

Research project 2007/2008

Business Administration

“The relevance of the direct marketing in the development of small and medium enterprises, especially in the region of Tetova”

Coordinator: Dr. Nexhbi Vejseli

Project team: Nexhbi Veseli, Veland Ramadani, Gadaf Rexhepi

The aim of this project is referred to a very attractive and interesting field for managers of small businesses, that in continuity have to communicate with market, by informing with products and services that these enterprises are offering in the market. Here we can see the importance of communication in the marketing, so we say that development needs a strategic concept of the marketing for penetration and digestion of the market, that is depending on the segment of competitive advantages of the market.

Direct marketing according to definition presents the communication in order to increase sale and buying of products, services and information through internet, printed and electronic media, posts, etc.

It is a considerable number of SME that have their web pages and they are using some of the forms of direct marketing for communication with their clients, but still the level of usage is not like the case in developed countries. Usually the experience is telling that interested buyers are ordering some products or service by registering in their web pages, and the product or service it is paid with electronic credit cards.

Reasons for not using direct marketing are:

- Non-legislative definition of the activity,
- Old fashion way of enterprises management,
- Computer illiteracy,
- Small number of computers,
- Expensive telecommunication services, etc.