

Strategic Positioning of the Road Freight Transportation Companies: the Case of Croatia

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Abstract

In today's environment, for the companies to survive, it is necessary that they establish strong positions. Positioning enables a firm to present its strategy to the target market and gives it the possibility of managing the users of its services. Management faces the most crucial decision: to determine the desired positioning strategy. Since road freight transporters are leaders in Croatian land transportation, the focus of this paper is placed on the analysis of their strategic positioning. In last years it become crucial for road freight transporting companies that they direct their interest from the basic service (transportation) to additional services to surpass the needs and expectations of their users. Strategies that can be used for positioning of road freight company have been analysed. Due to that the key factors (macro environment and regulation, logistics strategies of the borderline industries, sources of creating value in road freight industry) that determine the process of their positioning have been analysed.

Keywords: positioning, regulation, road freight transporters, the Republic of Croatia