EXPLAINING PLANNING MANAGEMENT AND DETERMINING MARKETING STRATEGY AND EXPORTING GRAPE BASE ON MIXED MODEL OF MARKETING

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ABSTRACT

In worldwide economy, some factors result developmental economy such as, increasing in business by export deployment and also influencing in global market. Trade and export of agricultural products plays main role in main topics in economic development such as freedom from economic monoculture by increase foreign exchange earnings and employment. Despite the potential MALAYER city in grape production and having a comparative advantage in growing grapes product. The rate of export of this product is very low in comparison with global level. This study are investigating some barriers in export of grape production and the commerce and e-marketing in MALAYER city and in this study s used combined approach (analytical-descriptive and survey) and this article, some mix marketing such as, place, price, product and promotion are investigated by related experts and florist and officials by the survey methods and by prioritize of these elements, appropriate management strategy is designed.

Keywords: export. Marketing strategy, mixed model of marketing, grape product, MALAYER city

INTRODUCTION

MALAYER city has a relative advantage in producing grapes and it should benefit that in developing non-oil exports and also developing agricultural activities (Salami and Pishbahar2002; p 96) in production field based on relative advantage theory, the region which is producing goods at lower costs, it has a relative advantage in that producing and also it can be exporting its goods to world markets (Chizari and Niamanesh; 1999, p99). Undoubtedly, the grapes is the most import and agricultural production in Mlayer city and it is the import and export products and also it plays the main role in making current earning. Finding the perfect market is very important, because the transaction process sets (determine) production costs in over time that it means the development of transaction increase production (Shadan, P.161)

Increased production cause increase revenue increase savings of grapes growers, for as much as, savings is the main factor for the process of economic development (Najafi and Ghorbani, 1999, p.331) and also no country can obtained sustainable development without high saving rates (synder, 1974, P.139). Therefore, to achieve sustainable development in town which underlies sustainable development it is necessary. We should encourage vinedresser and operant in production which for increase non-oil export and also to achieve economical independence and national sustainable development with sufficient marketing for grapes and raisings. The present
study investigates the limitations of grapes export which it can analysis the grapes marketing in city via the identify export problems based on mixing marketing model and finally it can give sufficient strategies for the improvement in grapes marketing

- \textit{The search hypothesis}

The search theory means that it seems that variables grapes marketing have positive effect on grapes export.

- \textit{Geographical location}

MALAYER city is 48 degrees and 49 minutes of geographical longitude and 34 degrees and 17 minutes latitude and it limited from north to Hamadan, from east to Arak, from south to Broujerd and from west to Toyserkan and Nahavand(www.MALAYER.ir).

- \textit{The study of the production and export of grapes in MALAYER}

MALAYER city has 60 percent of grape production in Hamadan province and annually 10 thousand hectares of vine yards, 220 thousand tons of grapes are harvested in MALAYER. There are 67 units of processed raisins in MALAYER which most part of grapes processes traditionally and alkaline, and for this reason product quality reduces (www.MALAYER.ir).

- \textit{Theoretical}

\begin{itemize}
  \item a) Marketing:
    Marketing science is an innovation practice management for improvement business by anticipating the needs of consumers and making relationship between goods and doing business activities which cause product transferring at the certain time with specific form and accepted price to consumer and ease of product distribution (Sajadi, 2008, p.51)
  \item b) Marketing mix model
  \item c) The main activities of marketing says marketing mix which covering set of activities that leads to marketing decisions and also main factors are such as ; product, price, incentive, and pace (Safavi, 2006, p.24,25)
\end{itemize}

\textbf{FINDINGS}

- \textit{Hypothesis testing}

Based on study and after data analysis, in below table shows the success rate for 4 factors.

\textbf{Tabell1: the success rate of 4 marketing mix variable in marketing of grapes production is MALAYER}

<table>
<thead>
<tr>
<th>Variable</th>
<th>Product</th>
<th>Price</th>
<th>Place</th>
<th>Incentive</th>
<th>Total average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Success rate</td>
<td>91.8</td>
<td>13.9</td>
<td>72.1</td>
<td>83.2</td>
<td>82</td>
</tr>
</tbody>
</table>
- Hypothesis testing of marketing mix for product

For this exam, the success rate is 7% and error rate is 1.5(5%)

\[ H_0 = \hat{P}_0 \leq 0.7 \]
\[ H_1 = \hat{P}_0 > 0.7 \]

\[ t = \frac{\bar{P} - \hat{P}_0}{\sqrt{\frac{\hat{P}_0 \times (1 - \hat{P}_0)}{n}}} = \frac{0.918 - 0.7}{\sqrt{\frac{0.7 \times 0.3}{40}}} = 3.11 \]

-The hypothesis testing of marketing mix for price

\[ t = \frac{\bar{P} - \hat{P}_0}{\sqrt{\frac{\hat{P}_0 \times (1 - \hat{P}_0)}{n}}} = \frac{0.839 - 0.7}{\sqrt{\frac{0.7 \times 0.3}{40}}} = 1.98 \]

-The hypothesis testing of marketing mix for place

\[ t = \frac{\bar{P} - \hat{P}_0}{\sqrt{\frac{\hat{P}_0 \times (1 - \hat{P}_0)}{n}}} = \frac{0.721 - 0.7}{\sqrt{\frac{0.7 \times 0.3}{40}}} = 0.3 \]

The \( t \) rate is less than \( t \) rate in table (1.68), and then \( H_0 \) is accepted.

-The hypothesis testing of marketing mix for incentive policies

\[ t = \frac{\bar{P} - \hat{P}_0}{\sqrt{\frac{\hat{P}_0 \times (1 - \hat{P}_0)}{n}}} = \frac{0.832 - 0.7}{\sqrt{\frac{0.7 \times 0.3}{40}}} = 1.88 \]

The calculated \( t \) rate in incentive policies variable, the price and product is more than the \( t \) rate in table (1.68), then the \( H_0 \) is rejected and the search hypothesis is 95% certainty Based on the effect of these variable for export rate.
-Marketing mix model (Ranking marketing mix model for four variables)

Table2: the ranking marketing mix model for product variable

<table>
<thead>
<tr>
<th>rank</th>
<th>effective factors</th>
<th>very high</th>
<th>high</th>
<th>average</th>
<th>low</th>
<th>very low</th>
<th>success percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>the change product from traditional to industrial</td>
<td>27</td>
<td>10</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>92.5</td>
</tr>
<tr>
<td>2</td>
<td>finance and credit</td>
<td>27</td>
<td>8</td>
<td>0</td>
<td>3</td>
<td>2</td>
<td>8705</td>
</tr>
<tr>
<td>3</td>
<td>improve product quality</td>
<td>26</td>
<td>8</td>
<td>2</td>
<td>3</td>
<td>1</td>
<td>85</td>
</tr>
<tr>
<td>4</td>
<td>benchmarking from production practices of the nation's leading</td>
<td>26</td>
<td>7</td>
<td>4</td>
<td>1</td>
<td>2</td>
<td>82.5</td>
</tr>
<tr>
<td>5</td>
<td>ranking production</td>
<td>25</td>
<td>7</td>
<td>3</td>
<td>0</td>
<td>5</td>
<td>80</td>
</tr>
<tr>
<td>6</td>
<td>packaging production</td>
<td>25</td>
<td>6</td>
<td>1</td>
<td>4</td>
<td>4</td>
<td>77.5</td>
</tr>
<tr>
<td>7</td>
<td>education and extension of manufacturers</td>
<td>24</td>
<td>6</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>75</td>
</tr>
<tr>
<td>8</td>
<td>use the specific brands</td>
<td>22</td>
<td>7</td>
<td>3</td>
<td>5</td>
<td>3</td>
<td>72.5</td>
</tr>
<tr>
<td>9</td>
<td>variability in production</td>
<td>21</td>
<td>7</td>
<td>6</td>
<td>3</td>
<td>3</td>
<td>70</td>
</tr>
</tbody>
</table>

Reference: study authors

Table3: the ranking of marketing mix model for price variable

<table>
<thead>
<tr>
<th>rank</th>
<th>effective factors</th>
<th>very high</th>
<th>high</th>
<th>average</th>
<th>low</th>
<th>very low</th>
<th>success percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>knowledge of the price of grapes in target market</td>
<td>29</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>82.5</td>
</tr>
<tr>
<td>2</td>
<td>government funding</td>
<td>29</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>80</td>
</tr>
<tr>
<td>3</td>
<td>foreign exchange policy</td>
<td>28</td>
<td>3</td>
<td>5</td>
<td>2</td>
<td>2</td>
<td>77.5</td>
</tr>
<tr>
<td>4</td>
<td>foreign investment</td>
<td>28</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>4</td>
<td>75</td>
</tr>
<tr>
<td>5</td>
<td>all product price in the vineyard</td>
<td>26</td>
<td>3</td>
<td>6</td>
<td>2</td>
<td>3</td>
<td>72.5</td>
</tr>
</tbody>
</table>

Reference: study authors
Table 4: The ranking of marketing mix model for place variable

<table>
<thead>
<tr>
<th>Rank</th>
<th>Effective Factors</th>
<th>Very High</th>
<th>High</th>
<th>Average</th>
<th>Low</th>
<th>Very Low</th>
<th>Success Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Export terminals</td>
<td>29</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>85</td>
</tr>
<tr>
<td>2</td>
<td>Knowledge of foreign markets</td>
<td>29</td>
<td>4</td>
<td>0</td>
<td>4</td>
<td>3</td>
<td>82.5</td>
</tr>
<tr>
<td>3</td>
<td>Making a sales representative in foreign target markets</td>
<td>29</td>
<td>2</td>
<td>5</td>
<td>3</td>
<td>1</td>
<td>77.5</td>
</tr>
<tr>
<td>4</td>
<td>Improving system and storage facilities</td>
<td>28</td>
<td>2</td>
<td>4</td>
<td>2</td>
<td>4</td>
<td>75</td>
</tr>
<tr>
<td>5</td>
<td>Improving the transportation system</td>
<td>27</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>5</td>
<td>72.5</td>
</tr>
</tbody>
</table>

Reference: study authors

Table 5: The ranking of marketing mix model for encourage variable

<table>
<thead>
<tr>
<th>Rank</th>
<th>Effective Factors</th>
<th>Very High</th>
<th>High</th>
<th>Average</th>
<th>Low</th>
<th>Very Low</th>
<th>Success Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Benchmarking from nation's leading</td>
<td>28</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>1</td>
<td>80</td>
</tr>
<tr>
<td>2</td>
<td>The participation in international exhibition</td>
<td>28</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>4</td>
<td>75</td>
</tr>
<tr>
<td>3</td>
<td>Government incentive policies</td>
<td>27</td>
<td>1</td>
<td>3</td>
<td>3</td>
<td>6</td>
<td>70</td>
</tr>
<tr>
<td>4</td>
<td>Export development organization</td>
<td>26</td>
<td>1</td>
<td>3</td>
<td>4</td>
<td>6</td>
<td>67.5</td>
</tr>
</tbody>
</table>

Reference: study authors

Export marketing strategy of township MALAYER grapes base on mixed model of marketing (Based on four basic parameters that have the most points)

The first priority: product

Benchmarking of leading countries

Benchmarks of leading countries

Innovate product quality

Improving product quality

Financing and credit

Industrial production and modern style
DISCUSSION AND CONCLUSION

We believe that human should use the land which natural properties dictate it, then we should adjust it with own economical – social needs (Makhdom, 2007, p.16) and in another hand, it effects economical- social environment and agricultural activities as the same as the natural environment (prost, 1380, p.259).for this reason, we believe that management is the main factor for developing and it is adjustment in combination of product factors. (Yasori. 2008. P.51) and
we need to use the modern technologies in economic activities, such as product, packaging, distribution and marketing for product and export of grapes.

The result shows that production parameter has first rank and expert points to production quality and product pattern, finance and credit supply and using experiences of other countries and also price, place and incentive policies parameter are at the second to forth rank.

**SUGGESTIONS and GUIDE LINES**

1. Training of specialists in micro-and macro-level management and marketing planning (Ghadiri et al, 2011, p 163)
2. Implementation of supportive policies for Exporters: cash assistance, export Insurance and Tax Breaks (Safavi, 200719, p 214)
3. Organizations establish and develop a strong export unions and cooperatives, because the only way to create, maintain and sustain a stable population, teamwork
4. Absorption and experienced experts in the field of grape production in collaboration with research institutions abroad
5. Spread Unions and Cooperatives because the only way to create, maintain and sustain a stable population, teamwork
6. Exports increased by taking advantage of e-marketing, proper and market-friendly packaging, convenient transportation
7. Identify and expand target markets for more exports

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