

# ADAPTATION AS A STRATEGIC SUCCESS FACTOR

**Dr. Mári Edit Ilona, Hódiné Szél Margit**

Szegedi Tudományegyetem Mezőgazdasági Kar  
Gazdálkodási és Vidékfejlesztési Intézet  
6800 Hódmezővásárhely Andrásy u. 15.  
[mari@mgk.u-szeged.hu](mailto:mari@mgk.u-szeged.hu), [hodine@mgk.u-szeged.hu](mailto:hodine@mgk.u-szeged.hu)

To present our topic of discussion in details we take a broader interpretation of the concept of logistics as a basis.

Logistics is a management approach, which is aimed at the planning, controlling and implementation of the flow of processes - basically the flow of materials, energy, information and people – within or between systems the purpose of which is to reach the optimal level of total cost and customer service. (Halászné Sipos E. 1998)

The product and the logistics activity should be constantly changed, modified and improved because:

- Latent needs are recognized by the market change (Henry Ford: We do not manufacture a car that you want but a car that you need)
- New possibilities realised by research and development,
- Services connected to products can be broadened and rationalised.

As for the latter, the role of marketing and co-operation with customers increased, so that the change could be realised with the producer and the consumer as soon as possible.

It is common that innovation starts from the user and the first prototype is also tested by the user. The companies capable of top performance also stand out of their competitors that they pay more attention to the opinions of customers and they kindly accept when customers control them. Key issues in relation to the producer of the product:

- What to produce?
- How to produce competitively?
- What is the need for the user?
- How does our product adapt to the challenges of today?
- What aspects must be considered to alter our product, our service?
- How could we meet the potential needs of the user when changing our service?

A possible form of information: Questionnaire

Questions should be asked to be able to meet higher standard needs than at present. Changes can cover all fields of logistics:

- lower costs,
- increase the reliability of the service,
- the product or service has new features,
- the service will be extended to other dates, wider time spectrum, covering new areas.

(To design the change the scientific literature provides alternatives: we need to know so that we can choose the opportunities offered which is the most suitable for us.) Henry Ford: the greatest damage is always the lost profit. The service provider must find out what is the profit they can reach what they can offer to the customer, altering, modifying the products or services.

The essential task of management is to increase the general, purposeful knowledge capital of the organisation in the field of logistics as well, to strengthen the constant intention and ability for rationalisation, the constant control of the whole activity, the constant analysis, developing good diagnosis and accept them to start a new re-planning.

Consequently, the company managers do not consider the presence of employees who are able to/ or willing to think as a failure. On the contrary: They intend to use their expertise in order to keep the marketable knowledge capital at the very least.

(Professional capital is decreasing continuously in an authority system.) System failures cannot be corrected if there is no good, consensual control that is to be adopted, if there is no good diagnosis, therapy, a constant necessity for change: in the absence of these there is a lack of market interest, weakening of the organization's survival ability, finally radical re-planning, transformation, the sanitation.