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## SALE AS A FACTOR OF BUSINESS DEVELOPMENT

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**Abstract:** By motivation, we understand the totality of factors that affect people, in their certain behaviors, respectively, the intensity and way of achieving certain goals-effects to realize work tasks.

Different people express the motivation of human behaviors in different ways. Requiring people to work simultaneously to achieve the organization's goal and realizing their interests is a very complex problem.

Creating liberal spaces for people to solve the problem in their ways or achieve the objectives has turned out to be much more successful than the decision made by controlling the actions in the work process.

The manager uses different forms and ways to motivate people at work. Any strategy oriented towards this aims to meet the needs of the members of the organization. Therefore, it is pretty challenging to say which method is more effective because each shows specific effects in different situations, new theories are not interested in people seeing what they are working on but what they are accomplishing, and classic managers, to some extent, forms have not been able to notice these phenomena and, have thought that they will be very effective if people push them to work.

Revenue in most cases is a positive amplifier, but many cases are also larger negative amplifiers. As much as income can push workers to give good results, sometimes it is the decisive factor influencing workers to work poorly. Someone understands that the salary he received is his, and no one can take it because he deserved it. Someone else says that it all depends on how much the manager will pay us, how much the company will give us, so it all depends on the individual's perception of it and divided into two groups.

Many companies face markets that require a high level of service. These services need to be integrated with the rest of the marketing-to-sales activities to compete effectively.<sup>87</sup>

So the company should use effective sales and promotion tools to stimulate more purchases and thus increase sales volume. The ultimate goal of any business is to remain profitable business by producing and selling products or services. Without optimal profit, a business firm cannot survive, let alone achieve sustainable growth. One of the main activities in a business company is the marketing and sales activity. The ultimate success or failure of a company depends on its ability to sell what it produces and continues the production-sales cycle for a relatively long period.

This paper has tried to assess and analyze some of the limiting factors of small businesses in Gjilan and how they syndicate in business. In Gjilan / Gnjilane, as in all developing countries, many factors limit small businesses' potential growth.

**Keywords:** Motivation, promotion, sale, quality, price, business

### 1. INTRODUCTION

The primary purpose of any study in economics is to describe and identify the general level of employee motivation in enterprises related to the factors that affect it and measure the relationship between motivation and service quality.

Kosovo's economy is oriented towards a new and dynamic economy; transformed from a centralized, directed economy into an open market economy where the goal in itself is to increase it by applying free competition, to influence the increase of export capacity, and to reduce the trade deficit that Kosovo currently has.

The fundamental problem is that people who do not have the virtues to concentrate at work are complicated to motivate, where the need represents the perception of lack of commitment. Without being the basic necessity, one cannot build motivation, perhaps it is constructed in specific cases, but we generally understand it in general cases.

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<sup>87</sup>Ceku, Bardhyl, Dr, Abazi, Arjan, dr, "DrejtimitMarketingu", Tiranë, 2003

<sup>88</sup>Kasimati M. 2002.Sjellje organizative, Tirane, fq 185 – 187

## 2. THE NEED FOR MOTIVATION OF HUMAN RESOURCES

Nowadays, manufacturing and service companies are focusing on providing the highest quality services while satisfying as much as possible the needs of their customers. Motivated employees believe that their work will be rewarded, worry about the quality of what they do, and be fully committed. Despite the inner desire and personal commitment, the individual reduces the effort when he sees that his work does not receive the proper reward.

Incomes are an important motivating factor, considering that we are dealing with the discrepancy that presents the moment when the concrete behavior is in some harmony with the attitude, where reinforcers are factors that increase the cohesion between cause and effect. Revenue in most cases is a positive amplifier, but many cases are also larger negative amplifiers. As much as income can push workers to give good results, sometimes it is the decisive factor influencing workers to work poorly. Someone understands that the salary he received is his, and no one can take it because he deserved it. Someone else says that it all depends on how much the manager will pay us, how much the company will give us, so it all depends on the individual's perception of it and divided into two groups.<sup>89</sup>

Managers are always looking for staff who, in addition to having adequate skills and qualifications, also have experience for that job as the company intends not to invest further in various trainings which would increase costs. If a company wants to be competitive in the market and reduce recruitment costs, it must use the most adequate and efficient methods depending on the job to select the right people, with the right skills, in the right place, and at the right time.<sup>90</sup>

To research an important human resource management activity, it is necessary to provide general information on recruitment and selection methods. Resources represent the tools by which enterprises, performing their mission, transform these resources into new use values according to the market's needs and demands. In many areas of life or specific activities, constantly increasing demands arise, and meanwhile, their fulfillment becomes a necessary need. In this view, we can bring full of facts and phenomena from everyday life which testify to the promotion of individuals' motivation in work activities.

Sales are becoming less hierarchical with fewer management layers, while more responsibility is given to the salesperson.

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So the company should use effective sales and promotion tools to stimulate more purchases and thus increase sales volume. The ultimate goal of any business is to remain profitable business by producing and selling products or services. Without optimal profit, a business firm cannot survive, let alone achieve sustainable growth. One of the main activities in a business company is the marketing and sales activity. The ultimate success or failure of a company depends on its ability to sell what it produces and continues the production-sales cycle for a relatively long period.<sup>92</sup>

## 3. PRICE AS A PROMOTING FACTOR OF SALES

Businesses in Kosovo to increase their profit pay special attention to capital investments; this is the strategy of almost all companies not paying attention to human capital investments, which is the key to business development. Human resources represent employees' comprehensive knowledge based on the skill, ability, opportunity, creativity, motivation, and relationships that an enterprise has. Seeing the evolution that is happening in our globe, employees feel under pressure as there are constant technology changes, and not everyone is so flexible to change, so this can affect work motivation.

This study's primary purpose is to describe and identify the overall level of motivation at work in the ranks of employees of service enterprises concerning the factors that affect it and measure the relationship between motivation and quality of service.

Price is one of the main factors in the marketing mix, as it represents the value that the company gains in exchange for its efforts. Pricing for a good or service offered by the business has a significant impact on sales volume. First, it affects the increase of consumer demand for the product or service and then increases sales volume; therefore, selecting a pricing strategy is complex.<sup>93</sup>

When setting the price, a manufacturer should be aware of the elasticity of his product. An elastic product would react to a slight change in price with a significant shift in demand. An inelastic product does not price-sensitive, and

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<sup>89</sup>Maslow, A.H. (1943). A theory of Human Motivation. *Psychological Review*, 50, f. 370.

<sup>90</sup>Vroom V H. 1964. *Work and motivation*. New York: Wiley. f 331.

<sup>91</sup>Ceku, Bardhyl, Dr, Abazi, Arjan, dr, "DrejtimitMarketingu", Tiranë, 2003

<sup>92</sup>Z.Koli&Sh.Llaci . 2005, "Menaxhimiiburimevenjerëzore" Tiranë, f 36-37

<sup>93</sup>Elmazi, Liljana, Dr, "Strategjitë e Marketingut", Tiranë, 2005.

a price change would lead to a slight change in demand. Based on this, we can conclude that price is a crucial factor in sales. Consumers who want to buy a product are more sensitive to low prices. Therefore, competitively priced competition in one sector would have a positive effect on consumer demand.

Moreover, when there is a lot of competition in the market, which enables the consumer to make more choices, lower-priced products can be considered resilient considering that the lower price would increase sales by winning consumers. When it comes to luxury products, the product and brand features become more important. When the buyer spends a large amount of money, small price changes become less significant. This means that the higher the product's class, the higher its cost, the more the price will become inelastic. It has further been proven that luxury products, such as those dealing with an extraordinary adjustment of the relaxing environment, are not much affected by the price's height<sup>94</sup>.

#### 4. BUSINESS ANALYSIS IN THE MUNICIPALITY OF GJILAN

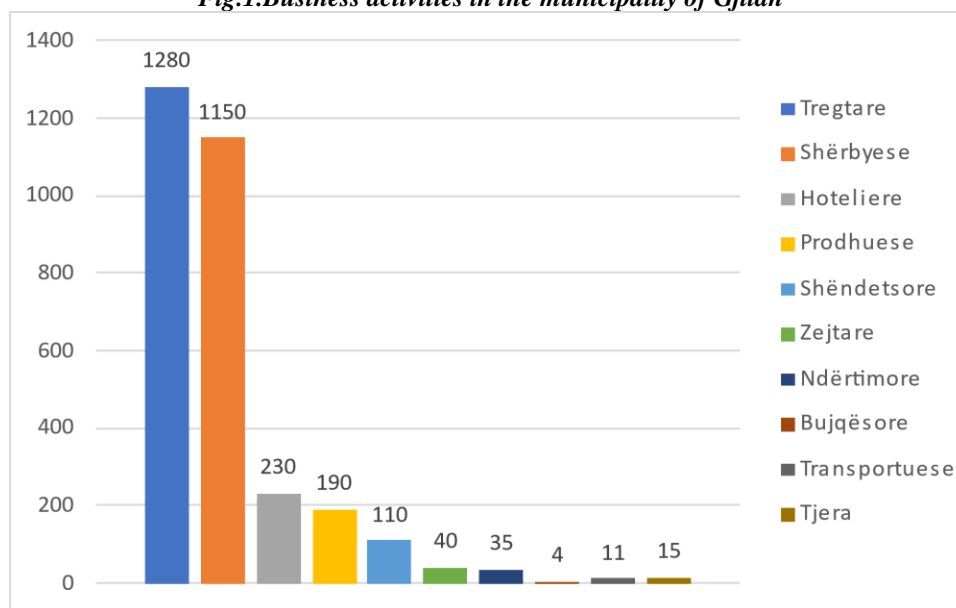
This paper has tried to assess and analyze some of the limiting factors of small businesses in Gjilan and how they syndicate in business. In Gjilan / Gnjilane, as in all developing countries, many factors limit small businesses' potential growth.

Regarding Businesses in the Municipality of Gjilan, the private sector is dominant where the total number of businesses is 3050 active businesses. Gjilan is rich in manufacturing, trade, service, agriculture, hotel, health, construction, and crafts. While during this research, we focused on small businesses located in the center of Gjilan, the largest number of small businesses (169 businesses). The paper is based on the primary data we have treated below, finding research questions, analyzing and extracting results for the primary purpose.

In the theoretical part, we have placed some of the business database's research data in the Municipality of Gjilan, which was done in the framework of the Municipality.

Based on the statistics derived from the research of the Municipality of Gjilan, it turns out that Market Businesses dominate from 1281, followed by 1149 services. Based on the statistics, the registered number of businesses from 2002 to 2012 are presented: 95

*Fig.1.Business activities in the municipality of Gjilan*



This information can improve the quality of activities that have shown less success in the past. This improving process can be achieved by motivating employees by motivating factors such as increasing wages, working conditions, working environment, good relations between employees and managers, etc. This paper's main

<sup>94</sup> Philip Ackel (2005). Factors Affecting Sales of the automotive industry in Europe.

<sup>95</sup> www.kk-gjilan.com

limitation is that no research has addressed such a topic in Kosovo, especially in Gjilan. Another limitation is the impossibility of visiting a large number of businesses throughout the municipality of Gjilan. I am based only in the main neighborhood and with the most significant number of companies in Gjilan, where there have been some changes in recent months. The selection of businesses is based on research of the same type in different parts of the world and based on intensive review. The literature identifies the factors that limit small companies, and based on them; we have collected data in the municipality of Gjilan.

## 5. CONCLUSION

Unfair competition is the main factor limiting small businesses is unfair competition, followed by lousy location. The new high school project has negatively affected businesses in the district, reducing their income, and its impact on business depends on the type of activity. In the municipality of Gjilan, a small percentage are informed about the existence of business centers or counseling organizations, and that age is not related to not informing or informing the presence of these centers/counseling organizations.

Evaluating human resources' performance is very important where we concluded that their feasibility is satisfactory as most stated that they carry out such an evaluation. Still, it is essential even though these evaluations are realized. The reason is what motivates them the most, so in this case, performance appraisal is realized in large part for a pay rise, thus motivating employees for better performance, thus increasing their income.

Employee motivation is a complex and broader process than others think. It involves many factors, so the adjustment of working hours can be discussed because the more flexible it is, the more motivated employees will be. Place and public activity are closely linked together as two sides of a coin. Business is an essential part of efficient product management, and their supply is critical for all levels of consumer care institutions. An effective promotion process ensures the availability of products in the right quantities, available at the right time, for the consumer's right and at reasonable prices, and with recognized quality standards.

Mainly, sales departments Within a company are responsible for selling products and related sales activities such as; pricing, promotion, maintaining customer satisfaction, and related activities.

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