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DETERMINING THE OPTIMUM SIZE OF AN ENTREPRISE IN THE FOOD INDUSTRY

(Determinarea mărimii optime a întreprinderii în industria alimentară)

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The optimum size of an enterprise is one of the key problems whose correct solving brings about maximum efficiency.

During the last twenty years a constant process of increase of the unitary production capacity has been taking place in all the sub-branches of the Romanian food industry. Large enterprises offer a series of advantages, but also disadvantages, in comparison with small and middle-sized enterprises.

The economic bonds of enterprise sizing are generally determined by a series of technical, organizing, economic and social factors such as: present level of technique, complexity of technological processes or of products, size of raw materials basis, home demands for a certain product, peculiarities of the various sub-branches, attainment of certain levels in meeting the work productivity indicators, cost price, profitability, specific investment, term of redeeming the investment, achievement of a rational territorial location of the enterprises.

Several criteria are taken into account when appreciating the economic efficiency of the investments meant to increase production capacity such as: minimum cost price at the plant, minimum cost price at the consumer's, level of investment and operation costs, other criteria.

Taking into account these factors and criteria, the author determines the optimum size of production capacity for the expectations in 1975, in the flour milling, wine and meat industries.