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Promotion of new products by manufacturing companies in the Kosovo market

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Abstract. *Manufacturing companies in Kosova market in order to develop new products give much importance to the marketing in particular to the promotional marketing.*

This scientific paper examines patterns and opportunities that manufacturing companies in Kosova market apply to promote existing products, in particular neë ones in a certain market. This paper reflects the promotion models of products which manufacturing companies in Kosova apply. Promotion as a key element of new product development requires special treatment in relation to customers and market requirements.

The issue of price management of new products is also a very important integral issue which is researched in the paper and which in this case elaborates the forms that are applied by price management in Kosovo manufacturing companies.

Penetrating new products on the market, difficulties and challenges that manufacturing companies in Kosovo face towards competition, is another matter which is included.

Positioning of new products as a key element of the marketing mix researched in this case in manufacturing companies in Kosovo, specifies the forms applied in order to achieve the desired results. Positioning of new products requires special treatment, because through this aspect of the product in question creates the first contact with the customer.

Distribution as another important issue in the aspect of delivery and penetration of new products in the market, in this paper ia associated with concrete study cases of some leading manufacturing company in Kosova.

Key words: *Products, positioning, customers, market promotion.*