

# **Investigating business growth of manufacturing firms in the industrial cities of Rasht and Anzali with an emphasis on entrepreneurial intention**

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**Business growth is one of the most important components that researchers in recent years have investigated different aspects of it. For the advantage of affordable rates for business growth, managers are always looking for measures. One of the most important measures is evaluating business growth in several years. Various researchers have always paid special attention to business growth of manufacturing firms in the industrial towns, because they believe that the growth of business units in the industrial estates directly affect the regional and country economy. In this regard the purpose of research is to explain business growth of manufacturing firm in the industrial cities of Rasht and Anzali with an emphasis on entrepreneurial intention. Current research is a kind of applied research and the categories of research in terms of data collection is a type of descriptive study, and the method of research is correlational. Statistical population of this research are manufacturing companies in the industrial cities of Rasht and Anzali. The number of samples in this study are 146 companies and sampling method is simple random sampling. As the population is unlimited, we used Cochran formula to determine the sample size, and the number of samples is equal to 168 companies. Structural equation modeling techniques with partial least squares approach is used to analyze the data distributed questionnaires. And in general all data analysis was conducted by SPSS and PLS. The result of the hypothesis of the research indicate a significant and positive impact of entrepreneurial tendency on oriented brand, brand resources, brand performance and market performance. On the other hand a significant positive impact of oriented brand on brand resources, brand performance and market performance and also a**

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**significant and positive impact of brand resources on brand performance and market performance and a significant and positive impact of brand performance on market performance and business growth and finally a significant and positive impact of market performance on business growth was confirmed.**

**Keywords : Keywords: business growth, entrepreneurial intention, market performance, brand performance, manufacturing companies**

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