

Surveying the influence of competitive intelligence on Development export performance (Case study: Zamzam Company)

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Abstract Nowadays gaining competitive advantage is one of the most important managers' concerns to increase organizational profitability. Therefore identifying competitive advantage dimensions and its impact on organizations' outputs can be so important for managers. The main purpose of writing the current research is to survey the influence of competitive advantage on export strength development in Zamzam Company. The current research is applicable goal view and descriptive data collection. Data gathering tool is questionnaire which library and fieldwork were utilized for its designation. To measure competitive advantage, six main dimensions include price, quality, general image, design, supporting and differentiation were utilized. The results of applying Pearson correlation and Regression test showed that competitive advantage and ints dimensions apart general image and supporting affect significantly and positively on export strength development in Zamzam Company. Meanwhile differentiation was ed as the most important dimension.

Keywords : competitive advantage, compatibility, export strength

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