

THE ANALYSIS OF THE CATEGORIES OF INTERESTS AT OLTCHIM SA

Elena DIACONU, Lecturer, Ph.D.
University Spiru Haret
Loredana POPESCU, Lecturer, Ph.D.
University Spiru Haret

Key words: Environment, company, stockholder, local environment, public authorities.

Abstract: This scientific communication is a research of the three categories of production factors getting in relation with Oltchim SA as components of its environment: suppliers of material resources or services, suppliers of financial resources (banks) and personnel suppliers.

Material resources or services suppliers are a special category with for Oltchim SA, and together they create a real partnership tacking in consideration the implications of the activities concerning the implications of their activities about development to an optimal level of the activity of the company.

Personnel suppliers are also an important component of the Oltchim SA environment.

For SC Oltchim, clients are the most important component of its microenvironment.

Financial environment is also important and icludes bancks, creditors, financial analits, share market agents, consultancy agents.

For Oltchim the main stockholder is Roumanian State by National Agency For Valorify The State Assets, and agency's decissions are significant for the company.

Sareholders are not so importants for Oltchim, but we analyse as a part of the company's environment.

The activity of SC Oltchim SA is very much influeced by the public authorities wich represent a part of external environment of the company.

Local environment is constituted from the hole public existing on local and regional area: Mayoralty, Prefectur, families of the co-workers and employees, education institutes, cultural and sportive asociations, local and regional press, others companies.

OLTCHIM is one of the biggest companies that produce chemical products in Romania, established in 1966 under the name Chemical Group of Enterprises Ramnicu Valcea. In 1990, through HG no.1213/20 November, on the grounds of Law 15/1990, The Chemical Group of Enterprises Ramnicu Valcea has become a commercial company with shares, under the name of OLTCHIM SA.

When in was taken in discussion the location, there were taken into consideration the following advantages:

- the neighborhood of Ramnicu Valcea which is rich in deposits: gas, petroleum, water, coal, limestone
- the existence in the area of a huge deposit of salt, estimated to have a reserve for 100 years (at a distance of just 8 km of the chemical platform)
- the purchasing of the materials from the producers from the neighborhood (the purchase of ethylene and propylethylene is made from the Arpechim Pitesti through two underground pipes with a length of 60 km)
- the use of the Olt river, as water source, situated at a distance of 0.7 km
- the thermo power station, as thermo energy source, situated at a distance of 0.5 km

- qualified labor from the area
- Starting with this short description we can conclude that the providers raw materials and services are a special category which OLTCHIM has to make a real partnership with, taking into consideration the implications of their activities in the optimal development of the activity of the company. They had a major impact in the company activity, the reason for establishing this enterprise, become after 1990, company divided in shares, was the natural resources the area has (gas, water, coal, limestone).

The assurance of the company progress was up to the providers' capacity to adapt themselves to the new requests of the market. They contribute to the image promotion of the company through the fact that the contracts they have with OLTCHIM they realize an important part of their business. In this kind of relation, based on a cooperation climate between partners, the providers become the real collaborators of the company.

For the market relations to take place in a normal way, it is well to know aspects concerning the providing firm (strikes, exceptional happenings) and any other elements that could become at a time factors that could become perturbation factors, unforeseen for the company activity. A kind of these perturbation happenings was the moment when the Saline from Ocnele Mari from the Mining Exploitation could not provide the necessary salt solution for production at the contracted parameters; OLTCHIM could not honor the contracts in the estimated time, thing that had a negative impact on the company clients.

The efficient management of the OLTCHIM resources is the key of success. The increase of the efficiency of administrating the financial instruments represents one of the main goals for OLTCHIM.

OLTCHIM has elaborated since 1990 an ample program of investments for renewing the technology and to modernize the key-plants which aims to raise the productivity, the characteristics of quality of the products and, not a t least, to decrease the impact on the environment. It has to be identified the new and alternative technologies and their introduction in the Program Of Renewing and Development is made depending on the OLTCHIM strategy, to face the requests concerning the protection of the environment.

A major objective of OLTCHIM is to evaluate and to select the providers. There is being kept a permanent communication with the providers so that these ones get the information concerning the category they are included in, and also the score they got as a result of the evaluation.

The most important providers are:

- SNP PETROM – ARPECHIM PITESTI – for acetylene
- CET SA GOVORA – for steam and a part of the electric energy
- PETROBRAZI and ROMPETROL for the products made of petroleum necessary to the production process
- CFR MARFA – for the services of transport that they provide
- MINING EXPLOITATION Rm Valcea for salt and limestone
- Romanian Waters National Administration – for the water used in the production processes

The company has a number of almost 400 providers of raw materials and different services that have an important contribution in a good image of the company. These relations have been consolidated in time and had an important contribution in raising the company lucrativity.

The financial worlds represented an interest category for OLTCHIM from the moment it was quoted on the market. At that time it appeared the obligation for the company to publish the results, and it evolved in time, when it began to call for the public's savings in order to purchase the capital necessary for the development. It is imposed to make shareholders devoted in the conditions that there are many negative factors that threaten the company capital.

It raises the necessity to initiate a coherent dialog between the society and its financial world. It appears the financial communication that shows the organization the means that can make it evident in front of the shareholders, the financial analysts and bankers.

Taking into account that the financial world of OLTCHIM is characterized by the wide diversity of the public, there are two categories of public: the shareholders and the specialized financial worlds.

The shareholders form a heterogeneous world, and it is formed, in the case of OLTCHIM, from legal and natural persons. These ones have, not many times, divergent interests, because some of them just want to have a safe investment, other of them want to get important dividends, other of them want to use the power given by the shares to intervene in the company activity.

The little shareholders are a category that represents 4.26% from the registered capital of OLTCHIM, having 151.520.824 shares. These ones are natural and legal persons. The information about the company these people get are from the economical, financial and money market magazines of general information. Their actions are according to the safety that the investments give them, and also according to the advantages they hope to get in a short time. The company tries to give a bigger attention to this category of shareholders and to initiate an efficient dialog with them in order to make them devoted. The communication with these persons is made by letters, faxes, e-mails, through the phone or through the web-site where there are present, half-yearly, quarterly, annually reports all made according to the CNVM and BVB requests.

The big shareholders, in case of OLTCHIM, are the Ministry of Economics and Commerce that has 95.73% from the registered capital of the company, having 3.395.705.177 shares and which acts according to its own interest. The decisions of the Ministry of Economics and Commerce have significant importance for society, the complete information being absolutely necessary.

The specialized financial worlds include the banks and the credit institutions, financial analysts, exchange agencies and consulting agencies in the field of investments which OLTCHIM has relations with. These ones have importance for the society through the role they play as prescriptors and image supporters.

The financial worlds are characterized by a high prudence, reason for which there is imposed to establish relations of quality, a trustable climate between these ones and OLTCHIM.

CNVM and BVB have an important place in OLTCHIM's life because they inform, contributing to the formation of the image for the public in general, and indirectly influencing the exchange on the market.

With the help of the communicational actions directed to the financial worlds there can be realized the devotion of the shareholders and the realization of a powerful financial image that shows the global image of OLTCHIM.

Another category of interest is represented by the company employees.

OLTCHIM needs proper people to fulfill the proposed goals.

OLTCHIM employees represent an essential factor and that is the reason for why the continuous improvement of their performances quality at job has become a strategic goal of the management, supported by training and qualification programs.

All forms of training/ specialization adopted by OLTCHIM for the employed people support the management flexibility for: clients' requests satisfaction using the existent human resources, improving the people according to the level of the used technologies.

In OLTCHIM the training and the improvement of the employed people constitute one of the main criteria for employees' promotion.

There is realized a functional communication on vertical and on horizontal, at all levels and promote a system of proposals for improvement, succeeding to have an active participation to the problems solving.

There it is acted to find out what the employees believe and how do they act to get good results in business. All the employees are involved and liable to bring a positive contribution to the success of the OLTCHIM businesses.

Motivation, implication and a strong team spirit are important elements of the OLTCHIM successes.

The real results obtained every year offered the employees the trust in the policies and the programs adopted by OLTCHIM which followed the improving of the whole activity, not to punish the mistakes.

The feedback we get from our employees prove us the increased performance of OLTCHIM in many fields:

- the qualities of good managers are appreciated in a positive way by 90% from the employees
- the employees appreciate in a positive way that the executive managers involve themselves in the current production problems and this thing helps them to increase the quality of their work
- the employees understand and involve themselves to fulfill the goals of the policies concerning the quality and the environment and support the realization of these goals through their activities
- good collaboration in the work teams from the research, design, development and execution departments prove an opened communication and a good appreciation for the management style, this one being reflected in the positive results they obtain
- participation to congresses, expositions of the employees who had special results.

The OLTCHIM commitment for quality and its continuous improvement is supported by very day activity results, in this way the continuous improvement is part of their daily activities and responsibilities, the compartments they belong to must be better to fulfill the domestic and foreign clients' requests that are higher, must try to use the best things they can take.

The public opinion represents a wider environment where OLTCHIM carries on its activity. Its influence on the enterprise activity doesn't have to be neglected, and with the help of marketing communications it can be created a good image for the public opinion.

OLTCHIM has a permanent preoccupation for the impact of its activities on the local environment and to the identification of those opportunities to evaluate and to improve them continuously.

In the center of the preoccupations of OLTCHIM there is the fact to have strong relations with the community where it lives and carries on its activity.

The public opinion is structured in two components: the local environment and the large public.

The local environment is made up of the ensemble of the public from the local and regional field: city hall, the families of the collaborators and of the employees, the institutions for learning, sportive and cultural association, local and regional media, and other enterprises. This kind of environment is indispensable to every day life of OLTCHIM because the organization is integrated part of the environment where he plays an economic role. This kind of image is formed on the grounds of local public opinion regarding the policy of the organization and its results. From this point of view, the policy of OLTCHIM in the field of sponsoring takes into consideration the social field (High School Oltschim, kindergarten Oltschim), the sportive one (Sportive Club Oltschim) and the cultural one. The local environment will amplify in a positive or negative direction, as it is the case, the image that it has formed regarding the company.

The large public has characteristics similar to the local environment; the difference is the fact that we don't talk at a local scale, but at national scale. In this way, at national level, it carry on activities of sponsoring the Bucharest University (Faculty of Chemistry), the Romanian Handball Federation (organizing The European Handball Championship).

In the relation between OLTCHIM and public opinion, the role that comes to the marketing communications is very important because it contributes to promoting the society policy in the field of environment protection, problem that had a negative impact on the company image.

The role of OLTCHIM in the area is not just to produce certain goods but also to assume some social responsibilities. OLTCHIM believes in making strong relations with the community where it carries on its activity. By participating to activities in the cultural field, and also in the social one, OLTCHIM integrates itself in the social life, having preoccupations about everything that is connected with the man, with his private and collective life, contributing to environment protection or to making cultural offers.

In this way there is attributed a social legitimacy to its activity.

As it has a major preoccupation the impact that the activities and the business of OLTCHIM have on the local and global environment, the company searches the most efficient means to communicate in a better way with the public.

The scheme of the analysis of the relations between the categories of interest and society.

As a result, we can see a considerable increase of the insiders' role (managers and employees). The dissipation of the shareholders represents an obstacle for strengthening the corporative governing. And if the property is not enough varied, the risk for the company activity raises excessively; the big investors are tented to model the company activity according to their own interests, in the prejudice of little shareholders, managers or even the employees. More than that, the permanent non-information of the administrators and the lack of transparency of the data presented to the little shareholders regarding the financial condition of the company could deteriorate the company activity.

The marketing contributes to the achievement of the goals of the global policy of OLTCHIM.

Maximizing the profit, raising the satisfaction degree of the consumers' requests and favoring the long term interests of OLTCHIM are taken into consideration by the marketing specialists in the process of elaborating the global strategy of marketing. The role that comes to marketing is detailed through establishing some specific marketing goals as raising the volume of selling, maintaining the market quota, attracting new kinds of consumers, entering on new markets.

Realizing the marketing goals of OLTCHIM is up to the way the four vectors of the marketing activity are directed: the product, the price, the distribution and the communication.

Tabel no 1

Category of interest	Relations	Benefices	Problems
Providers	Contractual	Products with high quality Favorable image in the business field	Fluctuations in the production process Unfavorable imge
Shareholders	Owner	Dividends	Unprofitable investment
Banks	Contractual	Credibility	Reticence
Employees	Contractual	Stability at the company level Consistence in communication	Fluctuations in the production process
Public opinion	Informal	Strong relations with the community Favorable image in front of the public	There isn't the community support for the company activities

The communication has a well determined place, its steps being very important for OLTCHIM.

In the conditions of joining the European Union, of increasing and diversifying the goods and services for satisfying the material and spiritual needs of the society, of increasing the international economic exchange and in the context of the globalization of the economy and the markets, the problem of communicating with domestic and foreign consumers become more and more difficult, and it takes more varied efforts for mutual familiarization and information.

In this context OLTCHIM has set the attention to the domestic consumer and also to the foreign one. In the absence of a modern and efficient system of communication and information, it is difficult enough to find by themselves what kind of products and services are being offered to them by OLTCHIM, where, how and in what conditions they can purchase them, how they correspond to their exigencies, preferences or to their different styles of life.

OLTCHIM has build a model which ensure a permanent communication between the company as producer of those goods, traders on the one hand and consumers on the other hand.

The messages the company transmit don't have to be isolated, they must constitute themselves in a coherent system which ensures a complex action with a precise target, the ensemble of the market agents (consumers, users and intermediaries).

It is a preoccupation of the company to find original and efficient means of communications which allow it to communicate in a better way with the public.

From this point of view, the work proposes to analyze the categories of interest in OLTCHIM.

OLTCHIM has as its permanent preoccupation the impact of its activities on local and global environment and to identify those opportunities for improving and their permanent evaluation.

There it is noticed that in the center of OLTCHIM preoccupations there is the realization of strong relations with the community where it is and it carries on its activity.

REFERENCES

1. Balaure V. (2000) - *Marketing*, Editura Uranus, București;
2. Bălan C. (2001) - *Cercetări de Marketing*, Editura ASE, București;
3. Cetină I. (2005) - *Marketing Financiar – Bancar*, Editura Economică, București;
4. Clarke A. (1999) - *Solving Your Company's Corporate Governance Issues*, Financial Times, Pitman Publishing, Colecția Management, Londra;
5. Cohen E. - *Gouvernance d'entreprise: Une grande diversité de models*, in Problemes economiques nr. 2778 /2 oct.;
6. Dobrescu E. (2000) - *Macromodels of Romanian Transition Economy*, Expert Publishing House, Bucharest;
7. Dumitru M. (2005) - *Gestiunea Financiară a Întreprinderii*, Editura Fundației România de Mâine, București;
8. Ionașcu I. (2003) - *Dinamica Doctrinelor Financiar-Contabile*, Editura Economică, București;
9. Olteanu.V. (2005) - *Marketing Financiar – Bancar*, Editura Ecomar, București;
10. Popa I. (2003) - *Bursa*, vol. I, Ed. Adevarul, Bucuresti;
11. Popescu I. (2002) - *Comunicare în Marketing*, Editura Economică, București;
12. Sandu G. (2002) - *Finanțarea Întreprinderii*, Editura Economică, București;
13. Staicu C., Mihai M. (2004) - *Situații Financiare și Raportări Semestriale*, Editura Universitaria, Craiova;
14. Toma M., Alexandru F. (2002) - *Finanțe și Gestiunea Financiară a Întreprinderii*, Editura Economică, București;
15. Whitman M. N. (1999) – *New World, New Rules, The Changing Role of the American Corporation*, Harvard Bussines School, Press.