

عنوان مقاله:

Fuzzy Clustering Approach for Marketing Recycled Products of Tabriz Municipality Waste Management Organization

محل انتشار:

مجله بین المللی نوآوری در عناصر بازاریابی، دوره 1، شماره 1 (سال: 1400)

تعداد صفحات اصل مقاله: 12

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خلاصه مقاله:

The main concern of municipalities is the realization of sustainable revenues. Organizations affiliated with municipalities should play a role in generating revenue by defining specialized tasks while assisting municipal tasks. Tabriz Municipality Waste Management Organization seeks to achieve this by defining its strategies and goals. The organization has implemented various projects to generate revenue from recycled products. Poor planning and failure to fully outsource are among the obstacles of this organization. Therefore, marketing of recycled products is an important project. Lack of careful planning in this regard, marketing costs and weakness of private sector investment projects are the most important obstacles facing the organization. This article has determined the degree of homogeneity of waste organization projects in the marketing of recycled products with a fuzzy clustering approach and according to the opinions of experts. The results show that some of the organization's projects lack value. Instead, some projects, such as the construction of a recycling town with a variety of recycled products, renewable energy recycling, and plastic recycling with a variety of products, have similar features in the product mix marketing element, and this can reduce marketing costs and Focus on such projects

کلمات کلیدی:

Fuzzy Clustering, Marketing, Tabriz Municipality, Waste Management Organization

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