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## RESEARCH ON THE DEVELOPMENT AND IMPLEMENTATION OF AN INNOVATIVE DAIRY PRODUCT

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**ABSTRACT:** This research studies the perceptions of consumers regarding the consumption of products like cheese with flavored plants. The aromatic plants enrich the products with bioactive substances beneficial to the human body, or change their sensory qualities. We used the Swot analysis because it has a strong qualitative character for all functional domains within a company, especially in research and development of new products. The questionnaire has questions which collect the information necessary to achieve the objectives of the research

**KEY WORDS:** perception, bioactive compounds, qualitative

### 1. INTRODUCTION

Milk is a perishable product, and for increasing the storage and consumption period, they are used different methods of processing, called industrial methods. In this sense, the industrial processing of milk is the production of cheese. More than 35% of the world's milk is used for cheeses [2].

The transformation of milk into cheese is a more complex process consisting in concentrating proteins together with a variable fraction of fat and minerals, with the elimination of a significant amount of water and lactose. Advantages resulting from the possibility of turning the main components of milk into cheese were arguments for the development of this production: storage stability, relatively easy transport and diversification of human diet [2].

In statistics, the main types produced, grouped according to the raw milk, are: whole cow milk cheese, skimmed cow milk cheese, whey cheese, buffalo milk cheese, sheep's milk cheese and goat milk cheese. The idea of "marketing" comes from the present participle of the verb "to market" in English, which means to make transactions, to buy, to sell, a term that was later made noun and internationalized. Marketing is a concept based on the needs of potential customers and follows the increasing the efficiency of micro- and macro-economic activity [1].

Management is a set of activities, including planning and deciding, organization, leadership and control, regarding the organization of human, financial, physical and informational resources in an efficient and effective manner [3].

The management of marketing is the process of managing marketing activities and transformations from an economic way in the manner in which it will regard to achieve its final goals. The stages of marketing management are: analyzing the business environment in general and the markets in particular, planning all marketing actions, implementing the proposed

plans taking into account the components of organizing, coordinating and training the resources available in this process, the evaluation and the feedback necessary to make corrections [4].

Marketing, according to the American Marketing Association, represents the work, the set of institutions and the processes of creating, communicating, delivering and interchanging goods that have value for consumers, customers, partners, and for society in general [4].

Marketing is a function of the organization manifested through a series of economic activities that: identifies the needs and desires of consumers; identifies markets that can be best served; plans, creates, promotes and distributes products serving these markets.

The customer will decide to buy the product when it is convinced that it is profitable, when something specific to the product has a connection with a quality thing, when the price is low, when the packaging draws attention or simply when it is curious. In this sense, I believe that our product will be bought because the price will be low compared to quality, its history will be plausible (the organoleptic and nutritional characteristics of goat's milk, natural fodder in the mountain area, aromatic plants of own production and without additives), and the name is a special and fairly pompous one: "goat milk with aromatic plants". By asking the people, potential customers, this will give good results for making this product. Otherwise, the company will focus on innovating another product in order to make it known on the market and attract as many customers as possible.

### 2. MATERIALS AND METHODS

The main objective of the company is the processing of innovative products by using aromatic plants, the diversification of the types of products by introducing new ones, but also increasing the number of customers. The 59

processing unit is located next to Sibiu, with the purpose of processing milk in cheese, using goat milk from its own production. The company has a goat farm, the animals are fed only with natural fodder from its own agricultural land, the mountains from the Sibiu border, favoring their growth. The plants used to flavor the products are from their own plantations. We refer to plantations of green such as parsley, onion, dill, tarragon, basil, thyme; these will be chosen according to what customers want to find in the taste of our cheese or other products.

The methods of analysis used in the study were the Swot analysis and the questionnaire.

Swot analysis is a very useful tool in developing marketing strategy, especially when we want to process and sell innovative products and implicitly to increase business profitability, as well as a method used to control planning and risk [5], [6].

The questionnaire is defined as a research tool consisting of a series of questions and other queries in order to collect information from people in order to obtain the most accurate data about a person or a social group. Questionnaires are made from open / free answers which gives opportunity to answer spontaneously, formulating their own responses, individualizing them, making arguments and "subjective justifications" [7].

### 3. RESULTS AND DISCUSSION

The results of using the SWOT analysis, which can be defined as a complex research of various aspects that characterize the activity of a company, identifying the strengths, weaknesses, opportunities, threats and causes that generate them or will generate them, makes recommendations for eliminate or decreasing the negative aspects and capitalizing the positive ones are presented in table no. 1.

**Table 1.** SWOT Analysis

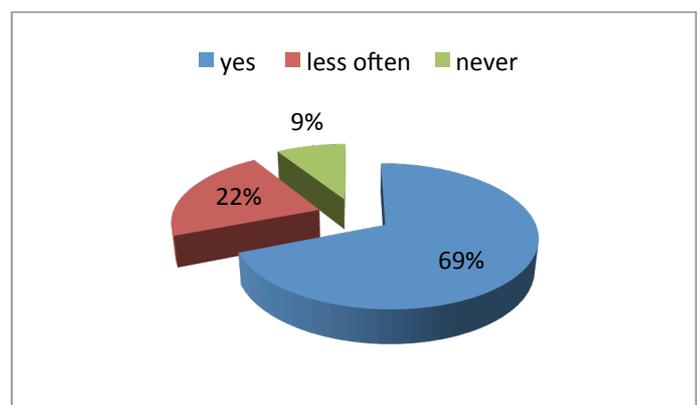
<p style="text-align: center;"><b>Strong points</b></p> <p>The quality of products  The low cost  Ensuring transport  Qualified personnel  The wide range of products  ISO 9001 certification  The company has no dependence on a particular group of clients.  Raw materials: goat milk  Own farm</p>	<p style="text-align: center;"><b>Weaknesses</b></p> <p>Raw material varies from one season to another;  Deficient promotion;  Poor geographic coverage;  Volume and low production capacity;  Additional costs for winter inventory building.</p>
<p style="text-align: center;"><b>Opportunities</b></p> <p>New structural investment- funds;  Introduction into new markets;  New packaging for existing products to attract even more customers;  A rapid increase in the served market</p>	<p style="text-align: center;"><b>Threats</b></p> <p>The appearance of more competitive products on the market for potential customers;  High costs for upgrading technology;  Strong local competition.  Discontent customers  The implementation of new laws on consumer safety and health</p>

The data presented in the table shows us the SWOT analysis as a strong quality feature that allows a correct formulation of the technological, marketing aspects for innovative the process by analyzing strengths, weaknesses, opportunities, threats to identify external forces that influence, positively or negatively, the success of the company towards achieving the proposed objective.

The questionnaire was used to find out the preferences of cheeses consumers and their conception regarding the consumption of innovative milk products. The questionnaire contained 5 questions and was a target group of 63 people aged 22-65.

The results are shown in the following figures:

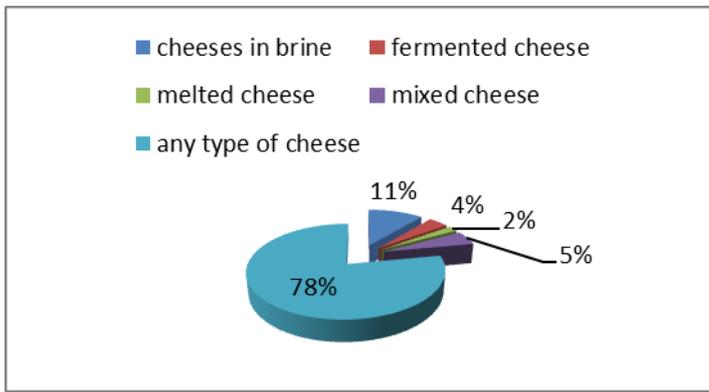
- a. Do you consume cheese daily?



**Figure 1.** Frequency of cheese consumption

From the result, it is noticed that more than two-thirds of the people surveyed consume cheese, which means that we will increase our chances of selling our innovative product.

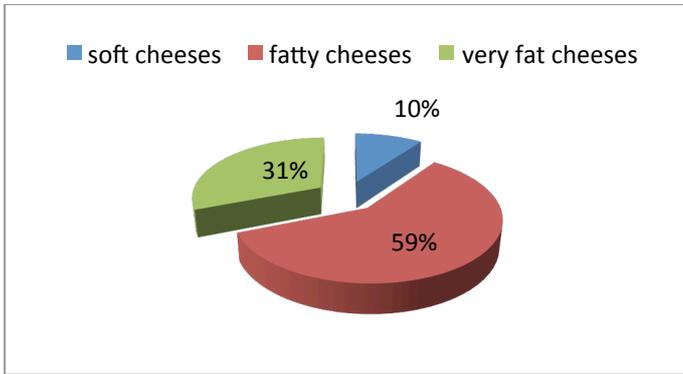
- b. Regarding the processing technology, what cheese do you prefer?



**Figure 2.** Types of cheeses

It is noticed that 78% of people consume any sort of cheese, which means they will consume other cheeses if they are high quality.

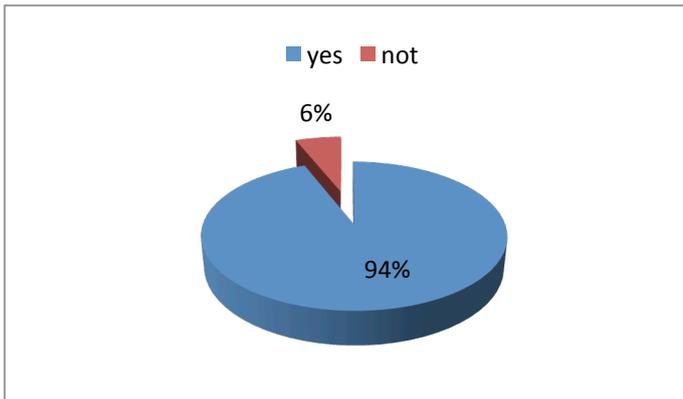
c. Depending on the fat content, what kind of cheese do you prefer?



**Figure 3.** Cheese consumption based on fat content

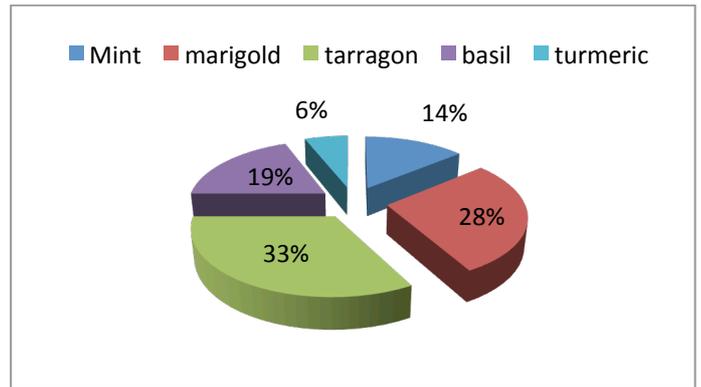
Looking to the information presented, consumers preferred fatty cheese, so it is important to take into account the fat content of cheese, because it is the one that plays an important role in the sensory characteristics of cheese.

d. Would you like to consume other products that do not exist in the market now?



**Figure 4.** Consumption of innovative cheeses

e. What kind of spices / herbs / aromatic plants would you like to use?



**Figure 5.** Spices / herbs / aromatic plants

It is noticeable that the people who answered this question want to obtain different types of cheeses, which contain good bioactive compounds to the human body.

#### 4. CONCLUSIONS

SWOT analysis is an effective method used in the marketing or management study for the processing of innovative dairy products, especially when planning the strategy into identify the potential and priorities of processors and consumers.

The questionnaire used gives us the opportunity to see what are the consumer preferences and their behavior regarding the innovative products.

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