

## How big companies stay in the market in Romania

To better explain how big companies keep their dominance on the world market, it would be best to point first out on how they go to that place firstly.

There are some critical factors which all successful companies follow. The very first, is leadership. Which needs to make the vision and the purpose firmly placed in ground, in order to achieve long lasting success. For the companies benefit it would be good to be able to build a community. In order to be better and grow faster than the competitors, the simple rule is "move faster". A business should always be evolving with the current trends, it can not ever be a finished masterpiece. Being transparent aids brining more people on its side as it's very easy to see what the company is all about. The options and decisions of such a company will be more valued than if they would not have shared their intentions. There most certainly should be rules and policies to control the company's ecosystem. When there are rules, there is no chaos and confusion, only order.

Communication is the key to unlocking the potential within businesses as well as individuals. When the goals are in alignment with the vision and consistently communicated from top down, then performance excellence is much more likely to happen. Inconsistent communication contributes to missed targets and lowers the performance for the entire organization.

Many companies focus on trying to change negative behaviors because they are experiencing negative change. However, when the negative attitudes are replaced with positive attitudes, those attitudes will drive positive behaviors creating positive change. By failing to address negative attitudes, new trends, changes or initiatives, the result is wasted resources creating a negative drain.

Alignment is necessary to ensure that the desired results are achieved. Performance excellence happens when the strategies, systems and people are working together to build loyal internal customers that drive loyal external customers. The much heard adage about "Getting everyone to row in the same direction" is true, but probably should be amended to include the following "by using the same paddles."

An important point is that, a company's success of today will most likely not be the same tomorrow. Everything changes, and as technology progresses, the change occurs faster. This is why investing in other fields, and/or developing other goods is the way to go. A quick example would be that of The Coca Cola Company selling water (Dorna in Romania) or Energy Drink (Burn) or Sports Drinks (Powerade).

So it seems that the key factors are:

Improvise, adapt and overcome to conquer.