
The survey of Factors affecting the industrial bread production capacity in Gilan

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Abstract About half of energy needed for daily activities of Iranians comes bread. The expansion of industrial bread in the country needs a strategic process, particularly suitable culture, because of population growth, people's demand for various kinds of bread, bread's basic rule in people's daily feed and the economic importance of it. Thus, the purpose of current research is to study about factors affecting the usage of Industrial bread production capacity in Guilan province. This is a description research because of its classification method based on the aim of the research and the manner to obtain the required data. Bakery units which ninth of them are busy working in Guilan province are the statistical society and standard questionnaire is used in this study. Results of data analysis, which is gained structural Equations using LISREL 8.8, showed that performance management affects skills and expertise of the workforce and the production costs. Government affects production costs, Investment, and similar products imports as well. At the end, it is shown that skills and expertise of workforce, production costs, investment, and similar products imports are effective on production capacity. **Keywords:** Production capacity, Industrial bread, Production costs, Management performance.

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