

Assessment of Small and Medium Enterprises (SMEs) in Gilan province to enter Russian market

milad sedigh*,rahmat ali saberi haghayegh,

Abstract In this study evaluation of small and medium enterprises (SME) in Gilan province have been done. This evaluation is formed regarding to performance of this enterprise in entering to Russian markets. The factors which affect on small and medium enterprises export conditions are evaluated. The main question of this research is: What are the positive and negative internal and external factors of SEM's in Gilan province for entering to Russian markets? In this way utilization of random sampling method used, which is based on type of activity (industry, commercial, ...). Approximate volume of sample is 40 enterprise. The questionnaire and interview used as data collecting device. Analysis based on SWOT matrix after data collecting therefor companies can a collection of different methods for creating competitive advantages to maintain competitive advantage and differentiate to the other competitors according to strengths, weaknesses, opportunities and threats. Results are categorized based on SWOT matrix as below: Improve and promoting production culture for export and market extent are the premier strength points. Inadequate export's supporting subsystem, free trade in Iran and lack of effective international transportation system are the most important threatens of small and medium enterprises in international trading. Benefit the goals, point of view, mission and corporate programs, organizational structure and manager of institute is the most important strength of small and medium enterprises. Lack of invest in development section, high cost of promotion and advertising and the difficulty to achieving advanced technology is as the most priorities lack of export of small and medium enterprises. **Key words:** Small and medium enterprises, Russian market, Gilan province

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