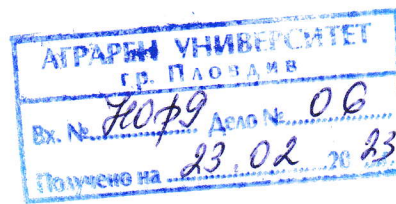


OPINION



On a dissertation for obtaining a doctorate in:

Field of higher education: 3. Social, economic and legal sciences

Professional direction: 3.8. Economy

Scientific specialty: Production organization and management (agriculture and subsectors)

Author of the dissertation: Vlora Limani Hainuni - doctoral student of independent training at the Department of "Management and Marketing".

Dissertation topic: "Marketing strategies for managing the sales of chemical preparations for the needs of farmers"

Reviewer: Prof. Dimitar Ivanov Kostov - VUSI, Plovdiv.

- Field of higher education 3. Social, economic and legal sciences
- Professional direction: 3.8. Economy
- Scientific specialty: Economics and management

Appointed as a member of the scientific jury by Order No. RD - 16312 of 19.12.2022. by the Rector of AU and a decision at a meeting of the Scientific Jury.

1. Relevance of the problem

Sales management strategies are the main problem facing any business organization. In the agriculture sector, chemicals play an important role in obtaining high yields and income for farmers.

In this regard, the strategies that companies have for selling chemical preparations to farmers are important. These strategies should be competitive and based on good marketing research. To be successful, they need to capitalize on industry innovation and the interest of the companies selling the chemicals and the farmers who will buy them. This shows that the developed problem is relevant, both for manufacturers of chemical preparations and for farmers. It can definitely be said that the thesis solves a very pressing problem for chemical manufacturers and farmers.

2. Purpose, tasks, hypotheses and research methods

The purpose of the study is very well defined. It makes it possible to establish the influence of the marketing unit of the enterprise and to correctly define its strategies in sales.

The research tasks are precisely and clearly selected. They are arranged in such a sequence as to best achieve the goal. Their number is sufficient to be able to solve the problem set for solution in the dissertation work.

The thesis of the dissertation is properly defined and supported by four sub-hypotheses. They are mainly related to the competitiveness of chemical enterprises and determining the level of their sales. Thus they fully and very well support the main thesis.

The object of the research is selected well so that it can solve the problem of the dissertation work completely.

The research methods are well chosen. Classical and modern methods are used to solve the set tasks in their entirety and achieve the goal completely.

The sources of information are contemporary. They are also supported by the author's own research. The period of study is sufficient to fully illuminate the issue.

3. Transparency of the obtained results

The dissertation is well structured. The obtained results are presented in eight sections. The tabular material is well arranged, and each table is prepared in such a way that the person familiar with the material in it gets an idea of a certain part of the problem.

4. Discussion of the results and used literature

At the very beginning, the doctoral student examines the statistical model for evaluating the company's strategic marketing activities and their sales competitiveness.

Analysis is primarily related to the degree of implementation of strategic marketing activities in the sector. In this part of the development, the author has his own personal contribution regarding the preparation of the analysis. The key point is in the preparation of a methodology with very good and specific questions. They are grouped to show how businesses compete in the market and cover the main stages in implementing the strategic approach to marketing management.

The author's contribution is his own research, carried out by means of a survey among 30 enterprises regarding the degree of implementation of strategic marketing activities in them.

Another author's contribution is indicating the effects of the implementation of strategic marketing activities in the surveyed enterprises. This was done through the statistical verification of the hypotheses, as well as their grouping according to the results achieved in the market.

Based on the well-made and detailed analysis, important conclusions have also been drawn. They are very well summarized and properly structured. All conclusions indicate the contributing points of the author in the research in the dissertation work.

5. Contributions of the dissertation work

I accept the reference to the contributions of the dissertation work indicated by the author, but I will group them as follows:

I. Scientific contributions

1. A conceptual framework for building a successful business strategy for better sales of chemical preparations to farmers is proposed.
2. A conceptual framework for evaluating the effectiveness of marketing strategies of chemical enterprises is proposed.
3. The essence of strategic business planning as an object of strategic management of the chemical enterprise has been clarified.

II. Scientific and applied contributions

1. An analysis of the strategic marketing activities of chemical enterprises as a key supplier of chemical products to agricultural producers was carried out.
2. Recommendations are formulated to improve strategic marketing management as a factor for higher sales in the sector.

6. Critical Notes and Questions

- Recommendation: Analysis of the surveys to be presented to the surveyed enterprises in order for them to see their place in the sector.

7. Published articles and citations

The posts made are sufficient and directly related to the problem being developed.

The abstract corresponds fully to the exposition in the dissertation work.

CONCLUSION

Based on the different research methods learned and proposed by the doctoral student, the correctly performed analyzes and the correctly drawn conclusions, I consider that the presented dissertation work is a well-done scientific study and fully meets the requirements of the ZRASRB and the Regulations of the AU for its application, which gives me reason to evaluate it POSITIVELY.

I take the liberty of proposing to the honorable Scientific Jury to also vote positively and award Vlora Limani Hainuni ONS DOCTOR in the scientific specialty "Organization and Management of Production" (agriculture and sub-sectors).

02/06/2023

Prepared the opinion:

/ Prof. Dimitar Kostov/