

Marketing strategies and the launch of the motorbike JAWA 250 on the new EU member countries

The aim: The main aim of the thesis is the creation of the marketing strategy of the JAWA Company for the Romanian market, particularly for the launch of the model JAWA 250 Travel on this market.

The methods: electronic questioning, interview

The results: preference of prospective customer

The key words: marketing research, mark, publicity, communication