Evaluation of Marketing Strategy Approach in Wood-Plastic Product; Case Study: Iran and Turkey

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Abstract
Industrial firms believe that formulating an appropriate marketing strategy would by a base of successful interactions. Similar marketing strategy approaches causes significant businesses among firms. Now a days applying high technologies (Hi-Tech) in industries has caused dramatic changes in different dimensions such as: applications, lower costs (in most cases), clean environment and therefore, added values in various markets. Composite product are popular in advanced societies and new markets have been created by applying the high-technology in this industry. Composite products are new and introduced to world markets since 1992. It seems that the two countries of Iran and Turkey because of close trade relationship, presence in a same region, cultural relations and common technological capabilities are perfect partners for each other. The purpose of this article is to identify trade success factors through marketing strategies. This is done by using SWOT Matrix and analyzing the current approaches of wood and paper industry of both countries regarding composite products. In this regard a common trade characteristic of both countries has been especially identified in the level of technological capabilities, weaknesses, strengths, opportunities and threats.

Keywords
Marketing Strategy, composites, High Technology (Hi-Tech), SWOT Matrix, Technology Capability Level

I. Introduction
In 21st century managers encounter challenges with wide dimensions such as: trend toward globalization, increased changes in technology, customer orientation, decrease in product life cycle, and intensity and diversity of competition among organizations and countries. Nowadays, an organization not only should have knowledge about its local markets but also be prepared for competing in foreign markets by delivering higher values [3]. Increased trend toward globalization originates from the very great power of technology that has reformed different industries and influenced competition methods.

In general, regional economical commercial cooperation has gained general attention in the world since 1980. According to Krohman although trade is based on relative advantage, it is influenced by issues such as geographical distance because, if distance deletion reduces transportation expenses and countries engage in transactions with each other in such regions, then commercial cooperation among neighboring countries, may not be facilitated and fruitful. One of the necessities concerning commerce development among the countries is to reduce customs tariffs and commercial duties and in this regard reaching to an agreement would be necessity. Clearly proper implementation of such agreements by the countries will increase their share in global trade.

II. Reviewing the History of Compound Products Production
In 1886, manufacturing some kind of artificial wood was registered. In this process fiber cake was formed using the moist method and pressed in normal or roller shaped press. In 1880 another research has been reported regarding the production of hard fiber board and insulation fiber board using moist method [2].

III. The Importance of Strategic Management and Planning
Formulating appropriate strategies for an organization is the result organization’s suitable strategic planning. On this basis, strategic management can be defined as the art and knowledge of compiling, implementing and evaluating the multi duty related decisions that cause the organization to reach its goals [5]. More often, compiling the strategy, planning and implementing the strategy, and evaluating the strategy are called theory and planning step, practical step, and management control step of the strategy, respectively. Strategic management and planning makes it possible for an organization to function using creative and innovative methods rather than acting reactionary for the purpose of determining its future. This planning method causes the organization to have initiative and perform in such a way to take advantage of its power and position (rather than reacting only against the actions). In this way, it will be able to determine its destiny and control its future. Processes of designing, implementing, developing, pricing, advertising, distributing goods and services take place for the purpose of reaching the organization’s goals. Marketing are directly the leads the products in the economy “from production to consumption” through exchange process. In fact, it has its philosophical roots in focusing on customer’s satisfaction as a key for reaching the organization’s goals. This philosophy claims that all organizational attempts should be concentrated on identifying and meeting the customers’ needs and desires [1]. Planning for marketing is related to stating marketing strategy and identifying required activities for strategy implementation. Marketing planning is based on target market characteristics and determining policies for marketing mix developments. In addition to this information, marketing planning can be done by environment analysis, planning for research on the market and estimating expenses and predicting the sales. Nanotechnology influences all industries and enjoys a great importance [8]. On the way for growth and development, all industries have to use Nanotechnology. Up to now, technologies that different industries use, are of micro size and due to different advancements in technology, Nanotechnology has made considerable advances in wood and paper industry, especially in the field of compound products. This has improved most of the features and characteristics of compound products and in this way more intense competition between this product and its competitors has been created in local and foreign markets [6].

A. Position And The Importance Of Compound Products
The world population growth in recent years and lack of forest timber resources in the different countries of the world has made it inevitable to use lignocelluloz fibers of agricultural
wastes that are renewable. Since these products have been formed and developed based on laboratory research and pilot study lines, they are in close relationship with modern science and technology. Industries producing wooden panels place a special emphasis on consumption of wastes and less valuable wood. Some of these materials to be named are as follows: less usable wooden species, unusable logs of wood to produce plywood and wood that should be cut, residues of forest exploitation (branches and wood that bear small diameters), bark of the trees, wastes and wastes of wood industry plants as well as lyngocellose materials from agricultural farms and garden trees. Development of these industries that use wastes and low-valuable materials as primary materials and produce valuable products, play an important role in preserving natural resources and improving the environment. In construction of wooden panels little amounts of non-wooden materials such as synthetic resins and chemicals are also used and compared with wooden degradable materials and lyngocellose material, their amounts are quite limited. This issue also is of considerable importance in stability of ecology and protecting the environment [1]. Diversity in engineering needs, environmental problem and production cost has caused manufacturers improve their properties by using appropriate materials and producing engineering multi-structures. Based on estimates taken place in 2000, natural fibers used in composite products of soft-heat and hard-heat have allocated one of the best materials with polymers and additive materials to themselves. Compound products due to recycling, less production costs, flexibility of designing environmental problems, high engineering characteristics, cheaper price of resistance against moisture, and different applications have become a serious competitor of the traditional panels over the past few years. Compared to paper and layered boards, compound products are not of old standing and they are considered among the relatively new products. Since such products have come into existence and developed on the basis of laboratory research and studies about pilot lines they are in close relationship with new sciences and technologies [7]. In recent years, composite products utilizing common technical knowledge in both wood and polymer industries have been as potential threats for their own competitors in these two industries, particularly in pioneer countries in this technology.

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Composite products applications in flooring in various stages

### B. Iran and Turkey Bilateral Relations

Major developments in both Iran and Turkey began early in 1980. Iran and Turkey have a complementary economic and they have many mutual dependences. Turkey is the gateway for Iran to enter the West and Iran is the gateway for Turkey to enter central Asia and the east. Meantime, unique geographical position of Iran and Turkey both of which are neighboring countries for several other countries, and also having plenty of primary resources, work force, technical knowledge and the presence of the market valued as 150 million between the two countries that justify any investment and production, makes it possible for them to export their production surplus to their neighbors and other countries without any worry and change potential competition in certain geographic areas into cooperative and shared interests [1].

### C. Iran and Turkey Trade Relations

The political capital of Ankara and its economical and cultural center is Istanbul. Its currency is Lear. Its population amounts about 72 million people from which 99.8% are Muslims. Although Turkish government is secular, many people are still Muslim. On three sides Turkey is connected to the sea. It has two European neighbors and six Asian ones. From the east it has 454 km common border with Islamic Republic of Iran. Turkey is near the western borders of Asia and in the neighborhood of Iran. Its special situation has caused it to enjoy strategic position and as a bridge connect the two important and strategic regions of Balkan and Middle East to each other. Iran and Turkey are among the countries that have recently directed their own policies towards the agreements concerning trade in Middle East with their own Muslim and neighboring countries. Foreign trade is of great and critical importance for all countries, because it can have a fundamental role in economical and technical development of these countries. In Turkey, until 1970, agricultural goods exporting were considered as the main exports of this country and technical exports had a little role in this country’s trade. But, together with changes in trade policy of this country and its integration in global economy, its export has
nowadays has been changed and its technical exports constitute more than 80 percent of this country’s whole export. Turkey is a member in United Nations, Economic and Development Cooperation Organization, Europe Customs Union, Economic Cooperation Organization of Black Sea and Eco Organization. Turkey is active in agricultural products such as wheat, barley, tobacco, and cotton, and in technical products such as textile, wood, and paper (composite products), automobile pieces, and food industries.

**Advantages**
- Vast range of consumption in case of composite products is because of high flexibility of such products in using them in different usages.
- Appropriate price of this product compared to its competitor products such as MDF and HDF is because of cheap raw materials that are used.
- Customer friendly composite products are among those with positive characteristics and because of diversity they come in different colors and different dimensions capable of being coated.
- Compared to their similar products composite products enjoy high quality of physical and mechanical resistance and they can be compared with them.
- Accessible high volume cheap raw materials that come from wastes of cellulosic lygno materials, agricultural wastes, and their applications in producing composite products are desired.

**Weaknesses**
- Due to some problems in shipment, wastes related to pruning process and selective cuttings in the forest and wood industry are less used in producing composite products.
- Long term storage of lygno cellulose materials causes biological damages in composite products and using these materials reduces the quality of the product.
- Some productive units and factories have been developed by foreign companies and since most of the available manpower in production units do not have the necessary experience, these products may be of low quality.
- Existing forest resources, do not meet the needs for complex production units in the country, so a careful planning and developing plantation is necessary to create harmony and balance between production and consumption sector.
- The problem of lack of access to desirable nodepinehs has caused other problems such as increase in prices in covering industries and using them in composite products. So, a good and appropriate classification among the existing nodepinehs will be more influential in increasing the productivity of productive units.

**Opportunities**
- The formation and administration of lectures, workshops, conferences, gatherings in developing economic relations between the two countries.
- Introducing the new building panels, USB, HDF and other composite products for greater competition is essential.
- Using the system (changing the entire tree into chips) on the logs of lower quality and less durable greatly reduces production of wastes and reduction in product quality.
- Supporting the increase in competitiveness of composite product industries in markets of the two countries.

**Threats**
- Composite products manufacturers in Turkey consider high costs as the most important problem for marketing and lack of competition is one of the reasons that have made the main role of marketing difficult.
- Few manufacturers are capable of mass production.
- Most manufacturers due to lack of enough capital encounter the problem of lack of stocking of raw materials in their own warehouse.
- Most species of wood imported from various countries, enjoy high percentage of extracted materials and its impact on human health should be considered by craftsmen.
- Studying the use of consumable resins in manufacturing the composite products in order to control the amount of released formaldehyde is considered as one of the necessary environmental factors and may be evaluated.

**IV. Conclusion and Suggestions**
Iran’s trade relations with Turkey have its roots in cultural and historical issues of the two countries. During the past centuries, Iran and Turkey have had many similarities, and many issues in common so that in recent years the amount of lygno cellulose production exchanges, particularly in the field of composite products, have been more considerable. Geographical features of the two countries have provided appropriate communication path for them to be linked to European markets. Cooperation developments in various formats based on existing potential can strengthen and consolidate economic foundations.
In short it can be concluded that:
- Regarding the product’s “geometrical form” and based on the type of its application and high performance, more appropriate designing should be done for the product.
- The required strengths should be provided and technical and financial constraints in manufacturing and producing composite products should be removed.
- Compared to similar samples from other products, lower cost for the product makes the ground ready for it to be competitive.
- Low cost is considered as a major advantage, but compared to other materials; other relative advantages of such materials may lead the competition for their own benefits.
- Among the present century’s technologies, nanotechnology has been the most influential one in this industry and many studies have been conducted in the same direction of its growth and development.
- Regarding their widespread applications, creating markets for these products in different industries can be very useful.
- Creating a global network to penetrate in the global markets
- Helping the commercial organizations in performing business and competition activities in international
levels.

• Establishing close relationships between scientific and international organizations.

References


