

# **The Impact of Marketing Decisions on Delivery Performance With regard to the Clarification of the Organization's Operations Through Marketing in Kaleh Co by which Method of Neural Network Analysis**

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**Companies need to be closely coordinated to procure raw materials and deliver on time to the customer in order to reduce costs, receive and deliver on time, and ultimately obtain customer satisfaction. Therefore, supply chain management can be considered as an effective and useful solution in this regard. In this regard, the main question of the research is that the impact of marketing decisions on delivery performance with regard to the clarification of the organization's operations through marketing in Kaleh Co by which method of neural network analysis was done? The research methodology is an analytical research method, that is, analytic-mathematical research. The statistical society of the research was Kaleh Company and the sample size was 37 companies. The data analysis method was the neural network analysis approach. The results show the positive impact of marketing decisions on marketing actions, the positive impact of marketing decisions on price and quality, and the delivery of companies, the positive impact of marketing decisions on company advertising, the positive impact of marketing decisions on company distribution and the positive impact of marketing actions on coordination for demand management and maximization The supply chain was approved by the Kaleh supply chain.**

**Keywords : Key words: supply chain management, marketing actions, marketing decisions, neural network, calle company.**

