

## عنوان مقاله:

Identifying possible and superior marketing strategies of Arad Rastin Adib Dana Company and testing the effectiveness of superior strategies on its profitability based on the Quantitative Strategic Planning Matrix (QSPM) approach

## محل انتشار:

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## خلاصه مقاله:

The purpose of this research is to identify possible and superior marketing strategies of Arad Rastin Adib Dana Company and to test the effect of superior strategies on its profitability based on the Quantitative Strategic Planning Matrix (QSPM) approach. For this purpose, the SWOT matrix of internal and external factors related to the process of formulating marketing strategies of Arad Rastin Adib Dana Company was prepared. Based on the obtained scores, it was determined that the strengths of this company have gained more total scores than the weaknesses. Also, the evaluation of the matrix of external factors showed that the total scores of the factors related to the opportunities of Arad Rastin Adib Dana Company were higher than the total scores of its threats. Finally, based on the matrix of internal and external factors, the superior marketing strategies of Arad Rastin Adib Dana company with an aggressive nature and the growth and development of sales activity for this company have been identified and based on Walker et al.'s model (۲۰۰۳) in the form of ۴ types of market penetration strategies, Market development, product development and diversification were arranged and suggested. The results of the analysis of the QSPM approach confirmed and emphasized the use of internal capacities for internal development instead of the integration strategy (competitor purchase). In the second part of this research, the results of the hypothesis test also showed that the strategies resulting from the SWOT analysis and the QSPM approach have a significant effect on the profitability of Arad Rastin Adib Dana Company.

## کلمات کلیدی:

Top Marketing Strategies, Quantitative Strategic Planning Matrix Approach, Internal Organizational Development, integration, profitability, Arad Rastin Adib Dana Company

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