



Improving business conditions by creating new markets and increasing the quality of products

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Abstract

Today, entrepreneurship and innovation are important means for creating job opportunities and removing the issue of unemployment. They also account for one of the main challenges of managers in their work environment. Using new and innovative ideas in organizations can lead to big changes, improving business conditions and also improving economic situation of a country. The main purpose of this research is to optimize the business conditions of Samfar by creating new markets and increasing the quality of in order to complete our basket of products. The results of the present study demonstrate that doing a precise study of the market and using suitable means and necessary sources can create new opportunities, increase the sale amount and extend business, dominate the aftermarket, maintaining a larger share of the market and completing Samfar's basket of products are accomplishments of this research.

Keyword : Entrepreneurship, Innovation, SWOT