

THE USAGE OF DATA BASES IN THE FIELD OF ENVIRONMENTAL PROTECTION

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Abstract

Today, data bases represent partially the background of the marketing activity; in the future, they will tend to form it entirely. Marketing doesn't need only the data bases including information about the clients, but also a lot of information that is easily accessible. The three main categories are:

- **Clients:** *will include the buyers and target groups, the last over being divided in: press, financial analysts, authorities, consultants, suppliers and employees;*
- **Market services:** *they can be subdivided in more categories of relevant information that are important for the exterior regarding the clients, but also internally for the respective user;*
- **Competition:** *can include the clients, market services and the organization in details referring to the personnel, agencies and branches;*

INTRODUCTION IN DATA BASES

As more familiarised the clients are with the presentation of its provisions on market by the intermediate of telemetry, the more a company would be able to fortify its position as against its competition. Only a provisions offer updated on a regular basis would be a pole for attracting and maintaining the clientele.

The sound and correct use of information technology in online marketing enhances the marketing activities' efficiency; however, the prior conditions is real understanding on client's needs, and employing all the means to satisfying them. The consequences are reflected in improved financial outcomes when the new direction joins the online-marketing use, according to cyber-marketing paradigms. In the latter case, one says that marketing based on data bases is highly directly oriented. Promoting the marketing based on data bases having as goal the gaining of market shares means to place ourselves in the mass marketing streamline and to record substantial failures.

How the nowadays marketing must change? The first stage is the marketing based on data bases. To be successful, to record a genuine growth does not mean just only the employment some data bases specific procedures but also to individualise the marketing in an advanced form as against the client and to approach the latter in a rather individual manner. The genuine marketing based on data bases ensures the dialogue with the client first and then the provisions of services on the market. Cyber-marketing converts the dialogue into an individual relation. This aims to obtaining the client's loyalty and fidelity.

The four steps – client's identification, approach, and performance and relation maintenance are not aiming only and at above all an increased market share but to the client's share (value). Not only the amount of clients-client companies is important but also the number of contract and business transactions with individuals within the above-mentioned companies and clients.

By the intermediate of successful marketing based on data bases one aims at selling a higher amount of goods and services to the currents customers. On nowadays mature markets, this type of marketing has an objective the raise of client's quota rather

than raising the market share. The clients' oriented policy must not be the top, safeguarded secret of the marketing department but it has to be rather cultivated and disseminated within the whole company. This process requires an accountability department meant to provide to the company management some concrete data on the profits and income contribution of the different clients and customers but also a costs and expenditures situation meant to allow a global picture on the individual client.

EVERY CLIENT IS A MARKET NICHE

The idea of marketing based on data bases is as old as informatics, the data bases being employed for a long time now. Any company holds a data base with its customers/clients, containing postal addresses and e-mail for mailing letters, catalogues, information brochures and leaflets, etc. Everything has changed now. In the past only standard products were ordered while the demand for them could be bearably satisfied. Starting with the '80s, the number of new products started to grow faster than the number of new buyers. We have been assisting also to a fragmentation of the former environments. Instead of regionally oriented environments, the focusing on a certain field was imposed; this trend has continued to strengthen in the forthcoming informational age. People will become more and more global "citizens" with different, individual vocations. This fragmentation is being noticed especially in the case of young generations and is more difficult to track in the case of older one.

The extinction of mass oriented environments guided towards a large public has an advantage: one can approach in an intelligent manner all the specific segments. Every product, irrespective its popularity has, however, some niche clients who simply find it irresistible. How many clients are in a single niche? This figure is set exclusively not only by the market's specificity, but by the potential profits and benefits existing on a market niche. So far the overwhelming influence and impact of on profits and incomes possibilities was exercised by the marketing effort developed to fully reach a market niche potential. This means that a certain minimum number of clients. The lower communication costs and stressing on the client share (quota) designate today a single client/customer as niche.

MEETING THE CLIENT'S NEEDS

The marketing based on data bases expands, discriminates among and stipulates the market fragmentation and methods to be applied on the market. The four classic "P" of the marketing mix, namely: price, placement, promoting and product are being completed by the four "T":

- **Targeting:** it is not only about of a better market fragmentation but also of target-group refining and better-guiding. It is a procedure set up step-by-step;
- **Tailoring:** designates the permanent tailoring of the offer to the buyers' demands. Before elaborating the offer, the communication process takes place. The marketing based on data bases represents the art to individually understand the client. This supposes the valuing the information required for business to attract and maintain the clientele;
- **Tying:** designates the clients' attraction and upholding. This notion cannot generate a stable, long-time relation with the client. Gaining his/her confidence represents a critical point in the data based oriented marketing. Successful products are being offered by several firms, but the best business is made by those companies which maintain and cultivate trustful relationships with their individual clients.
- **Tapping;** a good relation with the clients is converted in increased turnover and products. At the same time tapping represent a supplementary income source when the

existing clients recommend the company's services/products or other to other potential clients (solicitors).

THE OFFENSIVE OF THE MARKETING BASED ON DATA BASES

In all business activities one rule is applied: a relatively small clients' percentage generate the greatest business share. Yet, not all the firms have a perfected data base system. Out of here one may draw the following conclusion: some of the companies lack the full understanding in the field of marketing assisted by data bases and, as consequence, they feel unsecure regarding the advantages offered by this approach. Some firms experiment the marketing method assisted by the data bases within some restraint test, without a priori formulating a marketing policy or to set success factors. Those which employ these methods perceive an enhanced loyalty expressed by their clients, increased market efficiency, diminished costs, and an enhanced profit share. The shortcomings which are hard to overcome are in the technical field, in outcomes long term forecasting.

Developing marketing programmes by the intermediate of data bases is neither a simple activity nor a facile step to make. This kind of marketing is an up to date one not only by an increased turnover both by the intermediate of fruitful relations with the clients and by increasing the clients pool by attracting new ones and obtaining valuable information on the clients' leaning for certain products and services.

DATA BASES ADVATAGES IN MARKETING

This marketing method proves its reliability only if one or more of the following premises is/are fulfilled:

- Narrow, well defined market niches;
- Highly competitive markets, be them mature or in decline;
- Various distribution channels;
- Knowledge of local buyers' habits and behaviour and their transformations in time, a fundamental premise for logistics and production;
- Occasional buyers must be reactivated;
- Real high purchasing costs;
- Every individual client's profitability must be known.

The data base is not a solution *per se* but a way. It is a collection of data on clients, solicitors and potential buyers. The data base contains individual elements which can be condensed in order to form relevant information. The data elements come from different sources, both internal and external; they can be manipulated and sorted easily. The access to them must be simple and to provide relevant conclusions.

KEY-INFORMATION ON CLIENTS

The content must provide key-information on the following issues:

- Affinity: the behaviour, meaning the up dated products and services consumption, within individual's certain preferences.
- Frequency: as more business is done with a client, as more probable the business will develop in the future. An enhanced business frequency diminishes the business development costs.
- Buying lenience: this one varies from the product timing point of view and is related to the time span for developing an activity. A company that was ordering office

materials on a regular basis to a provider but which has not ordered anything for the last ten weeks can be lost as client.

- The amount of money spent; represent the total expenditures of a client in a certain field of necessities for a well defined time span.
- The client quota: offer relevant information on a provider share in the total amount devoted to a certain fields of buyer's necessities and requirements.

DATA BASE UTILITY

Data base utility depends both on data treatment and data base's modelling and designing.

The first step is represented by setting up a data base which fulfils a primary goal, than supplementary functions can be added. Thus, a more rapid availability of the basic function is obtained. The elements subsequently imputed must have been already conceived in the data base basic function features, fact that will ease the adding of supplementary functions. The data base may be employed not only by the marketing department but by other departments too. Each category of users must define the data base's architecture and the application conceived for their operations. As clear the software application is as efficient the data base would be. The requirements formulated clearly and in due time are being reflected in the data base design and costs. The already imputed data must be controlled regarding their accuracy and employability. Employability is assessed by the data importance and their up to date character. One must pay attention to the up to date character.

The data base utility can be checked by the intermediate of two factors, namely: all the data required for reaching the previously established goals must be contained in order to comply with the software requirements from the technology point of view and the effort required for its maintenance; one must captured in the application as soon as possible all the supplementary requirements incurred. The data on lifestyle and behaviour must be internally collected and they have to be subsequently reshaped and converted in information. The subsequent collection and imputing must be integrated in data base maintenance and represented in a simpler manner.

The data base users must use the information under the form of reports. These reports will be set up together with the users and than can be sorted in different categories. The data are classified according to their scope and goal.

CONCLUSIONS

Many data are available in enterprises but the relevant information is missing.

The data are contained in files not in data bases. Searching for certain data in order to generate information out of them is sluggish. In other cases the information is deposited in data bases but these are isolated without having the possibility to be combined among them. The warehousing pattern is the way to obtain useful information.

Data warehousing: the main idea is that all the historical data and the information on clients are stocked under a common "roof" (platform). This is a gigantic data warehouse at which the access is optimistic. One employs applications which will serve to new goals, i.e.: extracting the leadership information.

In the banks case, there are three types - main fields of interest.
Systems for decision-making support: who are my clients? How much profit they bring? Within the decision-making support framework, the problematic modelling takes place in order to get an answer.

Accumulating new clients and preserving the relation with them: it analyses the relations with clients and identifies the requirements for new services to be provided by the bank on the market.

In relation with the client one service must be provided. The services quality may be checked only on the basis of the concluded transactions, the improvement of services is a desideratum, both globally for all clients, and individually for every individual one.

In the implementation process, the decision-making support systems prove highly complex while. These offer decision-making possibilities only when the decision-making matrix is represented within a system framework which can be designed only by a specialist in the banking field not by an IT specialist.

The most often mistakes met in the marketing based on data bases.

Relation marketing, "1 to 1" marketing, frequency marketing, target groups marketing all are, after all, forms of marketing based on data base. These activities are not always perfect.

1. The data base is developed lacking a well define plan regarding its subsequent use.

The data base may serve to well-defined purposes. For every single purpose, the data base design and conceiving must be different. The principle employed in data manipulation is also important to be defined. As against with data base maintenance, its design involve a smaller effort. Defining the activity goal is also important. The higher the uncertainty is, the higher the effort will be.

2. The temptation to reach a highly complex solution having unreachable expectations.

If in the designing process one often make compromises meant to optimise the data base for all its users acting in different fields of interest, this solution is from the very beginning meant to fail.

3. The conviction that data base, once functional, involve the introduction of marketing based on data bases.

Reaching a technical solution means only the tool's creation. The real challenge is to use it within the organisation framework. It is important to implement marketing oriented processes generating relations with clients, and through this to lead to a market expanded share which can bring advantages for the company.

4. Marketing programme implementation is too fast and cheap.

The marketing based on data bases does not become cheaper by buying a standard solution. "1 to 1" marketing is meant to shape the relation with the client in a more personal manner. Every company requires a data base solution specially tailored according to its own needs and requirements.

5. Unrealistic objectives.

At the beginning, the initial growths of their turnovers values mislead the firm and the later is setting too ambitious objectives, accordingly. This is a start up phenomenon; subsequently the growth curve decreases and carries on with lower growth rate.

6. Lack of indicators to check the reaching of goals.

Without guidelines or using insufficiently structured indicators, not all the objectives may be fulfilled. Defining indicators is of the same importance as the goals formulating.

7. The software is not accepted by the organisation itself.

Any software may be a successful one only when its own organisation understands and believes in it, when the employees identify themselves with the organisation's objectives and they know what is intended to be obtained. Only then, the required motivation to convince the client to buy occurs.

8. To wait until the software is implemented by the competition. The firm which attract and maintain clients as soon as possible has a comparative advantage over its competitors.

9. Inappropriate fidelity rewards.

The objective is that to speed up the transaction frequency, attracting and maintaining the clientele and raise the clients share. The fidelity rewards which actually not connected with the business are inappropriate and a wrong decision from this point of view.

10. To gather information without the client's prior consent

The fundamental of the firm-client relations is trust. When the firms treat the marketing based on data bases as a high tech data base address book, the starting idea is neither the relation nor the trust. Instead to address directly to the client, the information are being collected from the credit cards suppliers and form other third parties sources. The clients react negatively when they find out that their private information have been collected behind them.

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