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**Світлана Генова**

Komrat State University of Moldova

## **СТВОРЕННЯ ВИНА ЛОГОТИПОМ РЕСПУБЛІКИ МОЛДОВА В УМОВАХ ЕКСПОРТНО-ОРІЄНТОВАНОЇ ЕКОНОМІКИ**

**Svetlana Genova**

### **CREATION OF WINE PRODUCTS' LOGOTYPE OF THE REPUBLIC OF MOLDOVA IN THE CONDITIONS OF EXPORT-ORIENTED ECONOMY**

The Republic of Moldova is an integral part of Europe. The Republic of Moldova became a member of the United Nations Organization on March 2, 1992, a member of the Council of Europe - on July 13, 1995, and since July 26, 2001, the Republic of Moldova is a full-right member of the WTO.

Wine is an important part of Moldovan daily life, and by most estimates, has been made on Moldova's land since 500 B.C. Roughly half of Moldovan families produce their own wine, and wine is present at most of life's celebrations from birthdays to religious holidays. The industry employs about 250,000 people and generates an estimated 5 percent of GDP and 7 percent of the country's exports. Yet, despite the cultural and economic importance of wine, the industry lacked robust sector-wide communication and public-private dialogue, which hampered its ability to modernize and be competitive. Thus, there is enough evidence to suggest that the wine industry is one of the leading industries of the country's economic structure. Its intensive development remains one of the Moldova's priorities. Under the circumstances of expanding market boundaries, it is important for domestic wineries to take into account the global trends in the world economy, determining competitiveness, as one of the key factors for successful business

The Republic of Moldova has developed a national promotion program "Wine of Moldova" aiming to build Moldova's image as a quality wine producing country and to build new partnerships on EU markets. "Wine of Moldova" will serve as a wine country brand promoting those wines selected to represent the best Moldova's wine potential, under the supervision of the National Office for Wine and Vine (ONVV), a public institution founded by the wine industry and the government to manage promotion activities, wine sector development programs and the PGI/PDO promotion system.

At the same time, particularly relevant has become the study and active implementation of enterprise management, including the marketing aspects of the brand policy. The explanation for this reason is that brand policy is a main structure part in the product policy. Incontestable proof of this is the fact that all meaningful purposes of other factors depend on how to build the effective policy of the brand of the wine enterprise policy in conditions of discovery of new consumer markets of the EU countries. "Our wine has been crafted by generations of winemakers in the largest cellars in the world appreciated by consumers in both east and west supported by legends that everyone can embrace"- reads as legend alive "Moldova Wine".

The analysis of the marketing scientific literature, the author of the publication came to the conclusion that the policy of the brand, is an integral part of the product policy of the enterprise.

In this sense, the following context of formulation seems to be logical: product policy of a company – is a set of marketing decisions related to: assortment policy, brand policy,

packaging policy, before / after-sale policy, aimed at improving (maintaining) high quality of product and company competitiveness. Thus, taking into account the above mentioned, in the context of the structural components of the company's product policy, it is important to perceive of the brand policy the, as part of product policy.

Together with this is important to give the definition of the brand policy. To base of the definition of the product policy it means the process of logotype development, namely, creating and maintaining constant communication with consumers using the stable set of differences, which implies guaranteed quality

The launch of the generic wine brand "Wine of Moldova" is the culmination of more than two years of the wine sector reform, consisting of: the harmonization of the wine legal framework with the EU regulation, the settlement of the production of wines with protected geographical indication, the definition of its key target markets and the marketing strategy and the regulation of the quality control accordingly to international standards. In addition, Moldovan wineries have invested in the last 3 years (2011-2014) about 15 mln EUR in new equipment, technology and vineyards

As mentioned above, the expansion of market opportunities for Moldovan wineries, directs the management vector in favor of conducting an effective brand policy. Moldova is a fertile land. Generations of winemakers crafted our wine with dedication, through centuries.

The country's wineries gained worldwide fame. The past and the present intertwined in our legend, inspiring the future of our victories. One of the basic terms determining the efficiency successful of company logos is a need to complete the list of the defining marketing factors. Proceeding from the above mentioned, it can be concluded that Moldova currently has list of the marketing factors regarding of elaborating an effective brand policy for wine products. Its implementation will allow the development of the country's potential with a view to producing wine products with famous logotype and will create conditions for access of local products in international markets, and will contribute to the realization of a number of strategies adopted by the Government of the Republic of Moldova

The Republic of Moldova in a relatively short time succeeded to establish its national framework and to join the international system of protection of geographical indications. Our country has a considerable potential to produce wines eligible to bear the geographical indications and appellations of origin. It is important to elaborate an effective brand policy for wineries of the Republic of Moldova. On this period is necessary to develop this potential, Moldova should build a workable and effective brand policy and to highlight the worth of all its advantages to the benefit of the entire society. More importantly for Moldova's future, the wine industry is a key sector of the Moldovan economy. Moldovan winemakers display the talent and capacity to produce wines that compete globally and the Moldovan wine industry is demonstrating that it can also market wines efficiently

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