

## **STUDIU APLICATIV LA SC LUKOIL ROMÂNIA SRL**

### **APPLIED STUDY AT SC LUKOIL ROMANIA SRL**

**Şef lucr.dr.ing. Carmen Gabriela BĂCILĂ**

**Asist.dr.ing. Ioan Simion DAN**

**Ing. Andrei DOHOTARU**

Universitatea Tehnică din Cluj-Napoca

**Abstract:** An independent company, we must look beyond themselves, to understand the implications and changes in the market and to identify consumer requirements. Successful companies recognize and respond profitably to unmet needs. Marketing can be viewed as a management process for identifying, anticipating and satisfying consumer desires. Adopting the concept of marketing to a business requires, among other things, the use of an appropriate system through which management seeks continuous synchronization with the environment in which they operate. This includes the formulation of development strategies, mobilizing human forces, material and financial company available to achieve the objectives and goals set.

**Keywords:** SWOT analysis, Lukoil, petroleum products, customer portfolio