

## ECOLOGICAL PRODUCTS: ROMANIAN COMPANIES' UNIQUE CHANCE AS A RESULT OF THE INTEGRATION INTO THE EUROPEAN UNION

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### ABSTRACT

*Among the factors that determine the development of the Romanian industry, besides the measures and means used at macroeconomics levels, a special importance has the elaboration and application by the Romanian companies of some real strategies, according to the characteristics, restrictions and opportunities of the environment and at the same time their strategy capacities. No matter what strategy we chose, it is obvious that it should be directed towards the ecological products and environment control, that is towards that events which if they took place, would produce a powerful impact over the market and the company. Of course, to give solutions with an absolute value, regarding the integration in U.E. for the romanian companies, means a great risk, to choose the best strategy is the managers' right and this depends on various factors according to the environment where these companies are, the markets they have, their main competitors and at the same time on their own capacities and their capacity to accustom themselves to the new circumstances.*

**KEYWORDS:** ecological products, natural, opportunities

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