STRATEGIC ANALYSIS OF THE FISHING INDUSTRY IN IRAN WITH A COMBINED APPROACH OF AHP AND SWOT

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ABSTRACT

SWOT analysis is a generally applying method for analyzing both environments in order to attain a systematic approach and support for a decision. Moreover, SWOT includes no means of analytically determining the importance of the factors or of assessing the decision alternatives with respect to the factors. In this study, a quantitative AHP based SWOT analysis has been proposed to determine priorities among SWOT factors systematically. In the following case study, SWOT analysis enhanced the AHP is performed on Iranian Fisheries Organization. In this paper, we have determined significant strategic factors to organization by combining SWOT with AHP techniques. The findings show the following ranking of each SWOT group priority, Strengths (group weight 8.7%), Opportunities (17.2%), Weaknesses (3.5%) and Threats (8.9%). According to the analysis, the most important factor in SWOT is “Fish migration “from Opportunities group. This matter is the most important factor to be considered with an overall priority value of 0.084. Other considerable factors are ranked as follows according to priority: Hatchery fish (0.042), Create artificial reef (0.041), Changes in sea level (0.036) and Illegal fishing (0.026) factors they should be given special attention.

KEYWORDS: SWOT, AHP, Fisheries Organization

REFERENCES


