

# **The Relationship between Focal Entrepreneurship and Performance Based on the Role of the Entrepreneurship Strategy in the Manufacturing Companies of Rasht**

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**Abstract:** The general objective of this research is to examine the relationship between entrepreneurship and practice in terms of the role of entrepreneurial strategy. The research method is descriptive and its purpose is applied. The method of data collection is field and its tool is a questionnaire. The statistical population of the research includes 200 manufacturing companies in Rasht. The Cochran formula was used to determine the sample size with regard to the normal variables of the research and a simple random sampling was used to the statistical sample. Finally, the questionnaires were compiled and the data were analyzed using SPSS22 and SMART PLS2 software. Data analysis showed that there is a significant relationship between entrepreneurial orientation and entrepreneurial strategy in Rasht city enterprises; there is a significant relationship between entrepreneurial strategy and financial performance in manufacturing companies in Rasht; between Entrepreneurship strategy and non-financial performance in manufacturing companies in Rasht have a significant relationship; entrepreneurial strategy also mediates the relationship between core entrepreneurship and financial and non-financial performance of manufacturing companies in Rasht. **Keywords:** Axis Entrepreneurship, Entrepreneurship Strategy, Financial Performance and Non Financial Performance.

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