
Identifying and ranking the factors affecting success in corner markets (Niche Markets) in the Iranian apparel industry (A case study in the garment industry in Iran)

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This research has examined the factors affecting success in corner markets, in this way, the awareness of this field has increased and the necessary ground for the success of such a marketing management approach is provided. To this end, the researcher studied the literature as well as a survey of experts identifying 20 factors as effective factors for the identification of specific markets. For more information, it has been attempted to determine which of these factors is more important in achieving success. In this way, the following results are obtained: marketing intelligence, innovation, staff, distribution channels and purchasing potential, communications, growth potential, rival power, product and service quality, product, technology, and timely identification of the target market. Rank 1 Up to 10 in terms of importance in the system. It should be noted that the growth potential, the strength of competitors, the quality of production and services together and ranked jointly rank 7. The size of the company and the cost of production and services are ranked 16th and 17th. So, it can be said that the size of a company and the cost of producing or serving the service is not very important in itself to succeed. Small companies with the right planning can achieve the necessary success, while the cost of large-scale without programming will not be the basis for success in the corner markets. In other words, marketing intelligence has the highest and the cost of production and services have the least interaction with other system factors. Among the four main factors identified, the distinction and the creation of value both together ranked first in importance and acquired the characteristics of the organization and marketing research ranked next. Therefore, distinguishing between

the main factors is most important in achieving success in corner markets. Communication vector (D-R), which shows the vertical axis of causal diagrams, can also be useful in system analysis. If the value of this vector is for an agent greater than zero, then that agent is part of the root cause of the agents, and if this value is less than zero, that agent is called the disabled effect. The cause of the cause affects the system, but the factors that fall into the disabled group are affected by the system. So, to make the change in the system, you have to focus on the causes of the cause. Employee factors, distribution channels, innovation, modern technology, timely identification of target markets, agility, marketing intelligence, and information in the cause group. Among the main factors, the distinction and the creation of the value of the cause are the cause. The factors of product, service, brand image, the quality of production and services, the cost of production and services, reputation and reputation, customer loyalty, customer perception, purchasing potential, rival power, company size and growth potential are disabled. These factors are more likely to affect the system than they want to affect it and make it change. So changing the variables of the cause can change the variables of the disabled. Of the four main factors, marketing research and the characteristics of the organization are disabled.

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