data collection and data analysis strategies are employed. The components of the research design are as follow.

The first chapter of the paper includes a description of the CASE STUDY method. It is made-up of the following sub-sections: the study questions; the study hypothesis; the study analysis units, namely the primary study unit (the marketing of oil products), the contextual analysis unit – the existence of the case (needs, interest and demand for oil products) and the embedded analysis unit (the business entrepreneurship of economist engineers in marketing oil products); linking data to hypotheses; criteria for data interpretation. The first chapter also includes preliminary theories concerning: “The marketing of oil products”; “Needs, interest and demand for oil products”; “The entrepreneurship of economist engineers in marketing oil products”.

The second chapter focuses on data collection for: “The marketing of oil products”; “Needs, interest and demand for oil products”; “The entrepreneurship of economist engineers in marketing oil products”.

The third chapter includes the data analysis and is followed by the conclusions section.

## **THE RESEARCH METHODOLOGY**

### **The study questions:**

- Why the idea of developing a business in the field of marketing oil products might present interest for economist engineers?
- How can one identify needs, interest, and demand for oil products on the market?
- How can initiate business entrepreneurship in the field of marketing oil products?

**The study hypothesis:** If the needs, interest, and demand for oil products have been identified on the market, it means that there is also an opportunity (interest) for answering these needs, in the form of marketing oil products, as a result of initiating business entrepreneurship in marketing oil products.

### **The analysis units:**

- **The primary analysis unit is:** The marketing of oil products on the market
- **The contextual analysis unit (the existence of the case) is:** Needs, interest and demand for oil products.
- **The embedded analysis unit is:** J Initiating entrepreneurship in business for marketing oil products,

**Linking data to hypotheses:** This stage anticipates the data analysis stage, but the research design must help in building solid databases for this stage of the investigation. The linking of data to hypotheses can be done in several ways, none of which has been defined with accuracy [1]. For this reason, we have opted for a promising approach to study cases, i.e. the pattern matching technique. This analysis technique is based on “using the pattern matching logic” (as described by Donald Campbell, in 1975), [2] who has compared a pattern established on empirical bases with an anticipated pattern. If there is a pattern established on empirical bases (needs, interest, demand of oil products), which is an anticipated pattern, then the opportunity (the marketing of oil products) can be achieved by initiating entrepreneurship in the field of marketing oil products, by economist engineers. The results can contribute to the consolidation of the internal validity of the study. In this case, the patterns are linked to both the dependent and the independent variables defined above, i.e. the predicted pattern as regards the independent variable is defined before the data collection stage. The information obtained in this case can be related to the theoretically established hypothesis.

**Criteria for data interpretation:** The alternatives depend on the authors' understanding as regards the conditions in which the new opportunities and discoveries of the study (the marketing of oil products by initiating the business entrepreneurship of economist engineers) can be useful in the context of the existing needs, interest, and demand for oil products. We should point out here that, very often, people believe that studies do not have a practical end. This pattern-matching technique is also useful when a study is explanatory, since patterns can also be linked to both dependent variables, such as, in this case, the need, interest and demand of oil products on the market, and to independent variables, which in our case are represented by the opportunity of marketing oil products after the initiation of the business entrepreneurship of economist engineers for the field of marketing oil products. This technique is equally relevant if the study is descriptive as long as the anticipated pattern as regards certain variables is defined before the data-collection stage, which in our case is represented by the opportunity to market oil-products through the initiation of the business entrepreneurship, by economist engineers, in marketing oil products. This sub-stage, as the last component of the study design, anticipates the data analysis stage. The data obtained through the chosen strategies and techniques represents a constant challenge to perform some valuable analysis, which involved the need to pay attention to and consider all existing data related to the subject. The proofs/data are presented objectively and alternative interpretations have also been given the appropriate interest. In order to interpret findings combined criteria have been employed, especially logical models. "The logical model purposefully stipulates a complex linking of events in time. These are included in repeated cause-effect-cause-effect patterns" [1]. In other words, a dependent variable from an initial stage ("needs, interest and demand for oil products) becomes an independent variable during a subsequent stage (the opportunity of marketing oil products through the initiation of some business entrepreneurship for marketing oil products by economist engineers). The use of the logical model involves the matching of empirically observed events (i.e. the need, interest and demand for oil products) with the theoretically-predicted events (the opportunity to market oil products through the initiation of some business entrepreneurship in marketing oil products, by economist engineers) [3], [4], [5], [6].

## PRELIMINARY THEORIES

In what follows we shall approach theoretically the primary analysis unit, which includes: the marketing of oil products. Marketing is defined as the action of marketing and its results, i.e. the selling of goods and the result of this action [7], [8]. In the case of marketing oil products, the products are put into circulation as marketing objects, in our case through an entrepreneurial activity that refers to marketing oil products as part of an integrated process of looking at the needs, interests, demand for products, but also at other elements of the market (customers: individuals and companies), taking orders from customers, buying products from the providers (producers, intermediaries, importers) as economy goods, turning these goods into commodities by selling them to the customers that ordered them, collecting the value of the merchandise, evaluating the action of marketing (the profit). In essence, this is the action of marketing oil products.

Thus, the concept of the market emerges (which is represented by all customers with the same needs or desires (needs) for oil products [9], [10] along with the concept customers: those who are willing and able to engage in an exchange relationship to satisfy the above-mentioned need. In fact, the market is the last link of the chain that shapes the concept of product marketing. Here, the concept of the product is assigned to any finished oil product: gasoline, diesel, oil, l.o.g (liquefied oil gas), and other related services, aimed at meeting a need or a demand. The following concepts are included in this equation: the concept of selling, seen as one of the ways in which the entrepreneur approaches the market, and the process of marketing, which shows the solution for entrepreneurs to solve their own goals, which in turn are related to determining

the needs and demands of those consumers interested in the products targeted and delivering the expected satisfaction in a more effective way that the competition is able to do.

The following conceptualization (theorization) that takes place around the Contextual Analysis Unit (existence of the case, i.e. the needs) is: Needs, interest, demand for OIL products. The marketing philosophy is based on people's needs and desires: their need food, water, air, clothing and shelter to survive, but also on their desire to travel by car in order to relax, to have everything modern and automatic, or to travel by train, airplane etc., with well-defined preferences for certain brands, versions of products or services. The needs of modern human beings are unimaginable. A human need is a state when one becomes aware of the lack of elementary satisfaction: the need for food, clothing, shelter, safety, etc. [9], [10].

In what follows we shall establish the theoretical underpinnings for the embedded analysis unit, which includes The initiation of some business entrepreneurship for marketing oil products, by economist engineers.

## **DATA COLLECTION**

For this study, data have been gathered from the following sources: questionnaires, direct observation, participative observation. In each situation, the methodological procedures have been observed. The effort to collect data was based on the priority principle: "a. multiple sources of evidence (two or more sources that converge towards the same findings); b. a database (it is about the totality of the data gathered, not the final study report); and c. a logical succession of evidence (explicit connections between the data collected, the questions raised and the conclusions drawn". (Yin, 2005). All these principles have been observed throughout the investigation of the case, with the view of improving the quality of the investigation. All sources have been considered valuable and therefore a large series of the methodology of research sources have been read. Interviews and questionnaires have also represented a major source of information for this study.

Gathering data related to the marketing of oil products: The first step in this respect was the analysis of demand for such products on the market.

Gathering data about the marketing of oil products: With the view of obtaining data about the needs, interests and demand for oil products, the questionnaire can be used.

Collecting data about initiating the entrepreneurship related to marketing oil products :

Collecting data about the initiation of entrepreneurship in the marketing of oil products is basically the design of the structure of the project before the analysis of the collected data, which will actually be the business plan of the entrepreneur.

## **DATA ANALYSIS**

The last chapter of the Entrepreneurial Project is basically the drawing up of the business plan, based on the business idea: The action of marketing oil products, following the stage of collecting the evidence about the three units of analysis and the analysis of the information obtained, goes to the drafting of the business plan. The economist engineer - The entrepreneur, alone or with his/her consultants, basically proceeds to the elaboration of the Business Plan, which includes.

After analyzing the questionnaires and interviews (Table no. 1. Type of questionnaire) and arranging the managerial processes described above, the entrepreneur will be able to take orders from potential customers; if possible, obtaining some advance would be recommendable. Simultaneously with taking orders from potential customers, with the specified or implied

requirements, the entrepreneur launches these orders to the producers (refineries), importers, trying to get the most advantageous deliveries and, if possible, a certain discount. Advance and discount are parts of financing through savings

Table no. 2. Type of questionnaire

A. CLOSE QUESTIONS		
Name	Description	Example
Dichotomy	A question with two answers.	When you made the decision of buying the oil product, did you call at an entrepreneurship selling that product? Yes <input type="checkbox"/> No <input type="checkbox"/>
Multiple choice	A question with three or more answers.	Who is going to accompany you there? None <input type="checkbox"/> , Husband/Wife <input type="checkbox"/> , The entire family <input type="checkbox"/> , Only my children <input type="checkbox"/> , Business partners <input type="checkbox"/> , Friends, relatives <input type="checkbox"/> , Tourists group <input type="checkbox"/> , Others <input type="checkbox"/>
Likert's scale	An answer that indicates the person's agreement or disagreement.	Generally speaking, do small entrepreneurship offer better services than the large ones? Total disagreement <input type="checkbox"/> Dis-agreement <input type="checkbox"/> Indifference <input type="checkbox"/> Agreement <input type="checkbox"/> Total agreement <input type="checkbox"/>
The semantic difference	A scale between two bipolar terms wherefrom the subject chooses the point that indicates his/her appreciation.	From what type of business would you like to buy the product? Large.....Small With experience.....Without experience
The scale of importance	A scale that indicates the importance of a certain feature.	I believe that instruction as regards the buying of oil products is: Extremely important <input type="checkbox"/> Very important <input type="checkbox"/> Quite important <input type="checkbox"/> Not very important <input type="checkbox"/> Not important at all <input type="checkbox"/>
The appreciation scale	A scale on which a specific feature is appreciated by a qualification ranging from „weak” to „excellent”.	The services provided by the entrepreneur are: Excellent <input type="checkbox"/> , Very good <input type="checkbox"/> , Good <input type="checkbox"/> , Average <input type="checkbox"/> , Inappropriate <input type="checkbox"/>
The scale regarding the buying intention	A scale indicating subjects' buying intention.	If the entrepreneur would provide a transport-t-home service, would you use it? Yes, definitely <input type="checkbox"/> , Probably yes <input type="checkbox"/> , I don't know <input type="checkbox"/> , Probably not <input type="checkbox"/> , Definitely not <input type="checkbox"/>
B. OPEN QUESTIONS		
Completely unstructured	A question to which subjects can give any answer.	What is your opinion about the entrepreneurship relating to marketing oil products?
Associations of words	Different words are given gradually and the subjects are asked to write down the first word that comes to their mind.	What is the first word you think of when you hear about: - entrepreneurship? ..... - oil products? ..... - automated systems services? .....
Completing a sentence	Subjects are given an incomplete sentence that they are asked to continue.	When I choose a specific entrepreneur, the most important element guiding me is .....
Completing a story	Subjects are given an incomplete story, which they are asked to continue.	I have chosen an entrepreneur and realized that the products sold by him were perfect. That made me think of .....
Completing an image	Subjects receive a drawing showing two persons, one of whom makes a statement. The subjects are asked to complete the answer of the second character in the image.	
The thematic appreciation test	Subjects are presented with an image and they are asked to describe what they think is going on there.	

The marketing plan (Table no. 2. The 4 key-words: Product, Price, Market, Promotion, analyzed at the level of the business, will lead to the development of a relevant marketing plan, in the context of a general business plan.

Table no. 2 below: *The General Business Plan*

SECTION	OBJECTIVES
I. Introductory presentation	A study will be conducted on potential customers, with the view of selling about 50 tons of products at an estimated price of 2000 euro per shipment with handling. This target is followed by the purchase of 50 tons of products with implicit or explicit customer specifications, which will be purchased directly from the manufacturer at an estimated price of between EUR 1500-1700 per transport with a discount of at least 3%. Ensuring the tanker transport of the products at the address indicated by the customer. Manipulation of products, at the customer's request, by calculating the work according to the employee's qualification and the required work performed. Putting into storage. Receiving the value of products and labour. All this is done on the basis of a contract between the entrepreneur and the client. For purchases the contract will be signed by the entrepreneur and the producer.
II. The current situation of the market	Relevant data concerning the situation of the market, of the products and the macro-economic environment. These are presented in the data collection section, for the situation of the entrepreneurship start-up.
III. Analysis of opportunities and problems the entrepreneur has to face	Of the tests done with the help of questionnaires and interviews, on a sample of 100 potential clients, it follows that: 70 respondent gave either positive or negative answers, of which 50% responded affirmatively, thus resulting that, in the start-up situation, there are both occasions for this entrepreneurship and competition threats already on the market. The strong points of this type of entrepreneurship are the fact that it has proposed a form of financing based on savings and making use of national financial sources to finance start-ups, but also by the fact that it addresses a specific market segment. The weaknesses are generally those characteristic of the beginning of a business, such as uncertainty, hesitations, lack of experience, lack of courage, etc.
IV. Objectives	The main objective is the selling of 50 tons of oil products. During the first cycle of the start-up, a % of orders for products, with or without manipulation. Order of 50 tons from the producer and transport ensured by courier, at the address indicated by the customer. The manipulation of at least 80% of the product at the customer. The placing in a storage place of all products. Receiving the counter value for all operations. Payment of debts to providers and employees. Making payments to the state.
V. The marketing strategy	In order to achieve his/her own goals, the entrepreneur will resort to adequate promotional marketing, the opening of a web page, the use of all the advertising and promotional items that are cheaper. Promoting entrepreneurship from person to person. Using databases that can be bought, including email, web-pages, phone numbers, etc. to submit offers and information about entrepreneurship. Other marketing strategies.
VI. Action programs	The entrepreneur or a consultant will perform a study on the customers' needs and desires for products, starting with the first day when making the decision to initiate entrepreneurship. The costs of such an action will rise up to 10% of the management expenses. Offers will be launched to prospective customers. Orders will be issued to manufacturers, importers by the contractor and hired personnel immediately after receiving the order from the customer. Such actions are part of the service assignment of the contractor and the employee responsible for marketing, and costs fall into wage costs. The transport of the products at the address indicated by the customer will be ensured by the Marketing Officer, since such an action is part of his / her duty and the costs are included in the salary costs. Products will be manipulated and placed in the storage place, as indicated by the customer, by the Sales Officer, as part of his / her service duties, and the costs are considered part of the salary costs.
VII. Profit and expenses	The estimated capital required in the start-up phase is € 70,000 from sources such as savings and all means that can be used by the entrepreneur for attracting start-up finance. Salary costs: 600 euro / month / employee. Selling 50 tons of products / year at a price of 2000 lei per transport. Purchase of 50 tons at a price of maximum 1800 lei per transport. Estimated 10% profit on revenue minus expenses.

## CONCLUSION

Entrepreneurship is the structural managerial-economic mechanism that allows economist engineers from the electric, electronic and energetic domain to turn from job seekers into job providers. Entrepreneurship in the marketing of oil products has been approached because these products relate to energy and therefore to the professional domain of economist engineers studying in the electric, electronic and energetic domain.

Economist engineers from the electric, electronic and energetic field acquire, besides technical knowledge from the engineering domain, additional competencies from the managerial-economic field, that relate to structured business, during their initial training. The performance related to such competencies is further improved by their continuous training, which can take place as part of Master's programs in the field of engineering and management (specialization management and communication in engineering), or can be stimulated by initiating other Master's programs in the same field, based on entrepreneurial formation and training.

It is imperative to introduce in the curriculum of economist engineers, both at the initial (bachelor) and at the continuous (master's level) training, disciplines such as: Entrepreneurship, The management of small and medium enterprises. It is also necessary to create the Entrepreneurship Education and Training Laboratories for economist engineers.

## REFERENCES

- [1]. Yin, R.K.. Case Study Research. Design and Methods, Sage Publications, Thousand Oaks, London, New Delh, 2005
- [2]. Campbell, D.T., Degrees of freedom and the case study, Comparative Political Studies, 8, 178-193, 1975
- [3]. Măgdoi, L.D., Rada, I.C. Economic Engineering qualification of Economist Engineers, ISBN-13: 978-613-9-87303-6, ISBN-10: 6139873037, EAN: 9786139873036, Book language: English, Publishing house: LAP LAMBERT Academic Publishing, Website: <https://www.lap-publishing.com/> , Category: Management, 2018.
- [4] . Rada, I.C.. Banca Națională a României în context European, ISBN-13: 978-613-8-24360-1, ISBN-10: 6138243609, EAN: 9786138243601, Publishing house: GlobeEdit, Website: <https://www.globeedit.com> , Category: Money, Bank, Stock exchange, 2018
- [5]. Rada, I.C., Măgdoi, L.D., at all.. The new managerial-economic mechanisms, ISBN-13: 978-613-7-42386-8, ISBN-10: 6137423867, EAN: 9786137423868, Book language: English, Publishing house: LAP LAMBERT Academic Publishing, Website: <https://www.lap-publishing.com/> , Category: Management, 2018
- [6]/ Rada, I.C., Rada, I.C. Prudential Supervision and Bank Security, ISBN-13: 978-613-8-24347-2, ISBN-10: 6138243471, EAN: 9786138243472, Book language: English, ISBN: 978-613-8-24347-2, Publishing house: GlobeEdit, Website: <https://www.globeedit.com> Category: Money, Bank, Stock exchange, 2018..
- [7]. Bușe, G.. Bussiness Books 1, "Dicționarul complet al economiei de piață" - Ghid practice, Secretariatul pentru Mahamudra, tiparit de "Societatea Informația", 1995.
- [8] Bremond, J., Geledan, A. Dictionnaire economie et social, Collecction J. Bremond, Les Editions HATIER, Paris, 1990

## NORDSCI Conference

[9] Kotler, Ph.. Marketing Management: Millennium Edition, Tenth Edition by Philip Kotler, Published by arrangement with original publisher, Prince Hall, Inc., a Pearson Education Company, 2000.

[10] Kotler, Ph., Amstrong, G.. Principles of Marketing, 9th Edition, published by Pearson Education Inc. publishing as Prentice-Hall, Inc., Upper Saddle River, New Jersey 07