# ECONOMIC MODEL REGARDING THE LAUNCH OF A NEW PRODUCT ON THE MARKET

Author: Osan Roberta, Szollosi Francesca

Coordinator: Conf.dr. Rita Toader, Conf.dr. Liliana Zima, Conf.dr. Diana Ighian

The aim of the paper is to develop an econometric model for studying the decision-making process in order to launch a new product on the market. In the first part of the paper, the theoretical aspects from the specialized literature regarding the decision-making models and the analysis of the economic-financial indicators of the company ARAMIS INVEST S.R.L. were presented. The proposed economic model can be used in the managerial process, and the decision-makers within the company will be able to select the best decision, from a multitude of alternative decisions regarding the launch of a new product on the market.

Keywords: model, optimal, decision, indicators, product.