

عنوان مقاله:

Characteristics of the domestic market of the food industries in Iran

محل انتشار:

نهمین کنفرانس بین المللی اقتصاد و مدیریت (سال: 1395)

تعداد صفحات اصل مقاله: 7

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خلاصه مقاله:

In the domestic market, the economy is considered as a combined issue which has affected and changed by political, social interventions. So, rising living standards, improvement of social welfare, increased leisure time, and the presence of foreign tourists are considered as some reasons that lead to a boom in the market for food products in the national arena, in larger areas, such as international arena, what prevents the presence of Iranian products, we can t say that international political pressures and rigor in the supply of products in some countries are to blame. But for other reasons, including the lack of packaging and proper quality, being competitive food industry and most importantly, the high cost has led competitors outpace domestic manufacturers, even in regional markets. In this article, we mentioned a short history of the growth of the food industry in Iran in the last three decades, also discussed the specification, including features and disadvantages of the domestic market of Iran s food industry and determined the strengths and weaknesses of these industries in the country

کلمات کلیدی:

Iran, agriculture, food industry, market, characteristics

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