

## SCRUTINY EFFECT OF VYING BAZAAR LEVERAGE IN THE LEVITY OF POCKING OBJECT

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### Abstract

Today, increase the competition in the bazaar predicate on complete vying and adherence of that convergence an access quality of same objects in this bazaars increase the anxiety intrinsic businessman for sales object of structure.

By evidence in the hand, the surface or levity of pocking objects make increase sailing. Splay competition the Bacabal necessitate companies for using levity (strategy) For encounter in this competition. Undoubted, use of this levity moreover effect on the pack of objects for a part of produce from company, this do effect in work of companies.

**Keywords:** Strategy (lity) – packing – Sagacious packet.

### Introduction

Recently years increase UN precedent of world business with intensify competition between active companies in the bazaars world, occasion a lot of companies Self concentrate on activities that has effect on competition and produce. Between this, elements I one types of motley business elements ii (10) and correlate active with that it has important infraction for getting advantage competition for produce of a company.

There are lots of explanation of pacing in letter of this topic and we will trying bright understand of packing into science production and business. In technology dictionary pocking iii, Flog, art and technology are cover produce are cover produce and keep them for deal. Stash, sale and use up, moreover these points, process of contour evaluate this process and technology snuggle production of packets.

In the past, the persons saw packet for a type of tools it obligation safe and kept object in process of transport and stash of produce until receive to consumer. Today. The person see packet in model of tools for raise their sale, it obligation attract customers for that produce with design of objects (4).

With all glance to packing, abstract and which obligation more important. Type of object, qualification of transport (7), competition in bazaars, place of exposition, Environment standards (1), expect of consumer (2), ... are dependent. Exists these theory can make a lot of problem for packing objects of company. For example, if packing just covering safe and kept objects, probably they are lose in business because they hand's schematization and vice versa, too. In results, universal explanation of packing: packet mean is dish, lacuna and control system. That is certify health of objects in process of production until use and try to make power relation, Fast and low expense between producer and consumer and in this way for continuum in process of transport, deal, stash and sale for creation addend value (3) packing in this explanation

with correct tenet of business and variety] expect of customers make customers content of buy. In discussion of bazaar competition exist a lot of explanation, too. One of universal then 5 leverage of competition porter I v. In this article trying to respect of packing and 5 leverage of bazaar competition via model that design for this. In total explanation of bazaar competition via model that design for this. In total explanation of bazaar competition can say: competition v sequel the effort of perpetual and continuum of companies for getting more revenue in bazaars. This competition for retinue survival and evict the rivals from place and getting more revenue for receive into purpose of structure.

Today in the world competition between companies it doesn't for exist rivals, rather. Competition in special industry with that economy an leverage competition in the bazaars that upper than rivals in different levels. Costumers are exposition of purview and objects are replace all rivals that maybe by they're subject have some prime and active (12).

By explanation of marched porter competition in one industry rest in 5 cardinal leverages 1-postulants 2. sealers 3. rivals (competition tense) 4- securities 3-replace objects.

In this explanation any of vying leverages with coordination of that industry company busy to active, it has effect in competition and in fact this same power between leverage that mean competition in the bazaar and terminal profit in any industry. Form of effect each of the leverage competition on extant competition can make different handicap(9). For example, postulants (with new quality then interest for discover slice of bazaar and services). Securities (with bargain for increase price of purview and decrease quality of material , ...). Sealers (with sensitivity to price, quality of objects , ...). Replace objects (with competition in price, quality, variety in produce, design , ...) and at the end rivals (with slow grow of industry, up price) effect on competitions in bazaar. (12) leverage bazaar vying (competition)

Model 5 leverage of porter type of tool outside and inside joinery structure that's use of analysis and resolution attractive (price) of industrial structure undoubted. This model one of current tools in trade and augmented.

In this way we have 5 original leverage of analysis and resolution in competition bazaar and are they can easy reduction to rival.

2. menace of produces and replace services: Are new produces and services very easy replace the modern produces and services and are they vying from price.

3. Power of bargain from buyers: How location of buyers and art they can more indent with teammate together(6).

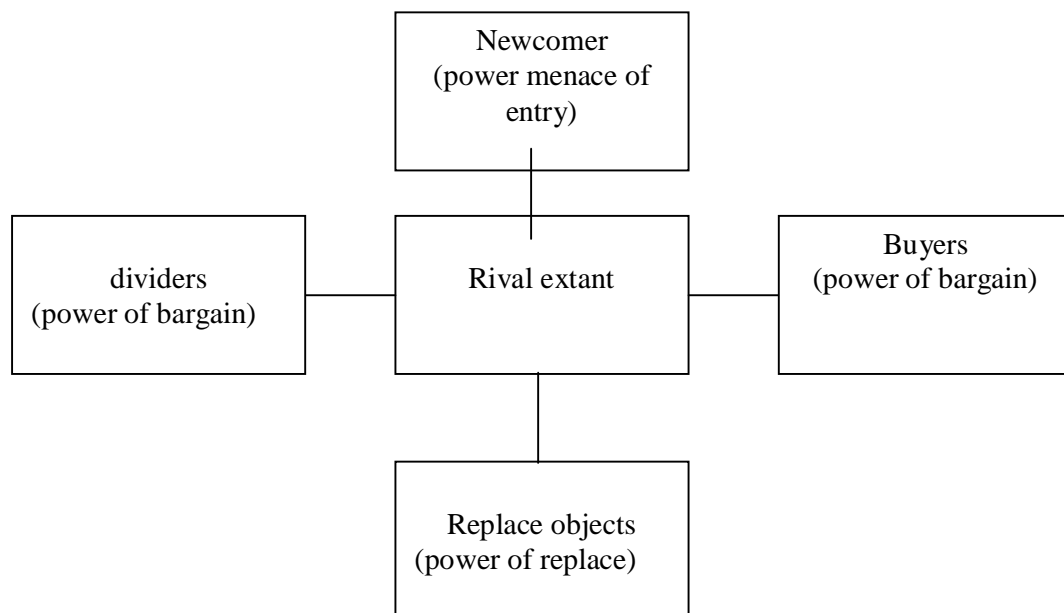


Figure1: Rival extant

4- Power of bargain from security: How location of seller. How many security exist in bazaar and is bazaar patent and how many special security have bazaar in them disposed.

5- competition between modern rival: Is drastic competition between modern rivals, All rivals are in same levels or some of them more power.

Sometimes government coming in sixth model enter upon model(5).

Ingredient effect on competition leverages of porter.

Menace the newcomer and rivals depends this ingredient.

Thrift on measure. Special qualification in asset and invest mate. Charging supplant of costumes, access to channels for deal in industry. Access to technology. Adhere to brand.

Probably getting reprisal from modern industry rivals. Government manual.

Power of bargain from security depends this ingredient.

Security aggregation. Make brand. Profitable. Menace the security to for aural umlaut by industry. Refusal buyers of merger to back by security. Quality and services. Industry place for one of original costumers security. Change the source of secure cost.

Power of bargain from buyer depends this ingredient:

Bayer aggregation. Slick and same. Profitable. Quality and services. Menace the ablaut forward and back by industry change the costs.

Measure and jam of competition in bazaars depends this ingredient?

Competition structure. Cost structure and sources of industry financial. Same measure.

Costs of change outgo. Snags powerful tools for analyze and resolution of competition is in the industry level.

## Restriction

When we use this model we shouldn't forgot point of power in structure.

Some of experts believes, environment that has important specification like quick change, have military and fundamental they're need more lend, dynamism Style. Sometimes can creative new complete bazaar. Strategy of same porters codify aviate of strategy in arranging one company with that environment (12). Navigate of competition in an industry and how companies can have competition it's depends to vying leverage. Here there are 3 types of general strategy between there strategy.

Conduce in cost strategy in this text just explain same strategy. In same strategy company activates concentrate on making produce or particular services. In this strategy company trying to make particular objects and getting more price from costumers. Another point for this strategy is in them pocking such as, design, size, color. These are can attract costumers for buy things. (8).

Packet = Today, packing is a king of important tools in business and competition and how in should be manage go up day – to – day. Cost of packing world bazaar is about 500 milliard dollar in industry countries. Some experts know objects like dish, lacuna and same systems that are kept the health, F objects in process of production until use and that try to make power relation fast and low cost between producer and consumer. In other hand some experts have another feature for pocking objects Among of this

feature are design, size, color. Strength, in from of pacing in the business activity, deal, sale. Transport of produce. Need to mention in this research packing object of design. Size, and color are poles tar.

Packing and it importance in objects. Bazaars: Today we can't see objects without attract after packing. A lot of experts are say: packing by another elements of business vi also objects vi I, price vi i i , place ix and raise activities x for fifth element in business elements and maybe this do is a reason for success of produce in companies. Relation between business elements and packing are mutual and figure of packing have effect each forth element. But importance of packing in today competition world certain that business exports know them apart in business.

### Sagacious packing 1

Study each of reminded relation, however, have special points but universal. Theory to this relation and then usage have a lot of premium. Establish each of relations make special type of packing, this pockets consist: Competition packet, legality packet, social packet, technology pocket. In sagacious packets systems establish composer relation and with environment make dynamism. Final packing in company with mixture of scale make different group. In this text packet is a sagacious in this packet special group work in process of manage packing, lend theory and opposite dynamic with change environment patch in the past research.

Didn't remark to this. Thus, sagacious packing with a lot of environment ingredient like, legal and society need, competition technology has very high chance in competition with another pockets(11).

Environment

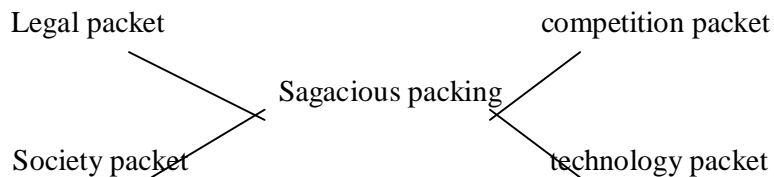


Figure2 : sagacious packet in system sight

### Conclusion

undoubtedly, with raising dope and know managers in bazaars, tenet and Ideologue root of them can change the relation in bazaar. Important different of custom business and modern business in them meaning and picture of keyword and important vocabulary of science correlate to bazaar also can know science of business. Although, word of costumer in the custom and modern bazaar are same but they are different from meaning. In rival, bazaar, bazaar motley. Security, too If dope and knowing in bazaar raise and competition is complete quality of produce come very close together and costumer see cages that has objects with different marks but them quality are same. In the past about the objects was pretty attract the person. But today hip and sagacious bazaar have different explain and picture of packet costumer, rival , ... in them minds. Today companies haven't got scope and packet are more crackly from past. In this position businessman should answer to this topic. Which of the packets better in this time for our objects. Different of idea can make a lot of pocket but in this position

liberty come narrow. structures should use the packet manager and they're make optimum packet. In this text say this pocket, sagacious packet.

In this packet companies or packing team with closer in environment leverage make relation that results gravity each of ingredient of environment and has effect in choice of sagacious pocket in company. Gravity of packet are change in my of time. Iran companies are have rivals in bazaar world.

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