The Impact of Competitive Strategies on The Performance of Pegah Tehran Company

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Abstract

The main purpose of this study is to investigate the relationship between competitive strategies with the company's performance. The study statistical population consists of all staff at Pegah Tehran Company's headquarters section, that using Morgan table, 136 people have been selected as the statistical population. To collect data, the library method and questionnaire distribution has been used. Testing of hypotheses was performed using correlation test, multiple-regression and Friedman test. The results showed that there is a significant positive relationship between focus strategies, cost leadership, differentiation with the company's performance.

Keywords: differentiation strategy, focus strategy, cost leadership strategy, Pegah Company

References: