

PRODUCT MIX AND TEXTILE INDUSTRY

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Abstract

Marketing Management is the analysis, planning, implementation and control of determined program to provide the desired exchanges with target markets in order to achieve organizational goals. Set of controllable marketing variables that the firm will combine them in target market and to create needed reaction. Managers in marketing environment are looking important factors such as competitors, suppliers, raw materials, intermediates of sales and people. overall market is divided into smaller parts and promising parts of this section are selected then company supply the needs of selected parts and exist combination of marketing elements (4P) that controlled by companies and includes product, price, place and promotion. To achieve the best mix of marketing elements and implementation of this combined, company deals to the analysis, planning, implementation and control of marketing. Modern company without an ongoing relationship with customers and their attitudes and knowledge and their level of satisfaction with the performance of their organizations will not be able to survive.

Keywords: Product Mix, Textile Industry, Marketing Management

1. INTRODUCTION

Marketing contrary to some people belief isn't just mean sectional and short-term efforts to sell goods and shoddy goods not sold. Marketing is a range of distribution, manufacturing and business activities that goods faster and easier to deliver the ultimate consumer[1].

The rapid growth and transformation of economic relationship is leading to intense competition in in trade, industry and investment [2]. Marketing is a young science that advent background is not going back the twentieth century. This background is much more limited and shorter in iran and may not exceed fifty years. With the industrial revolution in England between the years 1760 and 1840 and operation of the steam engine instead of human labour in factories, industrial production increased and the industries were forced to sell their products faster and easier to adopt new strategies. In fact when there wasn't steamer power; production was limited. But with new inventions and innovations and technological developments, first gradually and then rapidly increased the production and it happened while manufacturers were not aware from near and far consumer needs, tastes and expectations and their limitations., the need for marketing research and identify needs, habits, customs, consumer demands and also the distribution network or the distribution factors of goods was the first issue raised. In such circumstances such as part of a broader marketing planning marketing strategies of systems and competition was not also raised. Currently, the major manufacturers will benefit from economies of scale, produces in large-scale and to meet the needs of different consumers supply and distribute suitable different products [3]. Obviously, in such circumstances, marketing should include a wide range of research activities designed to produce logistics, distribution and after-sales service. Looking at the activities of large companies including the successful multinational show that these manufacturers to succeed in business should note to a macro marketing concepts and activities.

2. LITERATURE REVIEW

2.1. Marketing Management

Marketing Management is the analysis, planning, implementation and control of determined program to provide the desired exchanges with target markets in order to achieve organizational goals. Marketing management emphasizes to determine organizational products based on needs and demands of target market and also the use of pricing, distribution and effective communication for awareness, and provide a service to the market. In marketing concept, it is believed that organizational goals are dependent on the identifying and defining target market wants and needs and providing customer satisfaction with better and more effective way than competitors.

Marketing management process includes:

- 1 - Analysis of market opportunities.
- 2 - Selection of target markets
- 3 - Providing combination of marketing elements
- 4 - To manage market efforts

When analyzing market opportunities, through marketing management process, managers require a lot of information. The needs of information are more about consumers and their buying decisions. Managers in marketing environment are looking important factors such as competitors, suppliers, raw materials, intermediates of sales and people. They also need to information about the factors and environmental forces such as forces of demographic, economic, natural, technological, political and cultural that consumers and businesses will affected. Information systems and marketing meets marketing management information needs. Then information needed from a variety of sources, including internal documents, marketing information services and marketing research will provided and these information in the correct format and in due time will be given to managers who need them [3]. In choice of target consumers should be given to the four stages:

- 1 - Measure and forecast demand
- 2 - Market division
- 3 - Targeting in the market
- 4 - Finding position in the market

2.2. Providing combination of marketing elements (In marketing mix)

Set of controllable marketing variables that the firm will combine them in target market and to create needed reaction. McCarthy collected the four following groups of variables that have known the product, price, promotion, place (4p). Product includes topics such as product variety, quality, design, features, brand, size, and packaging, warranties, service and efficient.

Price includes topics such as discounts, price lists, credit repayment period and its circumstances.

Promotion includes topics such as advertising, personal selling, sales promotion, public relations and direct marketing.

Distribution includes topics such as distribution channels, market coverage, product inventory, transportation and locals of distribution.

In the new era, the era of corporate mergers and globalization [5]. In implementation of marketing plans and strategies, all individuals at all levels of the marketing system must work together. Marketing staff have to work closely with other people in the finance, suppliers, manufacturers and other parts. In addition to do this work is also required cooperation of other individuals and organizations outside the company. To ensure that the company has

achieved its goals, there is need to control methods. Companies want to ensure that will get sales, profitability and other goals established in its annual plan and this requires an assessing efficiency in the market and during work, determining any failure in efficiency and adopting the best solution to resolve the failure. Corrective actions may be requiring executive methods of plans or to change objectives. In marketing policies of the company, the target consumers are put at the center. First company tries to identify the overall market. Then overall market is divided into smaller parts and promising parts of this section are selected then company supply the needs of selected parts and exist combination of marketing elements (4P) that controlled by companies and includes product, price, place and promotion. To achieve the best mix of marketing elements and implementation of this combined, company deals to the analysis, planning, implementation and control of marketing. With this activities, companies be monitored on actors and forces of the marketing environment and as necessary are take measures to adapt with this environment [7].

2.3. Background of Textile

A) Definition of textile term

fibers is Total fiber and in expression of Persian means yarn and filament from a plant stem's skin.

1- Word textiles derive tissue means the woven and mean anything woven.

2- Word textile derived from the Latin word *texere* meaning weave and was originally referred to woven fabrics.

B) The human need for clothing

Body of man in comparison with other organisms against nature and atmospheric effects is very weak and weaker and when some of the tribes left warm and tropical regions, in search of new land for a better life to the temperate and cold regions, the need for a device to protect him from the snow and cold and rain was too much sense and this need was forced him to caused invent. The leaves and tree bark was the first thing that came to mind to cover his body with them but soon found that animal skins are useful for this purpose and ultimately the plant fibers and filaments twisted together and with it weaving first fabric and thus began the weaving industry. Passed the years and centuries and other textiles and apparel simply wasn't body protection from cold, wind, sleet, or sunlight. New fabrics and silk which has emerged as an ornament and luxury oriented people [9].

2.4. The emergence and evolution of the textile and apparel industry

Start date of textile industry will always be a mystery human due to physical properties of textile and fibers and their vulnerability from temperature and weather are extremely rare prehistoric textiles samples but since clothing like food and housing is one of the basic needs and necessities of human can be concluded that has been one of the oldest invented technology of human. The oldest effects remained from weaving is registered into Chinese calendar age nearly three thousand years BC. There was dyeing and printing of yarn and fabric from past. Pieces of colored cloth Roman ruins woven on the two-century.

2.5. Textile industry in Iran

Iran with historical background, and industrial raw materials or manufacturing, facilities of energy and cheap labor has competitive power for the production and supply of textile products in the world [8].

Textiles have ancient history In Iran. Iranians have long experience in the trade. They are faster than what history recalls similar cases and became good business, especially in the Sasanian period, the most vital commerce means silk trade was in the hands of its skilled. In

the Islamic era, Iranians taking advantage of new developments that Islam was created and it would have been easy for cruises were able to travel around the world. It was encouraged trade along the journey [4].

In general, the first four centuries AD the weaving industry in Iran didn't achieve the technological advances and with its quality fabric, mentioned industry didn't have great value. In fifth to the eighth century during the reign of the Seljuk and Mongol, Iran textile industry was introduced with textile industry in China. This trend continued as more or less at the time of Timurids. Industrial activities are rooted in the 16th and 17th centuries; dating back to the Safavid state has symmetry [1].

Business growth in industrial production slowed in 1938 apparently. Although World War II raised the interest rate on the existing plant but it was a very low number of newly established industries and also total imports of machinery spare parts declined sharply. As a result Installation Iran industry equipment during the war was substantially erodes [6].

The first woolen textile factory that started its activities in Iran was Vatan factory in Esfahan that with government support and with collaboration of the private sector was established in 1925. Subsequently the cities of Yazd and Kerman, Kashan and Khorasan provinces and Mazandaran and Guilan and Azarbaijan established a textile factories.

3. DISCUSSION AND CONCLUSION

Modern institutions without an ongoing relationship with customers and their attitudes and knowledge and their level of satisfaction with the performance of their organizations will not be able to survive.

These institutions must acquire the necessary knowledge about determine and division of a market and manufacturing products and services that meet the needs of the market areas and have been selected as a target. These institutions should know pricing practices as well for more attractive and economical selling price. However, according to importance of textile industries with other non-oil industries that by creating and the possibility of working people in the economy play a role important and some textile companies have enter new weaving machines with high efficiency that provide producing some fabrics that is fully competitive with competing products but there is no much demand in the domestic market. So some manufacturers sell their products with name or brand foreign companies in the market easily. In present conditions that liberalization from a single product economic has been more focused growing needs of national economic to finance development by making changes and diversify manufactured products and then export and marketing them to new sources of income as possible.

Considering the wide range of facilities, capital, labour in various sectors in line with the textile industry such as agriculture (cotton and hemp products) and chemical industry (production of synthetic fibers and dyeing, etc.) and are working in cloth manufacturing sector. Actual and potential loss of these forces can be fully felt. Since result of all facilities and activities appears in the final product and produced, In case of failure of the market for these products indeed, the future of this industry looks unstable and risky. Companies that want to act strategically must not prefer temporary benefits to the long-term benefits and with offering sales and marketing ideal systems build a firm situation for the future.

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