

# ***THE PLACE OF MARKETING STRATEGIES IN THE CONSOLIDATION OF ROMANIAN BAKERY FIRMS***

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## ***Abstract:***

*Stated by their marketing objectives, Romanian bakery firms have to opt for certain strategies for directing their activity in order to obtain desired target. In this field, marketing strategies refer to the way in which the organization approaches the market and the marketing mix. In the process of elaborating the marketing strategies, firms should follow to combine those with the general strategies of the organization.*

**Keywords:** *marketing strategy, marketing objectives, target, marketing mix*

**JEL codes::** *M31*