

عنوان مقاله:

Export Strategy Formulation Using SWOT Matrix Case Study: Roudbar Olive Industrial Cluster

محل انتشار:

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خلاصه مقاله:

The major key to the state's future development relies on export improvement, particularly nonpetroleum products'. Export is tantamount to an assured means against internal economic crisis, more extensive development, more income and being continually aware of latest technologic evolutions. However, considering the present evolutions it is foreseen that those organizations having a clear prospect of what they are to do will be more successful in future. The good strategies are counted as rivalry means and should support directly the organization goals and missions to make them true. Thus, a reliable export strategy formulation is such a necessity to any organization regarding its products marketing and selling goals development. Olive is such a strategic product that the rate of its consumption is an indicator to the health level of every society. In this line the Iranian Roudbar olive Industrial Cluster which is one of the greatest olive producers around the country seeks to develop the market and formulate as well as implement the export strategy in order to meet its demands. In current study, in addition to stating a brief literature of related contents on the issue of strategy and the methods to its formulation and adoption, how to implement the process of strategy formulation is explained in a case study. In current study in addition to internal and external factors investigation effective over Roudbar Olive Industrial Cluster the SWOT matrix has been exploited in order to formulate the strategy, and to analyze them questionnaires have been used, and then using the SPSS software, the binomial test was taken to investigate the questionnaire. Adopting the method and implementing appropriate strategies on olive production infrastructures and its export development brought about valuable results to the Roudbar olive Industrial Cluster. Elaborating on findings, discussions and results will be presented at the end of the study

کلمات کلیدی:

Strategy formulation, Export, Industrial Cluster, SWOT matrix

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