Companies' Role in the Evolution of the Romanian Economy in the Period 2011-2013

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Abstract
The effects of the international financial and economic crisis have been felt strongly and over the regional economy. The economic crisis in Romania due to wrong macroeconomic policy mix adopted in recent years is mainly a domestic crisis. The main cause is excessive consumption on credit.

Key words: evolution, company, economic crisis, analysis

Our country has felt in addition to crisis effects economic, financial, and those of domestic economic downturn. The increase based on consumption, finat on debt has generated an economic growth insane, generating financial and economic crisis.

The most vulnerable to crisis, in our country has been the most developed counties. Also, problems faced and counties are dependent on a single investor defense, as well as Galati activates ArcelorMittal, and Arges county where it has its head office Dacia Renault.

Neither the counties where the majority of investors have as its principal object the manufacture of auto parts, like Arad, in large part, export, have not taken it too well. The least vulnerable counties to the effects of economic and financial crisis were those located in the South-East regiunea, North-East and South, being mostly agricultural and traditional economic relations maintaining uneasy. These include Dambovița, Giurgiu, Suceava, Bacau and Ialomița. The most affected counties were targeted with the predilection toward exports given an industrial development monoprodut type.

The economic and financial crisis has led to a decline in the regional economy. The main effects of the crisis have been the loss of jobs, decreases in income and by the depreciation of the euro-leu exchange rate matched by an increase in interest rates which resulted in the blocking of credit and lower disposable incomes of the working population, the main consumers.
The impact of the crisis on the regional economy is not uniform. Thus, the industry is more deeply affected than trade and agriculture. In addition, export-oriented activities are affected more heavily than domestic-oriented ones.

As a result of the effects of the economic and financial crisis has occurred locally sluggish economic growth, decreasing manifested through wages, the decline in employment, reduce consumer spending and more. Another effect of the crisis in Romania, is the fact that Romanian exports are based on metallurgical, petro-chemical and ensembles of complex equipment, including automobiles, and externally, there was the collapse of loans by banks, dropped the demand for such products, in parallel to the decrease in domestic demand, drastically reducing the GDP growth, up around 3.2 percent.

In the modern economy, firms constitutes force motric 'progress, a dezvoltarii, being the ones who ensure the survival needs of the society. In 2011, the cumulative net profit result nationwide registered by firms active in Romania was 5,315 billion lei (about 1,178 billion), indicating a net average profitability only 0.52 percent. The analysis was conducted on the basis of these balance sheets submitted to the Ministry of finance and the trade register for 2011, micro-economic level of the Romanian companies.

The analysis shows that the average net profit received by the Romanian companies was only 9,008 lei, meaning almost 2,000 euros per company for the entire year of 2011, roughly equal to the value of an annual minimum wage on economy. The result is superior performance in 2010, registering a loss of 5,68 billion lei, that is to say an average net loss of 9,309 lei/company.

Of a total of 590,033 companies active in 2011.42 of these are recorded net loss (i.e. 250,791 companies), 39 percent have recorded positive profit net (228,326 companies), while 19 percent of them (110,532 companies) have submitted financial statements with zero profit and turnover of zero. They fits in either category for companies that have had no activity in 2011 or have declared 'frozen' business on tax administration.

The 23 companies with the best rate in the net profit in 2011, amounting to 4.5 percent, recording a turnover of between 500 million and 1 billion euros, followed by the ten companies of the “billionaires club”, with an average rate of profit of 2.8 percent.

At the opposite pole is companies with a net loss average of 27 percent, with up to 100,000 euros, reported to the turnover average in 2011, meaning 19,400 lei or approximately 4,300 euros. The remaining groups of companies recorded an average rate in the net profit of between 0.8 percent and 1.6 percent.

Romanian companies still suffer and are struggling at the border between profit and loss and are still too little competitive and efficient under the aspect operational and financial performance. A net profitability of 0.5 percent at the level of country, and a consolidated net profit at national level below 1.2 billion euros in 2011 shows us a performance and increased competitiveness extremely poor business environment locally.
According to financial data recorded at MFP for the companies which submit balance sheets concerned of 2011, the number of companies active in Romania was of 590,033 at the end of 2011, down by 3 percent to 2010, when he tapped out 610,064 companies. It follows that 81 percent of Romanian companies have had less than 100,000 euros, that is 479,519 companies.

30 percent of the total firms, respectively 178,020 companies, have declared a turnover of zero, on the rise by 6 percent from 2010, when 168,041 companies were in the same situation, while 301,499 companies have had a turnover positive, but below the threshold level of 100,000 euros.

A number of 72,491 of firms have had a turnover of between 100 and 500 thousand euros, which amount to 94 percent of the total companies with turnover of less than 500,000 euros in Romania. Only 22,097 companies were registered business exceeding 1 million euros, representing 3.7 percent of the total companies active in Romania in 2011, on the rise by 10 percent from 2010.

Companies with a turnover in 2011 of over 5 million euros are in number of 5,304, with 503 more than in 2010, and the number of people with over 10 million euros is 2,669, meaning 0.5 percent of the total Romanian companies. Only 10 companies have managed to enter the exclusive club of the companies that have a turnover of over 1 billion euros, with two more than in 2010. The average turnover of the turnover achieved by a Romanian company in 2011 was of 383,914 euros, increased by 22 percent to 2010, Where the turnover average of a Romanian companies was 313,763 euros.

ERA Romania is a local branch of the company's Expense reduction, the world leader in Optimize services operating expenses, procurement processes and the management suppliers. Founded in 1992, Expense reduction operates in more than 40 countries. Customers WAS among companies ABB, Ernst&Young, Ikea shop display dummy TV, secretaries, Pfizer, SAP, Toshiba, BMW, Hilton, Siemens, Deloitte, ING, L'Oreal, Dell, etc.

According to INS data in 2012, the total number of enterprises in industry, construction, trade and services increased their market with 4 as compared to 2011, while average number of employees has been reduced by 0.2 percent. It has been found that in the labor market there is a tendency to load tasks of service of the employees. Practically, has increased the volume of work, the companies preferring to reduce.

At the end of 2012, in the industry, were 50,896 enterprises, namely 11.4 percent of the total enterprises active in the economic (industry, construction, trade and services). Most prominence it was held by undertakings active in the sector "services", meaning 40.9 percent.

Enterprises in the industry have held most prominence in relation to average number of employees (35.8 percent), followed by the services (31.6 percent). Average size of an undertaking of the industry has been of about 27 employees, while in the course of trade was about 5 employees.

In terms of turnover, the greatest share was held by the undertakings with main activity of commerce (39.9 percent), enterprises in construction holding only
7.3 percent. Gross value added at factor cost was obtained in 2012, at the rate of 42.7 percent in industry, 8.3 percent in construction, 17.9 percent in the trade sector and 31.1 percent in the services sector.

Investments in the framework structure sectors shall be in the following format: industry 45 percent, construction 21.3 percent, trade 10.7 percent and services 23 percent. Gross profit for the year has recorded positive values (profit) in industry, trade and services, the sector “Construction” being the only who recorded negative values (loss).

**Companies that support the Romanian economy**

Romania's economy is supported by the big companies in private environment. But there are companies of the State where they put his shoulder to the development of industry, due to strategic role in Prague. Of these, the first five positions in the top performerilor found Arctic, OMV Petrom Marketing, BAT Romania, Philip Morris trading and INA Schaffer group.

There are a few important companies, who have turned into real locomotives for our economy. Companies in the top five: Arctic, OMV Petrom Marketing, BAT Romania, Philip Morris trading and INA Schaffer group have made the largest scoringuri, of 4,050 and 3,963.

Are distinguished three categories of classification, depending on the size and business performance. First-class of them referred to the companies with annual turnover of over 2.5 billion lei, in falling within the following 25 companies: OMV Petrom Marketing, BAT, electrical supply, OMV Petrom Gas, Romgaz, MOL Romania Petroleum, Orange Romania, Vodafone Romania, OMV Petrom shares in Mediplus Exim, Dacia, Kaufland Romania, Selgros Cash&Carry stores, Carrefour Romania, radii of arcs Mittal, Transelectrica, Real, Interagro, E. ON Energy, GDF Suez, Pétroplus-Roumanie, Rompetrol Rafinare, Rompetrol Downstream, LukOil Romania and Renault Industry Roumanie.

In the second category are included companies with business ranging between 1 billion lei and 2.5 billion lei. Here are a number of 72 companies, among which: Arctic, Philip Morris, INA Schaffer group, Delphi Packard, Heineken, Dedeman, Renault Commercial Roumanie, Distrigaz Sud networks, Samsung Electronics Romania and Enel Energy Muntenia, Mega Image, Auchan, Coca-Cola HBC) positive Romania, Farmexpert, RCS&RDS, Ford, Ursus Breweries, CFR calatori, lottery and CNADNR.

The third category, and the last, it is composed of a number 203 firms, with less than 1 billion lei. The leader this category is Henkel Romania, followed by Eaton Electro production, Yazaki Romania, Porsche Intee Auto Romania, Metka Brazi, Hella Romania, will invest 12 million euros, Wee Romania, Kraft Foods and TRW Automotive Safety Systems, Interbrands, Apa Nova, Nestle, Unilever, Help Net, carbon and Quadrant Amroq Beverages, the CNH and National Forest Regie.

Strategies that have had recourse to Romanian companies in the period 2012-2013 have contributed to reduce the costs and overall efficiency Arctic has
invested 24 million euros, the inauguration of a new line of production, thus becoming the largest manufacturing of refrigerators in Europe, with an annual capacity of 2.5 million units.

Arctic company, a member of the group Arcelik, third European player in the consumer electronics industry, holds in Romania three brands powerful - Arctic, Beko and Grundig. OMV Petrom Marketing is present on the market in Romania in 1998, and is part of OMV Petrom, the biggest-producing crude oil and gas in South Eastern Europe, currently has about 119 stations OMV, representing a market share of 9% in the distribution sector of fuels.

According to the latest results of Petrom, the company over the first nine months of the year with a net profit of 3,666 billion lei, as it went up by 27 percent from the one obtained in the similar period last year, which amounted to 2,892 billion lei.

During the month of May 2013, the manufacturer of cigarettes British American Tobacco (BAT) Romania, is present on the market in 1994, as well as local representation, inaugurated the first stage of the investment of 40 million euros announced in September last year.

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