

Model for entrepreneurial strategy in industrial units Case Study: Qom province's industrial plants

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Abstract

Nowadays, entrepreneurship is a necessity to create a healthy national economic space and its role in the economic stability has been verified. The present study presents a model for entrepreneurial strategy in the province's manufacturing plant. The type of research is descriptive analytic survey. The study consisted of 25 industrial and academic elite in the province who have been selected judgmental sampling. The instruments were questionnaire. Analysis of the collected data is done by SPSS18. In this study, after identifying the strengths, weaknesses, opportunities and threats by the experts, the strategy of the organization's strengths, weaknesses, opportunities and threats were derived using expert organizations. The results showed that the strategies that should be considered include: Communicate with the academic Festival in the country to attract them, sending experts to international conferences for entrepreneurship updated knowledge and new technologies, the strategy of entrepreneur teams within the organization of talented personnel in different units, the use of academic experts in the field of entrepreneurship has relevant studies to develop appropriate strategies in this field, contracting with parks, science and technology to optimize enterprise business processes, linking with government agencies to assess the political situation in the world and sanctions, promoting an entrepreneurial culture in the organization, certified focus on keeping forces to promote entrepreneurial culture in the organization, entrepreneurship courses to improve entrepreneurship, human resources, organizational ability, taking into account the performance-based bonus system for entrepreneurs, an annual rowing race in specialized fields to identify the entrepreneur and absorption, holding briefings to attract foreign investment in the field of entrepreneurship, the creation of in-service training to increase skills and knowledge of staff, management courses for executives familiar with the concepts of entrepreneurship, the creation of a tendency in organizations to support entrepreneurship in the organization by their managers, create strategies and entrepreneurial strategies in organizations by human resources managers and senior managers, Create forums to increase communication between employees and between different parts of an organization promoting entrepreneurship, attract foreign investment to the organization and to consider the budget for entrepreneurship.

Keywords: entrepreneurship, SWOT, Strategy

1. Introduction

The increasing complexity of the tasks in today's changing world, rapid advances in technology and intense competition in the industry, managers made the youngest with it hindered as their neglect of the issues, irreversible problems will be followed. Observing highly successful companies as a result of recklessness and disregard for environmental decisions, lost its dominant position and have been excluded from the competition, is confirmed this acclaim. Undoubtedly, no organization can succeed without planning for the future. On the other hand the lack of strategic vision among managers make to the implementation of the direct involvement of the organization in the right way so that they comply with internal and external circumstances, be left behind. Therefore, the use of strategic planning as a necessity in the state, communities and industries has been proposed.

On the other hand, entrepreneurship as a new phenomenon in the economy has an important role in the development and economic progress. Entrepreneurship in competitive and market-based economy has a key role nowadays. In other words, in a dynamic economy, ideas, products, and services are constantly changing and in between entrepreneurs and creative directors can be a model for coping and adapting to new circumstances bring about. Therefore, in a wide variety, all the active elements in the economy (consumers, producers, investors) should entrepreneurs be entrepreneurs and their contribution. What is relevant here is that despite the importance of this phenomenon and its growing role in the global economy is less to this issue. Economic and demographic situation today more than ever we need to ground the world's leading economic scene and in this point of view, the necessity of having models, templates and strategies for education, training and optimal use of resources and more entrepreneurs are active.

Initiating a change in the structure of society and the development of entrepreneurship and business management. This change increases productivity and growth, but the basic elements that facilitate this change and development innovation. In addition, an effective role in the process of transferring economic resources from areas with low productivity to high-productivity areas, while allowing the use of factors of production used in combination with sources of entrepreneurship in a new fashion, is capable of. On the other hand, entrepreneurs with increased competitive pressure in the market, other companies improve operations and increase your productivity by creating their willingness to innovations. The success achieved by entrepreneurs in the community not only provides new jobs and wealth, but also diversity in priorities also provides for consumers (Dugan, 2015).

Using the strategic management of entrepreneurial companies and stakeholders the main routes for achieving the objectives specified the use of internal and external environmental analysis by defining the objectives of the company and competitors such as Organizational development, productivity improvement, knowledge management and competitive advantages in order to take advantage of the situation and neutralize the threat expressed in the present and future. According to some scholars, strategic planning reflects the creative, entrepreneurial managers in the future, and immunizations threats facing organizations.

In fact, in any organization, there are potential entrepreneurs, but we have to try to find their abilities actuality; and above all, the existing structure to allow entrepreneurs to assert themselves and be able to apply their abilities. Here the role of managers is very important, because managers can focus on innovation and creativity in the process of being, foster and encourage entrepreneurial activities in the organization.

2. Theoretical Foundations

Entrepreneurship due to significant impacts on the macro and micro levels of the economy is taken into consideration. Entrepreneurship is a crucial factor in generating new ideas, create new companies and business generally growing economy. Although other sciences entrepreneurship in the field of microeconomics considered and evaluated, but in the last 30 years the concept of psychology, anthropology, sociology and management are also examined. Each of culture, logic and specific

methodologies have tried to define it from the perspective of their field (Kauffman Entrepreneurship Center).

Businesses today are faced with thousands of variations. Fundamental changes in the economic environment, there is need for a global market. By means of changing society that severely affected the business (Delforouz, 2000). Corporate entrepreneurship is an integral component in the definition of the concept of innovation and creativity and innovation as a focus of many researchers consider entrepreneurial activities and believe that corporate entrepreneurship are innovative and productive ideas. Mackenzie and Dykambo (1986) argue that entrepreneurial activity may include the development of a new product to create a process to be effective. Jennings and Yang (1990) corporate entrepreneurship or new markets is defined as the product development process.

Numerous obstacles and restrictions to move towards entrepreneurship in companies there, although many of these barriers and their unwanted consequences and feedbacks from their traditional management techniques. In some cases, these obstacles are so malicious that people prefer to avoid in the company's entrepreneurial behavior (Ahmadpur Dariani, 2000, p. 150).

In this connection, some of the most important barriers to entrepreneurship as follows:

The inertia of the organization, bureaucracy, rewards the wrong way, the need for short-term gains.

Creative organization itself, Innovation and Entrepreneurship will not be unless creative and innovative people with their own characteristics,

Its shape and form. General characteristics of human resources, entrepreneurial organizations include:

- minded analyst
- an internal locus of control
- curious, tolerance of ambiguity and uncertainty
- Introverted
- Have confidence
- strong need for independence
- Creative
- the need to respect
- Work-based

Features entrepreneurial organizations include: Structure, decentralized and, informality, vertical and horizontal communication, lack of information monopoly, a group of things, the controls are easy and informal, enabling staff, management support, gratitude management of risks, bearing a deviation from the rules of the staff in charge of entrepreneurial initiatives, Having a variety of financial management in support, management support for small pilot projects, using new ideas, personnel, financial power to start moving new design and power management decisions.

The extent and type of changes that the body comes in organizations today is so great that for them there is no choice but to adapt and respond to these changes. On the other hand, increased speed of innovation and offer new products so that adjustments and initiatives has become commonplace in the market and what companies a competitive advantage against other competitors for its own are the speed of others imitated and its importance is diminished. This material has made companies more at risk of life and finding a permanent solution for corporate executives to be raised as a concern. They should try to make more of other goods or services to your client with all the features produce and deliver his request. Continuously with new combinations of existing resources to provide new competitive advantages. Hence the importance of creative and innovative human capital and entrepreneurship in other words companies become more prominent. Only a company with such people is able to achieve innovation and competition in the arena has survived and eventually be introduced as a leading company and entrepreneur.

The importance of strategy, mission statement and vision today is perceived by most organizations. Existence of an organization's mission statement and vision is an idea that keeps the organization in the long run. And the strategy is a way by which we move towards future prospects (Nranvja, 2007: 301).

Strategic entrepreneurship by defining a strategic vision on the importance of entrepreneurial activity or activities with strategic resource management and entrepreneurship in order to achieve competitive advantage stresses. Entrepreneurial activity as "strategic measures in line with an entrepreneurial mindset" is defined. Strategic entrepreneurship can be for "The fact that entrepreneurship and strategic views complement each other in actions designed to create wealth" be defined (Dugan, 2015).

Hierarchy of decision-making in organizations typically consists of three levels. At the highest level, company level is primarily composed of board members and executives. The second level of the hierarchy of decision-making, the business is principally composed of corporate executives and business managers. The second level of the hierarchy of decision-making, operational level managers are basically operational areas, geographic and product is formed. The most basic responsibility of the executive directors of the organization's strategic plans. (Press and Robinson, 1988).

Strategic management is the process of pursuing the organization's mission while managing the relationship between the organization with its environment, especially with respect to environmental stakeholders, key elements of internal and external environment.

Art and science of formulation, implementation and evaluation of multiple decisions that will enable the organization to achieve its long-term goals.

Strategy management process comprises three stages are:

Development of strategies: determining the company's mission and identifying strengths and weaknesses in the internal environment and opportunities and threats in the external environment and set long-term goals of the organization.

Implementation of strategies: 1) determine the annual objectives, policies and 2) the allocation of resources, and measures to implement strategy

Evaluating strategies: 1) The internal and external factors which were the basis of the current Strategy 2) calculate and evaluate the performance and 3) corrective action (David, 2011).

Long-term strategic planning, strategy formulation, often also called core strategy, it's time for a rational activities include Identifying opportunities and threats in the environment and in consideration of a certain degree of probability and potential risks before any selection is made and the strengths and weaknesses of the institution in line with available resources and achievable detected, Scientific capabilities and its potential should be there to take advantage of market needs and or to deal with the risks as much as possible to objectively estimate. Strategic approach to the implementation of the opportunities and capabilities will result in an acceptable level of risk Economic strategies call (Mintz leaves and Queen, 2003: 54).

In short, strategic entrepreneurship focused on how to "search behavior and search behavior advantage of opportunities" and how the two are combined together to create wealth. It should be noted that entrepreneurship is not limited to large companies in the field of entrepreneurship. In other words, both new and old companies have simultaneously established a strategic entrepreneur and small and large companies must learn how to integrate strategic entrepreneurship and innovation combined with cooperation in order to create wealth to pay for (Solodoko-Pelk, 2015).

Entrepreneurial culture is based on assessment of strengths, weaknesses, opportunities and threats, the SWOT. This is a classic strategic management approach. Entrepreneurial leadership behavior based on the coordination of resources and guiding them toward goals. It is a process where the merits of the company are evaluated, the situation was assessed on the basis of long-term goals based expertise will be considered.

The power of entrepreneurship, which plays a crucial role in modern society is constantly innovating diagnosis. By evaluating individual skills in innovation and transforming it into products with strong business innovation, is measurable (Shan, Sung-Joo, 2016).

The implementation of activities and choices that are necessary to implement a strategic plan. Strategic planning itself will come into force and those who want to achieve success, four key barrier in the way of

strategic planning should carefully consider involving human problems (attention and commitment), procedural problems, structural problems (the relationship between partial- total) and institutional problems (exercise leadership inappropriate L) is (Bryson, 1993: 219). Organizations for which it is required to achieve their goals with different sectors and groups linked to the environment and provide their needs. If today this is that the changes that occur in organizations, it requires that in order to cope or adapt to the changes in their process performance and make changes.

1. Evaluation of strategy that takes place in any way constitute consequences that answers these three questions:

2. Do desired aim are appropriate?

3. Do policies and major projects are appropriate?

4. Are the results that have been achieved so far to important assumptions on which the strategy is based confirm?

Opportunities and threats of a new project is a complex process much evidence that people in the social sciences there are different attitudes and evaluation (Kampry, 2007: 124).

Despite the fact that various aspects related to the implementation of the strategic management process have been highlighted in many studies, the problem of integrating sustainability and diversification strategy in response to emerging opportunities rarely been raised. In the face of uncertainty and risk, emphasis is placed on avoiding or overcoming threats and in contrast, very little attention is focused on the search and the opportunities for development in the strategic management process. Therefore, addressing the issue of finding answers to questions about practical solutions in companies on the following topic is still fresh: How to create and implement the concept of development in a long-term vision and strategy combined with the opportunities and the need for reform?

Key agreement on strategic cooperation and also to build networks and alliances are related. Such relationships are essentially must be based on a reduction in uncertainty and risk. In a longer perspective, cooperation in the development and innovation helps take advantage of the opportunity (Crawford and Kerasor, 2015).

Search for opportunities is an important concept, but it can be assumed as an innovative feature. Search for opportunities generally associated factors mainly include Change, creativity and innovation. The search process for the opportunity provided to accept change as a real permanent status and search for sources of innovation. Creativity unique element that determines the start and efficiency of the search process, identify and seize the opportunities that are the basis of development. Considerations related to the definition of an opportunity for a wide range of interpretations of this concept is a difficult challenge. Opportunities can be considered as new business ideas that thanks to the creativity and the ability to use them, are located in the strategic management process.

Opportunities for developing dynamic and will change according to the changes, so the opportunity-based approach, adopt an active attitude towards challenging. Hence, it seems that the key agreements related to the strategic management process must be useful. Implementation of the strategic management process involves preparing for changes and starts the search for new development opportunities. Decisions regarding the development and implementation of the strategy can be due to the need to adapt to changes and to predict new changes to both proactive and reactive species described. The combination of active search for opportunities and analysis of competitors are implementing strategies to pave the search for opportunities in the environment. It should be emphasized that the main factor determining the attractiveness of opportunities and their profitability. . Also for this reason, the search for new development opportunities in the strategic management process looks interesting (Solodoko-Pelk, 2015).

Based on studies of jurisdiction as well as from the perspective of entrepreneurial behavior have been diagnosed as follows: Qualification opportunity, relationship analysis, innovation, operational, humanitarian, strategy, commitment, training and personal power to direct or indirect effects on the performance of the organization. Researchers believe that entrepreneurs should identify and select at any

stage of growth with his current team members to foster new talent pay or by accepting and absorbing talents and skills to face serious challenges. Some researchers believe that the founder of the team / teams can be established with guidance, training and advice, risk transfer has done at all stages of growth and change roles, new skills are acquired.

Despite the importance of growth for SMEs, is also wide recognition of the constraints faced by these companies there. In some of the resources available, many of the challenges facing the company, including lack of financing, low productivity, lack of management, lack of management and technology as well as heavy regulatory burden, is highlighted. Also, some studies have revealed that government policies and government is more inclined to support big business are so small and medium businesses and home work. Larger companies with political connections, better access to tenders. Banks are also more amenable to lending to companies and large institutions. The problems and issues as other small and medium sized companies the ability to collect and raise funds as well as their political voice and influence and as a result have limited access to government support. Lack of technological capacity and skilled labor, restrictions limited the market and competition keep down their turnover and profit, thus limiting the ability of the Company is (Aravya, Handayany, Giuliana, 2015).

2.1 Literature

Venus and Golabi (2012) described the research as corporate entrepreneurship strategy based on Morris have to do. The aim of this study was to evaluate a library of how entrepreneurial strategy has been based on Morris. The method has been applied and library. So in this research is to study the use of library books and articles, to examine the evolution of the concept of corporate entrepreneurship and corporate entrepreneurship has referred the reasons for the emergence of issue and then with the importance of entrepreneurship and its definition, focusing on the impact of corporate entrepreneurship strategies, ultimately, with the introduction of Mauritius, a description of CE strategy that is followed in this model, is proposed.

Rezaeian and Nayijy (2012) study entitled Cultural Intelligence engage in strategic entrepreneurship have completed. In this study, cultural intelligence, Iranian culture has been developed to fit a device that Iranian intelligence scale call culture. It also investigated the relationship between cultural intelligence and strategic entrepreneurship. The samples consisted of those managers and experts of oil, gas and petrochemical industries that make up the cultural international exchange programs for at least three years and have two travel abroad, eventually, 413 people were identified as sample code. The data were analysed by factor analysis. The results suggest that cultural intelligence consists of three dimensions cognitive, communicative and is adaptive. Also, results showed that in Iranian society, demographic variables such as gender, age, educational level and history of cultural interactions, with strong links to some aspects of cultural intelligence. Finally, the role of cultural intelligence as one of the key factors influencing the strategic entrepreneurship has been identified which indicates the importance of cultural intelligence capabilities to conduct active management positions in entrepreneurial environment is multicultural.

Hasani Moghaddam, Rezaei Moghaddam, Abdullahi Yusuf Pour (2012) study as a conceptual model of entrepreneurship in the context of urban management have to do. This study examines the development of entrepreneurship in the context of urban management. According to urban management responsibility in providing resources, motivate citizens and paving the way for the entrepreneur, in this study, two important aspects of entrepreneurship, the trend of entrepreneurship and entrepreneurial management has been studied. Studies show that entrepreneurial actions in the urban environment can be effective in improving urban function so the city has been considered by managers. Accordingly, the aim of this study provide a model concept of the relationship between corporate entrepreneurship and strategic management in the context of urban performance. In this research provide a simple model of the relationship between corporate entrepreneurship and urban function, components and each was identified indicators and then examines the need for integration between entrepreneurship and strategic management

of the urban. In our model, the strategic aspects of management, entrepreneurship and corporate entrepreneurship, entrepreneurial orientation as the two main arms were studied and finally conceptual model, the environment in the context of strategic thinking that will mean interacting with the environment and learning environment, were defined.

Sharif Zadeh and Ramezani (2006) study entitled entrepreneurial spirit in students: A Case Study of Shiraz University have done. This study aimed to determine the level of entrepreneurial spirit among students of Shiraz University, to examine the characteristics discussed in the literature Entrepreneurship (need for achievement, power, competitiveness and risk-taking) is in escorting students. This study was descriptive and in its implementation of the survey and preparing a questionnaire whose validity was confirmed by experts and its reliability was assessed by performing a pilot study was conducted. Students of Shiraz University and the study population sample using stratified random sampling among 280 undergraduate students were selected in 1999 and 2001. The findings of this study showed that 39.8, 37.1, 51.2, 49.4 percent of students, respectively, for the four traits studied in unfavourable condition. Second and fourth year students and students in the level of entrepreneurial spirit there is no significant difference. In this study of entrepreneurial attitudes in students' academic (courses) at the end of the study and development of agricultural entrepreneurship among students' practical advice is presented.

Fatmuky (2014) study entitled entrepreneurial intention of students in South Africa: the impact of entrepreneurship education and previous work experience have done. The main purpose of this article is intended to entrepreneurship students. This study sought to investigate the matter a significant difference in the entrepreneurial intention of students with prior work experience compared with students without previous work experience. The results showed that a high level of entrepreneurial intention among students with previous work experience compared with students without previous work experience there. The results showed that entrepreneurship education has on students' entrepreneurial intentions.

Pik and Marshall (2006) in their study entitled Implementing Entrepreneurship Development Strategy in Canada, the importance of education as the most important human capital participation entrepreneurs stressed that the establishment of an institution. Their results showed that high levels of Higher Education, Entrepreneur Institute has a great impact on the functioning and efficiency.

Tallace et al (2013) study entitled demographic factors on entrepreneurial intentions among undergraduates: the choice of a profession: University of Turkey have done. The results showed that the type of university, students' family income factors influencing entrepreneurship.

Gilani Nia et al (2013) study as factors affecting the entrepreneurial intention Islamic Azad University of Rasht. In this study suggests that given the economic and social conditions facing the country, it is essential that new ways to solve the problem of unemployment, especially for young people's society. It is not possible except in the light of creativity and innovation and entrepreneurship. Because entrepreneurship is the engine of economic development and job creation. On the other hand, universities in training skilled people to enter the labour market will play a vital role. Given the importance of this issue, this study examines the factors influencing entrepreneurial university students. In order to achieve the research objectives, Rasht Islamic Azad University students were examined. The results showed that the knowledge, experience, family, characteristics, perceived behavioral control, motivation and social norms also affect the factors influencing the students' entrepreneurial.

Fariya et al (2012) study as a model of entrepreneurial intent: the use of behavioral and psychological approaches has done. The aim of this study was to develop and test a structural equation model with a combination of psychological and behavioral perspective to identify variables affecting entrepreneurial intention was in high school students. The results showed that the need for achievement, self-esteem, personal attitudes have a positive impact on entrepreneurial intention. In addition, social norms and personal attitudes, perceived behavioral control is affected. The findings could have a significant impact on the theories of psychology and behavioral science contributions to be entrepreneurial.

As things makes us aware of the fact that the corporate sector, "Strategic planning entrepreneurial" phenomenon is very productive and its importance in the present study is that we want to know to what extent the adoption of such an approach in the development and nurturing talent in the organization is successful and is better able to reform and strengthen various areas of the organization.

2.2 Goals

The benefits of having a strategic plan in an organization can be briefly entrepreneurial includes: deal effectively with rapid changes in the environment. Organizations solve basic problems, improve performance, future orientation detection, extreme caution and insight in areas controlled by the organization's decisions, in the light of future results and reflect the decisions, thinking and thinking strategically and development of a comprehensive basis and tenable for deciding named. Which provide a comprehensive model and efficient fashion in accordance with the main goal of the study is important that these models, strategic planning, Identify and evaluate the principles and models of entrepreneurship in all its aspects and analysis of the models and wrap up and then validate the results and provide an appropriate model.

Research questions

This study seeks to answer the following questions:

1. What are the strengths identified industrial units in the province?
2. What are the weaknesses identified industrial units in the province?
3. What are the environmental opportunities identified industrial units in the province?
4. What are the environmental threats identified industrial units in the province?
5. What are the right strategies for industrial units in the province?
6. What is the ranking strategies SO?
- What is the ranking WO strategies?
8. What is the ranking ST strategies?
9. What is the ranking WT strategies?

Conceptual model is presented in Figure 1.

3. Research Methodology

The aim of the present study terms, applied research, from the point of view of the Assembly, the survey (cross-sectional), descriptive and applied and the data collection methods, is the type of field. The study sample consisted of Qom province is industrial and academic elite. Data analysis in this research, qualitative content analysis which is done. The SWOT analysis technique AHP model elements are identified and prioritized, and strategy elements extracted and analysed. The two-part questionnaire that included demographic and questions and answers to the survey questions.

4. Results

20 percent of respondents between 20 and 30 years, 44% between 30 and 40 years, 24% between 40 and 50 years and 12 percent over 50 years old. 12% of respondents have high school diplomas, 68 percent of bachelor's and master's degree are 20 percent. 12 percent are women and 88 percent were men. Finally, 12% of staff have work experience under 2 years, 48% have work experience 2 to 3 years, 28 percent have working experience of 3 to 4 years and 12% higher than five years.

Evaluation of internal and external factors evaluation matrix

Review internal factors evaluation matrix (IFE)

The results of the survey of experts in connection with the organization's internal factors (strengths and weaknesses internal) as follows:

Based on these scores, it should be assumed that the internal factors evaluation matrix, never more than four will not be final total score, as well as the total will be less than one. Average 4 and 1 x 2.5 is. If the sum of the final scores less than 2.5, it means the weakness of domestic factors and whatever the number

is closer to 1 in this weakness will be more severe. If this number is greater than 2.5, and whatever is closer to 4 Internal Factors Evaluation Matrix is strong. Number from the table above (3.13) indicates that the organization has strengths are evaluated in terms of internal factors.

Evaluation of external factors evaluation matrix (EFE)

At this point, the procedure was carried out in the previous step to internal factors, external opportunities and threats we repeat, the results of questionnaires completed by experts in accordance with Table 1.

As in the case of internal factors as the expected external factors evaluation matrix, the final total score is a number between one and four. If the sum of the final scores less than 2.5 to mean poor response to external factors and whatever the number is closer to a weak reaction will be more severe. If it exceeds 2.5, and even closer to 4 excellent response to external factors. Number from Table 2 is equal to 3.16 indicates that the factors responsible for the organization, opportunities and threats had a good response.

Internal and External Evaluation Matrix (IE)

Internal-External Matrix (IE) in the method of SWOT, various sectors in the ninth house gives organizations. In this matrix two main aspects to be considered in. The final score on the X-axis internal factors evaluation matrix and the final score external factors evaluation matrix on the y-axis are written. As previously mentioned sum of these scores is a number between one and four, so that axis, and do according to the rating scale 9 made houses are numbered to order from the upper left corner from 1 to 9. Organizations which houses 1, 2 or 4 are to be conducive to the growth and development strategies to choose. The unit should be focused strategies, market penetration, product development and market or vertical integration strategy based on the top, bottom and vertical integration, horizontal integration are considered.

Organizations in the homes of 3, 5 or 7 are led strategies to maintain the status quo should choose. The units which have the market penetration strategies, product development should be considered.

Organizations in the houses 6, 8 or 9 should fall or drop harvesting strategies to implement.

As can be seen in Table 3 obtained coordinate industrial companies in Qom province is house number one. In accordance with the instructions for strategy using SWOT method runs at home (4) should focus on growth strategy and build. (Market penetration, product development, vertical integration strategy based on top-down vertical integration and horizontal integration) that are most appropriate strategies. The organization to achieve vertical integration strategies up through the minor efforts must be made within or outside the organization, to increase the control over the market. In this context industrial companies Qom province should set the following organizations for their competitive activities may focus more attention. In line with the strategy of vertical integration in manufacturing companies and traders to lower raw material in order to achieve the control objectives are. This description can be provided with strategies in industrial companies Qom province are:

Evaluation Matrix threats, opportunities, strengths and weaknesses (SWOT)

In Table 4 internal factors and external factors on the horizontal axis, vertical axis is brought. These are the same factors that initially identified them, we have to score and rank them. As the strengths and weaknesses of the opportunities and threats on the horizontal axis and the vertical axis is caused four houses. The house in which position the strengths and the opportunities SO we call home. With the same approach to naming three other houses WO, ST and WT name was evidence. SO is at home trying to factors suggest that the opportunity to convert their strengths. WO refers to items in the house that they comply with the control weaknesses and the process of achieving greater opportunities to recover. ST refers to items in the house that lack of precision, attention and proper management of them can undermine strengths. WT internal weaknesses and external threats at home against with each other, we have considered and from the perspective of possible solutions are presented in Table 5.

SO strategies what is the ranking?

The relative weight of criteria (indicators)

25 decision-making matrix of paired comparisons using geometric mean is calculated as follows. In this way, after forming the matrix of pairwise comparison, the geometric mean is calculated each matrix row. Then in the second phase column matrix derived by dividing the total of components of each of its components are normalized. The new column matrix generated by the matrix of the index weight is desired. The mathematical form of this approach can be seen in the following equation.

$$\begin{bmatrix} a_{11} & \cdot & \cdot & a_{1n} \\ \cdot & \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot & \cdot \\ a_{n1} & \cdot & \cdot & a_{nn} \end{bmatrix} \xrightarrow{1} \begin{bmatrix} \sqrt[n]{a_{11} \dots a_{1n}} \\ \cdot \\ \cdot \\ \sqrt[n]{a_{n1} \dots a_{nn}} \end{bmatrix} = \begin{bmatrix} \pi_1 \\ \cdot \\ \cdot \\ \pi_n \end{bmatrix} \xrightarrow{2} \begin{bmatrix} \frac{\pi_1}{\sum_{i=1}^n \pi_i} \\ \cdot \\ \cdot \\ \frac{\pi_n}{\sum_{i=1}^n \pi_i} \end{bmatrix} = \begin{bmatrix} W_1 \\ \cdot \\ \cdot \\ W_n \end{bmatrix}$$

Table 6 is the decision maker for pairwise comparison matrix.

After making the model in Expert Choice program and enter pairwise comparison indices, weighted criteria as shown in Figure 2 is obtained. In Figure 2, the priority strategies in the field of specialized annual event for scientists and geologists of entrepreneurs and attracting them to engage with the academic Festival in the country to absorb them, entrepreneurship courses to improve entrepreneurship, human resources, organizational ability, created in-service training to improve staff knowledge and wisdom, and contracting with science and technology parks to optimize business processes to help companies Expert Choice software is shown. As can be seen in Table 6, the strategy of linking with the academic Festival in the country to attract them with a relative weight of 0.449 is most important. Thus in SO strategies is most effective strategy to deal with science and technology parks optimize work processes with the relative weight of 0.211 is the next priority. Strategies entrepreneurship courses to improve entrepreneurship, human resources, organizational ability and an annual rowing race in the specialized field of entrepreneurs and attracting them to the company for sociologist's weight of 0.126 0.114 were ranked third and fourth. Finally, in-service training strategy to increase skills and knowledge of personnel relative weight of 0.1 is the last priority. Pairwise comparisons inconsistency rate 0.08 is obtained because less than 0.10, the comparison is acceptable.

WO strategies what is the ranking?

WO strategies ratings

After making the model in Expert Choice program and enter pairwise comparison indices, weighted criteria as shown in Figure 3 is obtained. In Figure 3 prioritized strategies of management courses for executives' familiar with the concepts of entrepreneurship, entrepreneurial teams within the organization of talented personnel in different units, create strategies and entrepreneurial strategies in organizations by human resources managers and senior managers of the organization, creating a tendency in organizations to support entrepreneurship in the organization by their managers and creating forums to increase communication between employees and between different parts of an organization promoting entrepreneurship is shown by Expert Choice. As can be seen in Table 9, strategy, entrepreneurial teams within the organization of talented personnel in different units relative weighting 0.402 is most important. So in WO strategies is most effective and strategic management courses to familiarize managers with entrepreneurial concepts with relative weight of 0.169 is the next priority, creating strategies tend to support the managers in their organization entrepreneurship and create strategies and entrepreneurial strategies in organizations by human resources managers and senior managers, respectively, with a weight of 0.157 and 0.144 were ranked third and fourth. Finally, strategy forums to increase communication between employees and between different parts of an organization promoting entrepreneurship relative weight of 0.128 is the last priority. Pairwise comparisons inconsistency rate 0.02 is obtained because less than 0.10, the comparison is acceptable.

- What is the ranking ST strategies?

ST strategies ratings

After making the model in Expert Choice program and enter pairwise comparison indices, weighted criteria as given in Figure 4 is obtained. In Figure 4, prioritize strategies to attract foreign investment holding briefings on Entrepreneurship, sending experts to international conferences for entrepreneurship updated knowledge and technologies to increase entrepreneurship in the New Year, building relationships with government agencies to assess the political situation in the world and sanctions shown by Expert Choice software. As can be seen in Table 11, an expert in international conferences entrepreneurial surge strategy to gain updated knowledge and technologies to increase entrepreneurship in the New Year with a relative weight of 0.493 is most important. So in between ST strategies is most effective strategy and communicate with government agencies to assess the political situation in the world and boycotted by the relative weight of 0.311 is the next priority. Finally, holding briefings strategy to attract foreign investment in the field of entrepreneurship with the relative weight of 0.196 is the last priority. Pairwise comparisons inconsistency rate 0.05 is obtained because less than 0.10, the comparison is acceptable.

- What is the ranking WT strategies?

WT strategies ratings

After making the model in Expert Choice program and enter pairwise comparison indices, weighted criteria as given in Figure 5 is obtained. In Figure 5 prioritize strategies focus on keeping forces to promote a culture of entrepreneurship expert in the use of academic experts in the field of entrepreneurship has relevant studies to develop appropriate strategies in this field, promote entrepreneurial culture in the organization, taking into account the performance-based bonus system for entrepreneurs, taking into account the funding for entrepreneurship, adopting appropriate management style in the organization and attract foreign investment to help organizations are shown Expert Choice software. As can be seen in Table 13, the strategy has relevant studies from academic experts in the field of entrepreneurship to develop appropriate strategies in this field with the relative weight of 0.264 is most important. So in between WT strategies is most effective strategy to promote a culture of entrepreneurship in the relative weight 0.177 is the next priority, certified strategies focus on keeping forces to promote entrepreneurial culture in the organization, taking into account the performance-based bonus system for entrepreneurs, attract foreign investment to the organization and to consider the budget for entrepreneurship weight of 0.169, 0.152, 0.091, 0.082 in the third through sixth grades. Finally, an appropriate management style in the organization's strategy relative weight of 0.066 is the last priority. Pairwise comparisons inconsistency rate 0.06 is obtained because less than 10/0, the comparison is acceptable.

Overall ranking strategies

Prioritize all strategies identified in Figure 6 is provided. As can be seen in Table 14, the strategy of linking with the academic Festival in the country to attract them with a relative weight of 0.151 is most important, Thus, the overall strategy is most effective deployment strategy and entrepreneurship expert in international conferences to obtain updated knowledge and technologies to increase entrepreneurship in the New Year with a relative weight of 0.097 is the next priority. The strategy of entrepreneur teams within the organization of talented personnel in different units, the use of academic experts in the field of entrepreneurship has relevant studies to develop appropriate strategies in this field, contracting with parks, science and technology to optimize enterprise business processes, linking with government agencies to assess the political situation in the world and sanctions, promote entrepreneurial culture in the organization, focusing on maintaining Certified forces to promote entrepreneurial culture in the organization, entrepreneurship courses to improve entrepreneurship, human resources, organizational ability, in consideration of performance-based reward system for entrepreneurs, holding annual tournaments in professional fields enterprise of entrepreneurs and attracting them to sociologists, holding briefings to attract foreign investment in the field of entrepreneurship, the creation of in-service training to increase skills and knowledge of staff, management courses for executives familiar with the concepts

of entrepreneurship, the creation of a tendency in organizations to support entrepreneurship in the organization by their managers, create strategies and entrepreneurial strategies in organizations by human resources managers and senior managers of the organization, creating forums to increase communication between employees and between different parts of an organization promoting entrepreneurship, Attract foreign investment to the organization and to consider the budget for entrepreneurship weight of 0.078, 0.072, 0.071, 0.061, 0.048, 0.046, 0.042, 0.041, 0.038, 0.034, 0.033, 0.031, 0.028, 0.025, 0.025, 0.022 in the third through sixth grades. Finally, an appropriate management style in the organization's strategy relative weight of 0.018 is the last priority.

Table 1. Internal Factors Evaluation Matrix

Final Grade	Grade	Coefficient	Strengths	
0 / 16	4	0 / 04	Having expert organization with the expertise and experience high	1
0 / 12	2	0 / 06	A high proportion of the total staff number of employees with bachelor's degrees and above	2
0 / 18	3	0 / 06	Company employees in various seminars and conferences in the field of entrepreneurship	3
0 / 12	3	0 / 04	There are plans to strengthen the entrepreneurial groups in industrial units	4
0 / 18	3	0 / 06	Informational and organizational meetings in order to promote a culture of entrepreneurship	5
0 / 15	3	0 / 05	Participation of directors in order to solve the problems of entrepreneurship	6
0 / 18	3	0 / 06	There are effective programs to strengthen entrepreneurship	7
0 / 18	3	0 / 06	The field of recruiting professionals and entrepreneurs	8
0 / 15	3	0 / 05	Recruit entrepreneurs	9
weak points				
0 / 08	2	0 / 04	Poor public education in the field of entrepreneurship	1
0 / 09	3	0 / 03	Lack of compliance among industries to share specialized knowledge	2
0 / 16	4	0 / 04	Weakness in attracting sponsors	3
0 / 15	3	0 / 05	Low cost research organizations for innovation and entrepreneurship	4
0 / 12	3	0 / 04	Poor management style in organizations	5
0 / 18	3	0 / 06	Lack of policy entrepreneurship in the mission of the organization	6
0 / 2	4	0 / 05	Lack of working groups and teams to solve problems of innovation and the pursuit of new ideas	7
0 / 15	3	0 / 05	Lack of entrepreneurship in the organization's strategic plan	8
0 / 18	3	0 / 06	Lack of performance-based reward system and encourage entrepreneurs	9
0 / 24	4	0 / 06	Its lack of industrial units and other entrepreneurial centers	10
0 / 16	4	0 / 04	The absence of the results of research and scientific projects of entrepreneurship	11
3 / 13		1	Total	

Table 2. External factors evaluation matrix

Final Grade	Grade	Coefficient	Environmental opportunities	
0 / 12	3	0 / 04	Cheap labor available in the market.	1

0 / 12	4	0 / 03	Educated entrepreneur force	2
0 / 15	3	0 / 05	Increase the level of entrepreneurship	3
0 / 12	4	0 / 03	Extensive internal market and youth entrepreneurship	4
0 / 2	4	0 / 05	Published books and scientific journals entrepreneurship	5
0 / 09	3	0 / 03	There are talented young demographics in the country	6
0 / 18	3	0 / 06	Advertising for the promotion of entrepreneurship and using the names of famous entrepreneurs	7
0 / 12	3	0 / 04	Young people and educated approach to entrepreneurship	8
0 / 18	3	0 / 06	Provide suitable courses in higher education to student entrepreneurs	9
0 / 15	3	0 / 05	Satellite media coverage and domestic entrepreneurs and foreign events	10
Environmental threats				
0 / 12	3	0 / 04	International sanctions against Iran	1
0 / 09	3	0 / 03	Instability and lack of transparency laws and regulations in entrepreneurship development	2
0 / 2	4	0 / 05	Traditional economy and little space for youth and graduates	3
0 / 12	3	0 / 04	The lack of participation of foreign capital in entrepreneurship	4
0 / 09	3	0 / 03	Lack of sufficient attention to education in entrepreneurship	5
0 / 12	3	0 / 04	The current inflation rate	6
0 / 09	3	0 / 03	Implementation of the privatization policy in an inappropriate manner	7
0 / 08	2	0 / 04	Low level of investment for the private sector in job creation and loss of sponsors	8
0 / 12	3	0 / 04	Low investment in public infrastructure and private entrepreneurship	9
0 / 2	4	0 / 05	The uncertainty of the political practices and entrepreneurship strategy	10
0 / 12	3	0 / 04	Lack of proper infrastructure business	11
0 / 1	2	0 / 05	The structure of the national economy's dependence on oil exports	12
0 / 12	3	0 / 04	The supply of smuggled foreign goods in the domestic market	13
0 / 16	4	0 / 04	Despite economic corruption in the government	14
3 / 16		1	Total	

Table 3. Internal and external matrix (IE)

		The final score of internal factors evaluation matrix (IFE)					
		4	3	3	2	2	1
The final score external factors evaluation matrix (EFE)	4	1		2		3	
	3						
	3	4		5		6	
	2						

	2	7	8	9
	1			

Table 4. The arrangement proposed strategy

Weaknesses - W List your weaknesses	Strengths - S List the strengths	
WO strategy By taking advantage of opportunities to eliminate weaknesses. (Conservative)	- strategy SO By taking advantage of the strengths of trying to exploit the resulting opportunities. (Grow-aggressive))	What Opportunities O. Opportunities List
WT strategy Reduce your weaknesses and avoid threats. (Defensive)	ST strategy To avoid the threat of the use. (Competitive)	Threats- T Threats list

Table 5. Suggested strategies for industrial companies Qom Province

Weaknesses - W Poor public education in the field of entrepreneurship Lack of compliance among industries to share specialized knowledge Weakness in attracting sponsors Low cost research organizations for innovation and entrepreneurship Poor management style in organizations Lack of policy entrepreneurship in the mission of the organization Lack of working groups and teams to solve problems of innovation and the pursuit of new ideas Lack of entrepreneurship in the organization's strategic plan Lack of performance-based reward system and encourage entrepreneurs Its lack of industrial units and other entrepreneurial centers The absence of the results of research and scientific projects of entrepreneurship	Strengths - S Having expert organization with the expertise and experience high A high proportion of the total staff number of employees with bachelor's degrees and above Company employees in various seminars and conferences in the field of entrepreneurship There are plans to strengthen the entrepreneurial groups in industrial units Informational and organizational meetings in order to promote a culture of entrepreneurship Participation of directors in order to solve the problems of entrepreneurship There are effective programs to strengthen entrepreneurship The field of recruiting professionals and entrepreneurs Recruit entrepreneurs	
WO strategy Management courses for executives familiar with the concepts of entrepreneurship Create entrepreneurial teams within the organization of talented	strategy SO Experts in the field of specialized annual event for entrepreneurs and attract people Communicate with the academic	.What Opportunities O Cheap labor available in the market. Educated entrepreneur force Increase the level of entrepreneurship

personnel in different units Create strategies and entrepreneurial strategies in organizations by human resources managers and senior managers The creation of a tendency in organizations to support entrepreneurship in the organization by their managers Create forums between different parts of the organization to increase communication between employees and promoting entrepreneurship	Festival in the country to attract them Entrepreneurship courses to improve entrepreneurship, human resources and organizational ability In-service courses to increase levels of literacy and knowledge of personnel Contracting with parks, science and technology to optimize enterprise business processes	Extensive internal market and youth entrepreneurship Published books and scientific journals entrepreneurship There are talented young demographics in the country Advertising for the promotion of entrepreneurship and using the names of famous entrepreneurs Young people and educated approach to entrepreneurship Provide suitable courses in higher education to student entrepreneurs Satellite media coverage and domestic entrepreneurs and foreign events
WT strategies Certified focus on keeping forces to promote a culture of entrepreneurship in the organization The use of academic experts in the field of entrepreneurship has relevant studies to develop appropriate strategies in this field The use of reward systems to promote entrepreneurial culture in the organization	ST - strategy Holding briefings to raise funds from the private sector Development programs for infrastructure development company and get government funding The use of re-engineering in the manufacturing processes to reduce production costs Sending experts to international conferences to acquire updated knowledge and technologies to increase entrepreneurship in the New Year Building relationships with government agencies to assess the political situation in the world and sanctions	Thdydat- T International sanctions against Iran Instability and lack of transparency laws and regulations in entrepreneurship development Traditional economy and little space for youth and graduates The lack of participation of foreign capital in entrepreneurship Lack of sufficient attention to education in entrepreneurship The current inflation rate Implementation of the privatization policy in an inappropriate manner Low level of investment for the private sector in job creation and loss of sponsors Low investment in public infrastructure and private entrepreneurship The uncertainty of the political practices and entrepreneurship strategy Lack of proper infrastructure business The structure of the national economy's dependence on oil exports The supply of smuggled foreign goods in the domestic market Despite economic corruption in the government

Table 6 matrix of paired comparisons SO strategies

	Mosabeghe	Jashnavare	DoreKArafa	DoreZemn	ParkElmSa
MosabegheSalane		2.0	2.0	1.0	2.0
JashnavareDakheli			3.0	5.0	4.0
DoreKArafari				1.0	3.0
DoreZemnKhedmat					2.0
ParkElmSanat	Incon: 0.08				

Table 7. Prioritize strategies SO

Priority	Weight	Terms	Row
4	0 / 114	An annual rowing race in specialized fields to identify the entrepreneur and absorption	1
1	0 / 449	Communicate with the academic Festival in the country to attract them	2
3	0 / 126	Entrepreneurship courses to improve entrepreneurship, human resources and organizational ability	3
5	0 / 1	The creation of in-service training to increase skills and knowledge of staff	4
2	0 / 211	Contracting with parks, science and technology to optimize enterprise business processes	5

Table 8. The matrix of paired comparisons WO strategies

	DoreModiri	TimKarafar	RahbordKa	TamayolMc	IjadTalarGo
DoreModiriat		3.0	1.0	1.0	2.0
TimKarafarini			3.0	2.0	3.0
RahbordKarafarini				1.0	1.0
TamayolModiran					1.0
IjadTalarGoftego	Incon: 0.02				

Table 9: WO strategies

Priority	Weight	Terms	Row
2	0 / 169	Management courses for executives familiar with the concepts of entrepreneurship	1
1	0 / 402	Create entrepreneurial teams within the organization of talented personnel in different units	2

4	0 / 144	Create strategies and entrepreneurial strategies in organizations by human resources managers and senior managers	3
3	0 / 157	The creation of a tendency in organizations to support entrepreneurship in the organization by their managers	4
5	0 / 128	Create forums between different parts of the organization to increase communication between employees and promoting entrepreneurship	5

TABLE 10. THE MATRIX OF PAIRED COMPARISONS ST STRATEGIES

	JalaseJAz	EzamNiroK	ErtebatNah
JalaseJAzSarmaye		2.0	2.0
EzamNiroKhebre			2.0
ErtebatNahadDolati	Incon: 0.05		

Table 11: prioritized strategies ST

Priority	Weight	Terms	Row
3	0 / 196	Holding briefings to attract foreign investment in the field of entrepreneurship	1
1	0 / 493	Sending experts to international conferences for entrepreneurship updated knowledge and technologies to increase entrepreneurship in the New Year	2
2	0 / 311	Building relationships with government agencies to assess the political situation in the world and sanctions	3

TABLE 12. THE MATRIX OF PAIRED COMPARISONS WT STRATEGIES

	TamarkozH	KhebrganD	ErteghaFar	SystemPad	BodjeKaral	SabkMonas	JAzSarmaye
TamarkozHefzNiro		2.0	2.0	1.0	2.0	3.0	1.0
KhebrganDaneshgahi			2.0	3.0	3.0	2.0	2.0
ErteghaFarhang				2.0	3.0	3.0	2.0
SystemPadash					2.0	3.0	3.0
BodjeKarafarini						2.0	1.0
SabkMonasebModiriat							1.0
JAzSarmaye	Incon: 0.06						

Table 13. WT prioritize strategies

Priority	Weight	Terms	Row
3	0 / 169	Certified focus on keeping forces to promote a culture of entrepreneurship in the organization	1
1	0 / 264	The use of academic experts in the field of entrepreneurship has relevant studies to develop appropriate strategies in this field	2
2	0 / 177	Promote entrepreneurial culture in the organization	3

4	0 / 152	In consideration of performance-based reward system for entrepreneurs	4
6	0 / 082	Considering the budget for entrepreneurship	5
7	0 / 066	Adopt appropriate management style in the organization	6
5	0 / 091	Attract foreign investment to the organization	7

Table 14. Quantitative strategies prioritize

Priority	Weight	Terms	Row
11	0 / 038	An annual rowing race in specialized fields to identify the entrepreneur and absorption	1
1	0 / 151	Communicate with the academic Festival in the country to attract them	2
9	0 / 042	Entrepreneurship courses to improve entrepreneurship, human resources and organizational ability	3
13	0 / 034	The creation of in-service training to increase skills and knowledge of staff	4
5	0 / 071	Contracting with parks, science and technology to optimize enterprise business processes	5
14	0 / 033	Management courses for executives familiar with the concepts of entrepreneurship	6
3	0 / 078	Create entrepreneurial teams within the organization of talented personnel in different units	7
16	0 / 028	Create strategies and entrepreneurial strategies in organizations by human resources managers and senior managers	8
15	0 / 031	The creation of a tendency in organizations to support entrepreneurship in the organization by their managers	9
17	0 / 025	Create forums between different parts of the organization to increase communication between employees and promoting entrepreneurship	10
12	0 / 038	Holding briefings to attract foreign investment in the field of entrepreneurship	11
2	0 / 097	Sending experts to international conferences for entrepreneurship updated knowledge and technologies to increase entrepreneurship in the New Year	12
6	0 / 061	Building relationships with government agencies to assess the political situation in the world and sanctions	13
8	0 / 046	Certified focus on keeping forces to promote a culture of entrepreneurship in the organization	14
4	0 / 072	The use of academic experts in the field of entrepreneurship has relevant studies to develop appropriate strategies in this field	15
7	0 / 048	Promote entrepreneurial culture in the organization	16

10	0 / 041	In consideration of performance-based reward system for entrepreneurs	17
19	0 / 022	Considering the budget for entrepreneurship	18
20	0 / 018	Adopt appropriate management style in the organization	19
18	0 / 025	Attract foreign investment to the organization	20

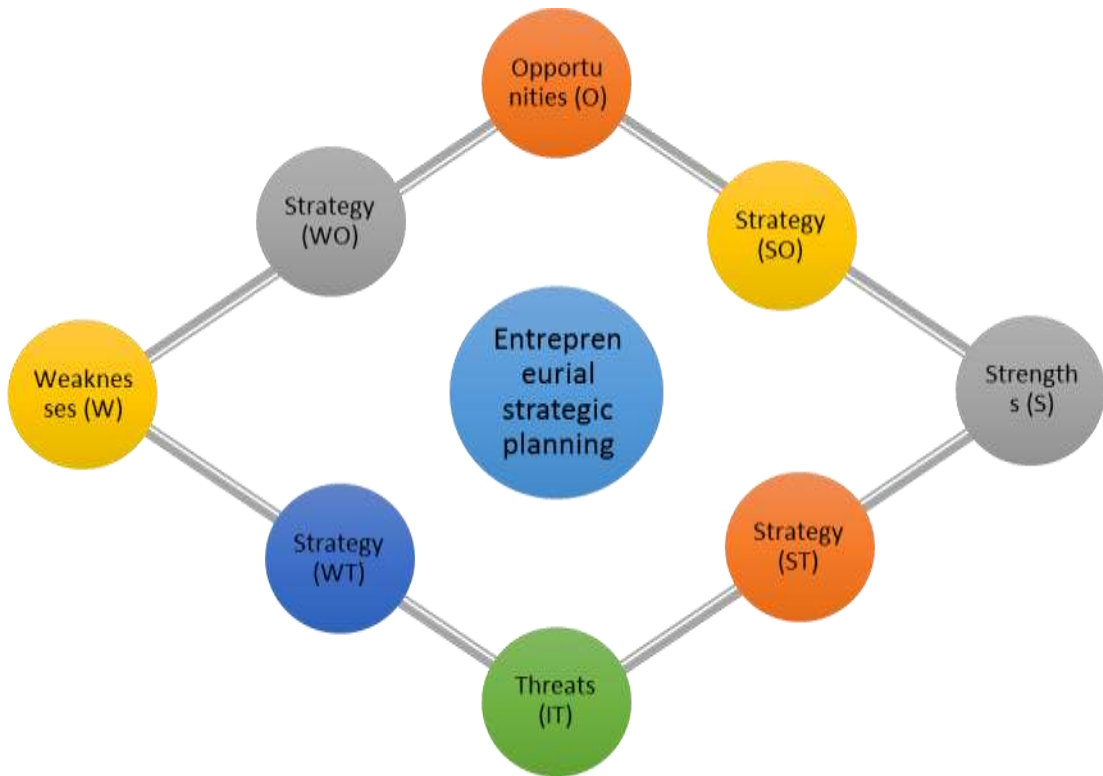


Figure 1. The conceptual model

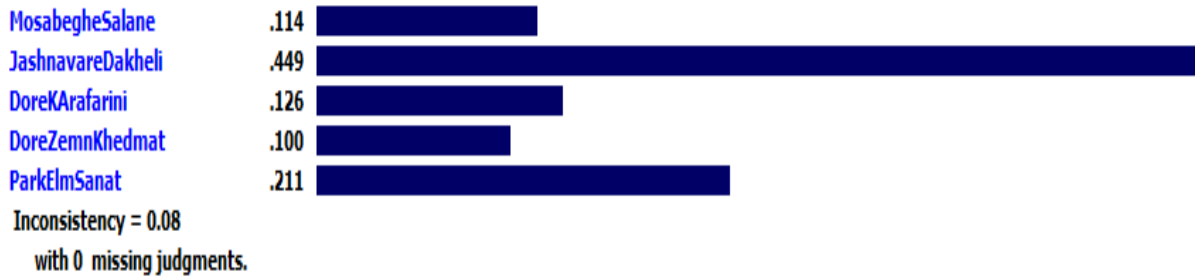


Figure 2. SO prioritize strategies



Figure 3. Prioritize strategies WO



Figure 4. ST prioritize strategies

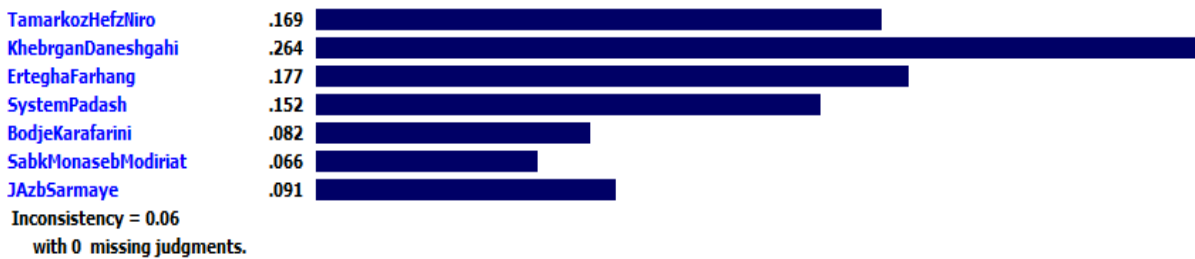


Figure 5. Prioritize strategies WT

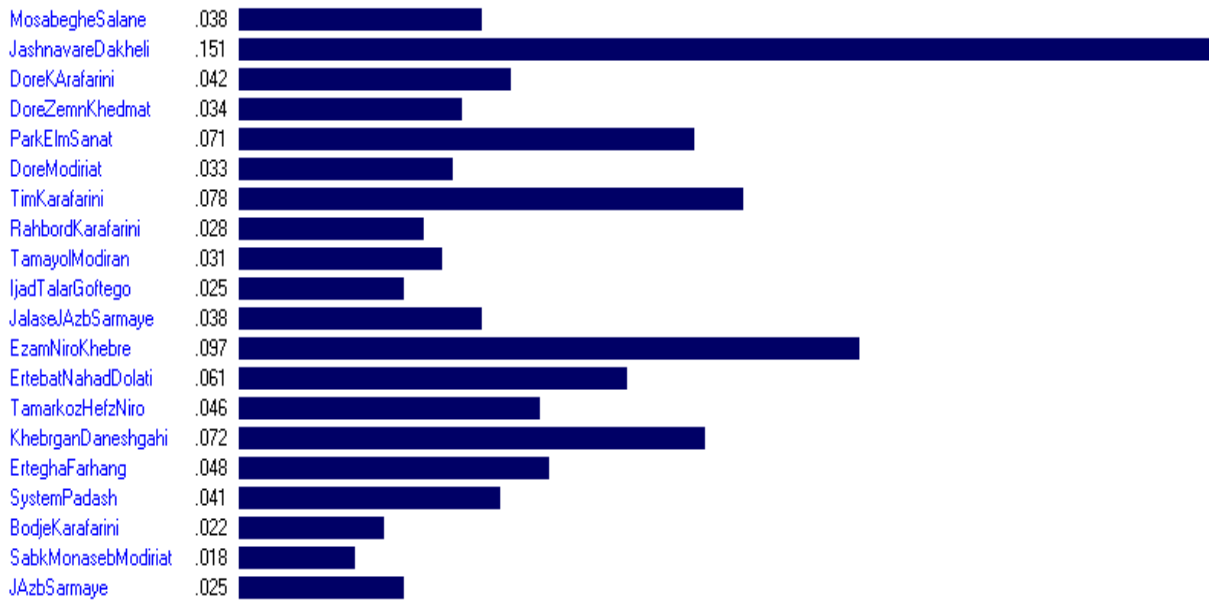


Figure 6. Prioritize slightly strategies

5. Conclusion

Weakness in attracting sponsors

Low cost research organizations for innovation and entrepreneurship

Poor management style in organizations

According to the results, the results of this study show that industrial plants in Qom province, the need to achieve and enhance competitive advantage and having employee's entrepreneur, paying special attention to the strategies to be ranked. So at first the senior managers of factories have to focus on the strengths and opportunities of their environment to be appropriate in the short-term profitability and with proper planning and human resources in the long term efforts to reduce vulnerabilities and operation of environmental threats to achieve a rare opportunity to take advantage of growth. Due to the poor public education in the field of entrepreneurship, lack of use of the results of research and scientific projects of entrepreneurship, lack of compliance among industries to share specialized knowledge and low cost of research to innovation and entrepreneurship organizations that are part of the damage in knowledge and education, HR managers of industrial plants province should plan to how make contact with reputable local festivals to attract elite forces necessary steps. On the other hand, due to the existence of some weaknesses such as lack of policy entrepreneurship in the mission of the organization, lack of entrepreneurship in the organization's strategic plan, and encourage performance-based reward system for entrepreneurs' lack of communication and lack of industrial units and other entrepreneurial centers, to identify talented personnel in various fields working on the agenda and the organization and entrepreneurial managers to form teams to participate in the competitive marketplace could also have the influence necessary. . However, it should not ignore the lack of support from senior managers of entrepreneurial employees, in the long run and reduce the loss of entrepreneurial spirit that managers have a variety of courses for managers make clear the fact.

6. Research limitations

- Factors in determining the extent of entrepreneurship.
- The results are limited to the province, then it should be handled when generalizability to other populations.
- Time limit and failing to address the issue in larger communities and compare the results. Compare great example of private and public organizations.
- Personal effects and biases of the respondents to the questionnaire.
- Limit on the number of experts and innovators available for review.

7. Recommendations for future research

1. Conducted in-depth interviews with experts in other provinces in order to achieve the strategic map for companies in the province
2. The research carried out in other neighbouring provinces and the results are compared.
3. In future research strategy based on other variables such as competitive advantage to the operational results of the study as a roadmap for executives placed.
4. The effects of gender and demographic factors in future research.
5. Check survey method, interview and observation at the same time to collect data in order to improve the quality of the results obtained.

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