

# ROLUL MARKETINGULUI ÎN INSTITUȚIILE DE MICROCREDITARE

## THE ROLE OF MARKETING IN MICROCREDIT INSTITUTIONS

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**Abstract:** Marketing activity brings microcredit institutions a higher added value and can give answers to many important questions that make the difference between success and failure. There is a direct relationship between marketing and profitability / sustainability of microcredit institutions. The profitability of an institution is determined as the difference between revenue and expenses. Although cost control is an important issue in maintaining a high profitability, the matters discussed in this article focus on ways to increase revenue, as this is the area where marketing actions have a greater impact: increasing the loan portfolio by attracting new customers, building customer loyalty and maintaining a high quality of the loan portfolio.

**Keywords:** microfinance, marketing, microcredit organizations.