Survey of relation between marketing strategies with export act of active nutritive industry cooperatives in Kurdistan on phase approach

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Abstract

Nowadays exporter cooperatives of nutritive industries are looking for ways to increase export of their products. Marketing strategies can present suitable strategies. The present study is applications and its amount correlative-scaling researches such had done in active nutritive industry cooperatives in Kurdistan (spring 94). The main question is whether is there a relation between marketing strategies and export act of active nutritive industry cooperatives? the study's statistical society contains active cooperatives exporting nutritive industries in Kurdistan. They are 5 cooperative companies with 7 members, and totally 35 responders. This study had used standard questionnaire of marital comparisons as the main tool for measurement and ranking. The study findings show that there is a meaningful relation between marketing strategies and export act of exporter cooperatives.

Keywords: marketing cooperation strategy, export, action

Introduction:

Nowadays economic units are looking for strategies to present their financial actions. In other side, adoption of new strategies necessitate the cooperatives apply it. Because of social justice and economic justice in society, it has become important by Islamic thinkers and constitution has indicated it in various principles and has called it as government duties. Because whole economy is the tool not goal. Tool is a way for better performances to reach goal. In other side, providing suitable setting for detection of human
creations in society cannot be obtained without justice to secure possibilities and equal condition and removing the essential needs for duration of evolutionary motion in society by Islamic government.

Cooperative companies are the suitable lever for economic and social development that can be effective in efficiency, production, improve income level and social situation. Developed countries experiences shows that cooperatives are the best organizations that have could integrate dispersed and talented forces. In this direction, several cooperatives have established in Kurdistan that predatory cooperatives and nutritive industry units are the most important ones.

Since the worth of country in neighborhood with Iraq have provided a suitable situations for export of goods, cooperatives especially nutritive industry cooperatives can use of the market. This research is going to study marketing strategies applied by the goal cooperatives and evaluate their operation in sale, profitability, export-based recruitment and present strategies to improve the cooperatives and introduce a pattern to encourage the others to export their products. This research is applications in goal. It is correlative-scaling in method which had done in spring 94. The main problem is whether there is relation between marketing strategies and export act of nutritive industry cooperatives. according to statics and data collected from cooperation department of Kurdistan, there are 391 cooperative companies that 61 of them are active in nutritive industries, and amount them 5 cooperative companies export their products to outside of country, so it needs research and study about their function in order to evaluate export capabilities of Kurdistan.

Designing the marketing strategy through analysis of situation recognize the market opportunities and evaluate competition condition by recognize the weakness & strength points. Market aiming, situation analysis, creations of marketing relations and development of new market information's that play an important role in marketing relations strategy, the aim is access to high level of satisfaction in customers. A company's goal is to increase its ability for attract customers and adapt its situation with rapid environmental changes creations of long-term relationships with the customers is a method for obtain to computational advantage. So, creation of constant relationships with members of distribution channels and competitors can present more value to customers. In the simplest way, marketing is a process in which a company should decide about its marketing beyond of country frontiers. It's most complex level is establishing predatory unit and harmonize the company marketing strategy in the world.

This research pays to study of marketing strategies in nutritive industry cooperative of Kurdistan. Theoretical bases have derived from Michael Porter's theory, professor of Harvard University. In his opinion, marketing strategies contains: integration, concentrated, variety and decrease strategies that their relation with export factory contains: final price, profitability and employment. It needs to say final indicators, profitability and employment are the ranking factors of cooperative acts.

There is strong competition in the market and its spread to various industries. Resultants of these five computational forces determine the final profit of industry. In the computational market there are so many opportunities for winners and there are a few chances for losers. So, weaker units try to improve their situation by cooperation.

Harchrav jet, rously (2013) in his study (harmonize production strategy with export act of small and medium agencies in Malaysia)) emphasis on importance of production strategy amount their owners and managers to success. by using the approach, companies can take the computational benefit and increase their export.
They also recognize future threats and obtain to new opportunities for increase their share in international markets. In addition, the study presents more information to owners & managers for improve skills and strategies of human force.

Monica, savaroa, Vorkuta (2014) studied relations between computational benefits of small & medium. The results showed that most of managers emphasis on product quality and then flexibility and other items. According to this research, determinative factors are performance, quality, innovation, and company’s responsibility about customers. Case methods and companies fame were in the fifth & sixth place so, most of the companies had stressed on quality and satisfy the customers and stabilize their position in market.

Fawn flemin, Stewart monter, blaig graft (2014) in a study ((The new challenges of world)) showed that countries exporting beverages have power many computational benefits in decade 2000. These countries before presented their products in high volumes and suitable prices. Their emphasis was based on quality of products. They have loosed their computational benefits relative to new exporter countries, so they are encouraging the producers to decrease final prices and increase quality.

Goldkin, altotas, and others (2014) in a study ((industrial, computational forces and practical strategies and organizational action)) showed that leadership strategy has the strong & positive correlation with customers haggle. Also, branding strategy has the strong and positive correlation with preference strategy, and organization function relates to human sources and information technology strategy. These items determine studied units in reach to their goals.

Michael Porter, class wonder line (1995) in a study ((toward to new concept of relations in computational space)) found that four relations between environmental goal and industrial compatibility look likes the relations between social sources and special costs. The topic is that how we should define the social profits in order to create balance between nature protection and its economic costs for industry. This work leads to determine server standards and violate previous standards. The nations should pay attention to balance between ecologic problems and economic growth. So, its needs to redefine technology, products, processes and costumer needs regarding to environmental components.

**Research methodology**

Subject scope of this research is studying the relation between marketing strategies with export act of active nutritious cooperatives in Kurdistan. The study is limited to spring 94. There are various methods that should be studied regarding to topic. Using every method of study depends to research background, essential activities to conclusion and responsibility rate of researcher about the study's goals & results. Research essence is worthy in the scientific research’s. Scientific studies divide to three groups: foundational, application, scaling and correlation, that it has done in spring 94. The study is application because its results are used in cooperatives. Because of having two variables, it is correlation. Correlation research contains all the studies, in which correlation research is used to compare relations between variables, and its main goal is whether there is a relation between two or several quantitative variables in this research, we first study marketing strategies of active industrial cooperatives in Kurdistan and then we survey their effect rate on export. Because this research study’s present situation, it is among descriptive research’s, and since it study’s relation between marketing strategies, it is correlation.
The main goal of the study is understanding complex behavioural patterns and ranking the variables. The research aims to study place of every variable and recognize them by using of phase hierarchical analysis method. Finally, it analyses by answering to the questions. Total framework is that it first study’s marketing strategies and its relation with export by using the Libra vial and statistical studies. The research use of AHP phases method. It prefers the marketing strategies by using the phase hierarchical analysis. After preferring the factors, it presents political advices by using the Libra vial studies and interview with informed persons.

For doing the research, a questionnaire is prepared that contains four conceptual variables (strength points, opportunities, weakness points and threats) that confronting economy and export of Kurdistan in format AHP. This questionnaire receives the information from the answerers in words: exactly similar, almost similar, weak preference almost preferred strong preference and perfectly preferred. In other words, answerers explain their information in the verbal words.

Statistical society contains 35 persons from scientific best parts, managers and specialists in cooperative and economy topics. For data analysis, it uses methods like phase hierarchical analysis, phase hierarchical graph, define phase number for comparison, formation of Martial comparison matrix by using the phase numbers, calculating So for matrix lines, calculating size of So relative to each other, calculate of standard weight in Martial comparison matrix, calculation of final weight vector and then phase triangular ranking and decision methods.

Phase set theory was introduced by professor lotfizade in 1965 for resolve the problems which lack of clear and defined standards. This theory helps to measure of ambiguous concepts that relates to mental judges of human beings. This theory is a worthy tool for in force the comprehensiveness of decision process. Modeling by using phase sets has proved as an effective method for regulate decision problems, that existing information is mental and inexact. Inexactness and mentality in the scaling process for reflect of estimates by the answerers incarnates as the phase sets. Hire and Widma believe that applying verbal words is easier when deciders explain mentality and inexactness of their evaluates. For the reason, phase set theory is an obvious method in evaluation this theory has developed in various sides. It's two distinct sides are: A- confront to phase sets as mathematical goals B- verbal approach is that the true values are phase sets and inference laws are approximate not exact, phase verbal approach shows the qualitative modes in verbal values by verbal variable. Concept of verbal variable is effective in situations that were explained complex and sick-like. The study has used triangular phase numbers for exhibitions of verbal words.

Definition 1- a phase number, is a phase set that \( x \) takes its values on the true line of \( R_1 : -\theta < x < +\theta \) and \( \mu_f(x) \) is a continuous reappearance from \( R_1 \) in closed distance \([0,1]\). A phase number is phase set in universal set of \( X \) that is normal and curved. In addition, a phase set of \( \tilde{A} \) is described in an universal set of \( X \) by a membership follower \( \mu_{\tilde{A}}(x) \) that relates a \( X \) true number in
distance \([0,1]\) to every element \(X\). The follower’s value \(\mu_A(x)\) is named membership grade \(X\) in \(X\). An elder \(\mu_A(x)\) means a stronger grade for \(X\) in \(X\). In summary a phase number should have the three bases according to do bus and prod definition:

A- \(\mu_A(x)\) is a reappearance of \(R\) in a close distance \([0,1]\).

B- \(\mu_A(x)\) is a phase curved subset?

C- \(\mu_A(x)\) is a formularized phase subset, means that there is a \(x_o\) number that \(\mu_A(x_o) = 1\) creates.

Definition 2- a phase triangular number is used to conquer of ambiguity in related factors to the topic and it is a useful tool for quantifies disassurnace in decision making. The strongest membership grade is parameter \(b\) that contains \(f_M(b) = 1\), while \(a\) and \(c\) are the low & high borders, in this report, phase triangular numbers was used to being phase.

\[
\mu_M(x) = \begin{cases} 
  \frac{x-a}{b-a}, & a \leq x \leq b \\
  \frac{c-x}{c-b}, & b \leq x \leq c \\
  0, & otherwise
\end{cases}
\]

Or \(-\theta < a \leq b \leq c < \theta\)

Definition 3- an important concept of phase sets is cut \(\alpha\) For a phase number \(\tilde{M}\) and every value of cut \(\alpha \in [0,1]\), \(\alpha\), \(C_\alpha\) is crisp set:

\[
C_\alpha = \{x|C(x) \geq \alpha\} \quad (1)
\]

a- cut of a phase number \(\tilde{M}\), is crisp set of \(\tilde{M}^\alpha\) that contains all elements of universal set \(U\) that its membership grades in \(\tilde{M}\) bigger or equals stipulated \(\alpha\), as shown in picture 1. According to definition of trust distance in level \(\alpha\), triangular, phase number can be described as follows:
Definition 4-: distance between two triangular phase numbers can be calculated by Rasi method. Assuming \( \tilde{M}_1 = (a_1, b_1, c_1) \) and \( \tilde{M}_2 = (a_2, b_2, c_2) \) are triangular phase numbers, their distance is calculated as follows:

\[
d(\tilde{M}_1, \tilde{M}_2) = \sqrt{\frac{1}{3}[(a_1 - a_2)^2 + (b_1 - b_2)^2 + (c_1 - c_2)^2]}
\]  

(5)

Definition 5- assuming two triangular phases \( \tilde{M}_1 = (a_1, b_1, c_1) \) and \( \tilde{M}_2 = (a_2, b_2, c_2) \), the phase numbers operations explained as follows:

\[
\tilde{A}(+)\tilde{B} = (a_1 + a_2, b_1 + b_2, c_1 + c_2)
\]  

(6)

\[
\tilde{A}(-)\tilde{B} = (a_1 - c_2, b_1 - b_2, c_1 - a_2)
\]  

(7)

\[
\tilde{A} \otimes \tilde{B} = (a_1 \otimes a_2, b_1 \otimes b_2, c_1 \otimes c_2)
\]  

(8)

\[
\tilde{A}(\div)\tilde{B} = \left(\frac{a_1}{c_2}, \frac{b_1}{b_2}, \frac{c_1}{a_2}\right)
\]  

(9)
Hierarchical analysis process first introduced in 1971 by an o’clock for solve the problem allocation rare sources and planed needs to the military extent. Since of its introduction, AHP was used as a multi standard decision method in a wide range of various areas of human needs and interests like economic, social, political science and management. Traditional AHP needs to exact judges. While because of complexity and disassurnace in decision problems of actual world, it sometimes is unrealistic or even impossible to exact comparisons. Since being phase and ambiguity has become the current specifications of decision problems, tolerate of ambiguity or disassurnace should enter to a good decision model. Deciders often present unexact answers, and change of qualitative preferences to spot estimates may be unreasonable, so the verbal values can be used for estimate the preferred values instead of traditional numeral equivalent method. When disassurnace should be observed in marital comparison, in traditional AHP, random values are used that are not suitable so it’s realistic that a decider can provide phase judges instead of exact judges.

It have presented many phase AHP methods by the writers which were reviewed by Bozbora and colleagues. These methods have provided systematic approaches to explain the problem by applying the phase set concepts and analysis of hierarchical structure analysis- deciders usually find that presenting distance judges are more assured and reliable than constant valued judges. Because deciders can't explain his / her preferences certainly. This study use of phase hierarchical analysis process method designed by Chang 1.

A- Constructing positive phase matrixes: marital comparison grades that explained by answerer with verbal variables, convert to triangular phase numbers in order to facilitate phase calculations. The scale of triangular phase conversion is shown in table 1. So, the positive phase opposite matrix can defined as follows:

\[ \tilde{R}^k = [\tilde{r}_{ij}]^k \] (10)

That \( \tilde{R}^k \) a positive contrast matrix for decision-making. \( k \) The relative importance of the elements of the decision and. \( j, i \)
Table 1 scale transformation triangular fuzzy numbers (adapted from Chang)

<table>
<thead>
<tr>
<th>Linguistic variables</th>
<th>Positive triangular fuzzy numbers</th>
<th>Positive inverted triangular fuzzy numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exactly the same</td>
<td>(1,1,1)</td>
<td>(1,1,1)</td>
</tr>
<tr>
<td>Almost matched</td>
<td>(1/2,1,3/2)</td>
<td>(2/3,1,2)</td>
</tr>
<tr>
<td>Preference weak</td>
<td>(1,3/2,2)</td>
<td>(1/2,2/3,1)</td>
</tr>
<tr>
<td>Almost preferred</td>
<td>(3/2,2,5/2)</td>
<td>(2/5,1/2,2/3)</td>
</tr>
<tr>
<td>Strong preference</td>
<td>(2,5/2,3)</td>
<td>(1/3,2/5,1/2)</td>
</tr>
<tr>
<td>Quite preferred</td>
<td>(5/2,3,7/2)</td>
<td>(2/7,1/3,2/5)</td>
</tr>
</tbody>
</table>

B- Gathering the phase judges of all deciders in a cumulative matrix: if deciders are $K \geq 2$, the answerer’s ideas and preferences compose by using the following methods

$$a_{ij} = \text{Min}\{a_{ijk}\}$$

$$b_{ij} = \frac{\sum_{k=1}^{K} b_{ijk}}{K}$$

$$c_{ij} = \text{Max}\{c_{ijk}\} \quad (11)$$

C- Calculation of $S^i$ for every lines of martial comparison matrix: according to developmental analysis method of change 3, $S^i$ is defined as follows:

$$S^i = \sum_{j=1}^{M} M^j_{gi} \otimes \left[ \sum_{i=1}^{n} \sum_{j=1}^{m} M^j_i \right]^{-1} \quad (12)$$

Where $\otimes$ standardized fuzzy operator of a triangular fuzzy number that refers the impact factor to achieve the goal.

D- Calculation of size grade of $S^i$ relative to each other: totally, if $M_1 = (l_1, m_1, u_1)$ and $M_2 = (l_2, m_2, u_3)$ be the two triangular phase numbers, size grade of $M_1$ relative to $M_2$ define as:
Where the size of a triangular fuzzy number of k triangular fuzzy number can be obtained from the following equation.

\[
V(M_2 \geq M_1) = hgt(M_1 \cap M_2) = \begin{cases} 
1, & \text{if } m_2 \geq m_1 \\
0, & \text{if } l_1 \geq u_2 \\
\frac{l_1 - u_2}{(m_2 - u_2) - (m_1 - l_1)}, & \text{otherwise}
\end{cases}
\]

(13)

E- In the next stage, it should be calculated the standards weight in choices of comparison matrix before the final weight vector the following equation is used to calculation of them.

\[
d'(A_i) = \min V(S_i \geq S_k) \quad k = 1,2,3,...,k; \quad k \neq i
\]

So, unnormalized vector will be:

\[
W' = (d'(A_1), d'(A_2),...,d'(A_n))^T
\]

That in which, \( A_i(1,2,....,n) \) are a specification of decision. Now we should normalize the calculated weight vector in the last stage for calculation of final weight vector that \( w \) will be an in phase number which realize the choices ranking on standards for reach to goal.

\[
W = (d(A_1), d(A_2),...,d(A_n))^T
\]

Results and discussion

As it said before, the study’s main goal is ranking the effectiveness of marketing strategies components regarding their effect on export that contains 5 dimensions. This ranking in Kurdistan based on phase AHP method. Phase ranking is calculated based on developmental analysis method of change which its theoretical basis was described in third chapter. In this section, we do discussion results and final ranking. The study was provided on martial comparison matrix of the research standards and then analysis hierarchical process, in this section we point to final results. So the mixed matrix of martial comparison is:
Table 2: compares the integration matrix test performance criteria

<table>
<thead>
<tr>
<th>Performance metrics</th>
<th>C1</th>
<th>C2</th>
<th>C3</th>
<th>C4</th>
<th>C5</th>
</tr>
</thead>
<tbody>
<tr>
<td>C1</td>
<td>1,1,1</td>
<td>0.28,0.36,0.5</td>
<td>0.4,0.55,0.66</td>
<td>0.28,0.35,0.2</td>
<td>0.28,0.37,0.5</td>
</tr>
<tr>
<td>C2</td>
<td>2,2.83,3.5</td>
<td>1,1,1</td>
<td>0.29,0.41,0.66</td>
<td>0.29,0.41,0.66</td>
<td>0.33,0.4,0.5</td>
</tr>
<tr>
<td>C3</td>
<td>1,1.30,2.5</td>
<td>1.5,2.5,3.5</td>
<td>1,1,1</td>
<td>0.28,0.5,2</td>
<td>0.33,0.48,1</td>
</tr>
<tr>
<td>C4</td>
<td>2,2.83,3.5</td>
<td>1.5,2.5,3.5</td>
<td>1,2.16,3.5</td>
<td>1,1,1</td>
<td>0.28,0.44,1</td>
</tr>
<tr>
<td>C5</td>
<td>2,2.66,3.5</td>
<td>2,1.7,3</td>
<td>1,2.16,3</td>
<td>1,2.5,3.5</td>
<td>1,1,1</td>
</tr>
</tbody>
</table>

\[ S_{C1} = (2.24,2.63,3.4) \otimes (0.022,0.0030,0.042) = (0.049,0.079,0.143) \]
\[ S_{C2} = (3.89,5.05,5.82) \otimes (0.022,0.0030,0.042) = (0.085,0.151,0.244) \]
\[ S_{C3} = (4.61,5.78,9) \otimes (0.022,0.0030,0.042) = (0.0101,0.173,0.378) \]
\[ S_{C4} = (5.78,8,93,12.5) \otimes (0.022,0.0030,0.042) = (0.127,0.268,0.525) \]
\[ S_{C5} = (7,10,82,14) \otimes (0.022,0.0030,0.042) = (0.154,0.324,0.588) \]

Regarding to minimum values of the size grades \( S_i \) in every line, abnormalized values in martial comparison matrix equals to:

\[ V(S1>_S3)=0.58 \quad V(S1>_S4)=0.078 \quad V(S1>_S5)=0 \quad V(S1>_S2)=3.68 \]
\[ V(S2>_S1)=0.75 \quad V(S2>_S3)=0.59 \quad V(S2>_S4)=0.32 \quad V(S2>_S5)=0.17 \quad V(S3>_S1)=1 \quad V(S3>_S2)=1 \quad V(S3>_S4)=0.72 \quad V(S3>_S5)=0.59 \quad V(S4>_S1)=1 \quad V(S4>_S2)=1 \quad V(S4>_S3)=1 \quad V(S4>_S5)=0.87 \]
\[ V(S5>_S1)=1 \quad V(S5>_S2)=1 \quad V(S5>_S3)=1 \quad V(S5>_S4)=1 \]

Finally, matrix of every normalized weight will be:

\[ W' = (0,0.17,0.59,0.87,1) \]

Finally matrix every normal weight criteria will be as follows:
\[ W = \frac{W_i'}{\sum W_i} = \frac{(0.0.17,0.59,0.87,1)}{2063} = (0.64,0.22,0.33,0.38) \]

This process is done to the next 4 matrices that are shown in table 5.

Table 3: values relative to each other, normalized weight of standards in martial comparison matrix.

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Profitability</th>
<th>Price finished</th>
<th>Production diversification</th>
<th>Timely delivery</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>normal weight Yet</td>
<td>normal weight Yet</td>
<td>normal weight Yet</td>
<td>normal weight Yet</td>
<td>normal weight Yet</td>
<td>normal weight Yet</td>
</tr>
<tr>
<td>0</td>
<td>0</td>
<td>0.15</td>
<td>0.41</td>
<td>0.05</td>
<td>0.14</td>
</tr>
<tr>
<td>0.06</td>
<td>0.13</td>
<td>0.21</td>
<td>0.59</td>
<td>0.32</td>
<td>0.83</td>
</tr>
<tr>
<td>0.39</td>
<td>0.75</td>
<td>0.28</td>
<td>0.78</td>
<td>0.24</td>
<td>0.64</td>
</tr>
<tr>
<td>0.53</td>
<td>1</td>
<td>0.36</td>
<td>1</td>
<td>0.38</td>
<td>1</td>
</tr>
</tbody>
</table>

Table 4: values relative to each other, abnormalized weight of standards in martial comparison matrix.

<table>
<thead>
<tr>
<th>Total Points</th>
<th>C4</th>
<th>C3</th>
<th>C2</th>
<th>C1</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.27</td>
<td>0.38</td>
<td>0.33</td>
<td>0.23</td>
<td>0.05</td>
<td>A1</td>
</tr>
<tr>
<td>0.37</td>
<td>0.31</td>
<td>0.28</td>
<td>0.24</td>
<td>0.17</td>
<td>A2</td>
</tr>
<tr>
<td>0.31</td>
<td>0.38</td>
<td>0.24</td>
<td>0.32</td>
<td>0.05</td>
<td>A3</td>
</tr>
<tr>
<td>0.28</td>
<td>0.36</td>
<td>0.28</td>
<td>0.21</td>
<td>0.15</td>
<td>A4</td>
</tr>
<tr>
<td>0.98</td>
<td>0.53</td>
<td>0.39</td>
<td>0.60</td>
<td>0</td>
<td>A5</td>
</tr>
</tbody>
</table>
table 5: values relative to each other, normalized weight of standards in martial comparison matrix.

<table>
<thead>
<tr>
<th>Total Points</th>
<th>C4</th>
<th>C3</th>
<th>C2</th>
<th>C1</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.27</td>
<td>0.12</td>
<td>0.09</td>
<td>0.05</td>
<td>0.01</td>
<td>A1 Timely delivery</td>
</tr>
<tr>
<td>0.35</td>
<td>0.27</td>
<td>0.05</td>
<td>0.03</td>
<td>0</td>
<td>A2 Production diversification</td>
</tr>
<tr>
<td>0.30</td>
<td>0.14</td>
<td>0.08</td>
<td>0.07</td>
<td>0.01</td>
<td>A3 Price finished</td>
</tr>
<tr>
<td>0.29</td>
<td>0.14</td>
<td>0.09</td>
<td>0.05</td>
<td>0.01</td>
<td>A4 Profitability</td>
</tr>
<tr>
<td>0.34</td>
<td>0.20</td>
<td>0.13</td>
<td>0.01</td>
<td>0</td>
<td>A5 Occupation</td>
</tr>
</tbody>
</table>

Table 6: ranking of marketing strategies components based on their effect on export

<table>
<thead>
<tr>
<th>Ranking</th>
<th>Points (normal weight matrix)</th>
<th>The components of marketing strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fifth</td>
<td>0.27</td>
<td>Timely delivery</td>
</tr>
<tr>
<td>First</td>
<td>0.35</td>
<td>Production diversification</td>
</tr>
<tr>
<td>Third</td>
<td>0.30</td>
<td>Price finished</td>
</tr>
<tr>
<td>Fourth</td>
<td>0.29</td>
<td>Profitability</td>
</tr>
<tr>
<td>Second</td>
<td>0.34</td>
<td>Occupation</td>
</tr>
</tbody>
</table>

So it can be ranked as follows:

1. A1: production variety
2. A2: employments
3. A3: final costs
4. A4: profitability
5. A5: on time delivery

There is a significant positive relationship between the effects of talent management of staffs in different branches of Refah Kargaran Bank. In the context of the present results with the results of teaching and
colleagues (2012) matched. Talent management strategy has a significantly positive effect on the performance of its faculty members. The research findings match with Mehravani H. (2011).

Between talent management talents, retention of management, career development, retention and performance of the financial and non-financial organizations, there is a significant positive correlation. The study findings Nabil Hajj et al (2011) also matched the relationship between talent management and employee performance in public hospitals. Using talent management will ensure that each employee, with special talents and abilities will be put to good work. Talent management as a management tool, due to employee empowerment and a kind of flexibility is ensured in accordance with the changing market conditions. Due to the fact that talent management is a part of human resource management focuses on talent agency. More detailed and more directly on the management of a particular group of individuals’ .the right people in the right roles is an important tool for integrating activities and goals of the organization. Another finding of this study is that talent management of the staffs of Refah Kargaran Bank is desirable. T value observed in the (α =0.01) is significant. Thus, the null hypothesis that the lack of difference between the samples mean and mean exclusion fitted. The research team concluded that the current situation in the company’s talent management was assessed well. The Bank of Tehran welfare workers, managers, talent management process some respect. The managers in the staff selection process try to take advantage of those who have sufficient knowledge and ability to be an expert.

Other results showed that the performance of bank branches in Tehran welfare workers is desirable. T value observed at the surface (α =0.01) is significant. Thus, the present status of employee performance is above average which is statistically significant. Other results showed that the performance of different aspects of talent management of employees of Refah Kargaran bank branches in Tehran. The results are in correlation with the findings of Taleghani et al (2012) .talent management strategy, has a significantly positive effect on the performance of its faculty members. The research results are in correlation with findings of Mehravani H. (2011) there is a positive and significant relationship among talent management, retention of management, career development, retention and performance of financial and non-financial organizations.

If the mangers of Refah Kargaran Bank try to attract good and suitable employees, the will set the suitable condition for attracting experts and professional staffs. Attracting different experts can not only replace old manpower with new ones but also it can be suitable for development. With the combination of programs and options business planning and employment tools, managers can actively support talent attraction. Talent management system, database information available to date suggests topic this enables banks too quickly and easily identify and talents needed .Therefore, the discovery potential of such functions integrated talent management are keys to being effective if it leads. If there is a good and suitable system in different branches of Refah Kargaran bank to identify professional and talented people, of course the people will enter the organization that can do their responsibilities the best and will have better performance.

**Conclusion and suggestions:**

As it said in above, the research study’s marketing strategy indicators. Recognized components to marketing strategy of Kurdistan were ranked.
This choice was exact and based on attention to economic structure of Kurdistan. In other words it is suggested to politicians and economic administrators to act on the preferences. So the following suggestions can be presented:

- **Production variety**
  - Mono-product export is specified to developing countries, it decrease demand market and effect on costs variation. Verifying the products and decrease of dependence to mono-product export is a suitable way to increase export.
  - Production variety leads to stabilize export incomes and then increase invest in production and growth export.
  - Export approach should be preferred in production plans. Cognition of goal-market causes variety in export products.
  - Horizontal and vertical variety should be studied in production.
  - Horizontal variety: contains applying adjustments in export combination for checking the international events.

- **Employment**
  - In order to employment in industry section, it should be stressed to replace educated work force instead of uneducated one and also focus on spread of capital through increase of it and collection of export strategy in nutrival industry of Kurdistan.
  - Attention of work force specially the young & educated force to employment can improve production settings; applying specialized people in various fields can increase the employment capacity. Change of the country insight to production of nutrival industrial products is a way to access goals.
  - Constructive look of investors to create employment regarding to competition mechanisms in the international markets is so important. In other side, the government can help to accelerate the process by smart directing the sources towards work-building or (export production). Production outcome is creation of productive employment and acquisition of lawful wealth.
  - Because employment has a direct effect on economic growth, so it should be observed seriously for more economic growth.

- **Final cost**
  - Because of direct relation of outrival export and its cost indicator, it suggests to apply suitable politics in costing of products.
  - increasing the production cost increases, the cost of good in market. So customers prefer to buy their goods from the low-cost countries. Then export volume decrease. Politicians should adopt protective politics to support export.
  - When the export good cost is growing, it shows the new signs of increasing final cost. Liable should adopt plans to protect of it in the universal competition.
Decreasing the final cost composed of 25 formal members and several informal members was formed in order to increase un-oily exports and less reliance to oil export and survive in internal markets by helping the growth of internal export.

Suitable capacity fraction of productive units, increases the final costs of goods and it effect on cooperative export in compete with other countries. So, it suggests to approve supportive laws by politics for protection.

- Profitability

Decrease of tariffs has the most positive effect on profitability of nutrival products. There ---- industries should computational with profitability growth. This is a suitable strategy for the universal competition in condition we need rapid growth of export.

Currency variations are among the effective factors on export of cooperatives companies. It means that decrease of currency cost leads to increase company’s costs, and then decrease of profitability.

- On time delivery

* The first step in export growth is on time delivery of foreigner orders. Non-observance of it, damages to export market irreparably. Delivery time is among the main obstacles of export. If producers can't deliver their goods in a certain time, they will lose the market and can't compete in it.

* Preparing the products and services, decrease the product time and increase export.

* Regular flights to export countries leads to increase of exchange between them. Trade planners should adopt plans & policies to facilitate transportation, improve trade substructures and following the consignments and accelerate the goods delivery time.

* Protection of delay in good delivery-finding the problem in transportation system and remove it and familiarizing the producers with customs duties leads to speed delivery competition.

* Internal producers needs to a strong and effective team to counsellorship in export acts with following specifications:

  - Specialized in trade, technical and psychological fields and experienced in export.
  - Familiar with foreigner conversations principles.
  - Familiar with customs duties.
  - Familiar with new methods of marketing.
  - Familiar with weakness and strong news spots of international competitors.
  - Creation of encourage system for successful units.
  - Presence in international exhibitions and present export products.
  - Familiar with cultural specifications of foreigner countries like language, culture, tact’s and consume patterns.
  - Familiar with exchange method of other countries.
  - Use of foreigner counselors in export.
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