

PIAȚA DE MOBILĂ: EVALUAREA PIETEI ȘI PROPUNEREA UNOR STRATEGII

FURNITURE MARKET: MARKET ASSESSMENT AND PROPOSAL OF STRATEGIES

Studentă Oana Ofelia BERTEA

Student Andrei Alexandru LĂCRARU

Studentă Izabela POPESCU

Conf.dr.ing. Larisa IVAȘCU

Universitatea Politehnica Timișoara

Abstract: Furniture production is one of the most complex activities in the wood industry, being recognized as the most efficient way to capitalize on wood. Furniture is an object that is used to arrange a home or an institution, intended for many activities such as the state, eating and sleeping. We can't imagine a world without furniture, that's why we have to appreciate the value of things and put more value on the work of those who make it. In this paper, our goal is to evaluate the internal and external furniture market for the last five years using a series of statistical data. At the end of the paper, a series of strategic directions are proposed to improve the analyzed situation. The paper concludes with future research directions.

Keywords: furniture, industry, internal market, external market, competitiveness, sustainability.