

## **Assessment challenges Tabriz Petrochemical Company, in the transition from state to private sector and their impact on Marketing and sales**

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### **Abstract**

The subject of the research was to investigate the challenges of Tabriz petrochemical company, at the stage of transition from the private to the public sector and their impact on marketing and sales. for this purpose the general policies of privatization of the challenges on the basis of principle relating to privatization, in the next 8 (assignment, process, rules and regulations, political, economic, financial, and competitive supply) the operational definition and determine the role of Tabriz petrochemical company challenges, at the stage of transition from the public sector to Privacy and their impact on the marketing and sales has been the main goal of the research in this regard, the main hypothesis 8 has been set. Statistical research community have all employees and contractors of Tabriz petrochemical company, which is the number of them is 1532. the statistical sample size based on the relationship between individuals and 304 Cochran method of random sampling selected is classified. Data collection tools, which include researcher jamaa 67 questions. Reliability and validity of measurement after it, at the discretion of the statistical sample. For the analysis of the data obtained from the questionnaire is collected for statistical methods been fitted and used descriptive and inferential statistics is thus to classify, interpret the data, and the tabloid of descriptive statistics and then determine the normal data Colmegorov-Smirnov test by test, at the level of inference for hypothesis testing of single sample t-test, r and Z. The results of all the original hypothesis has been verified and indicated that the challenges of Tabriz

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petrochemical company (supply assignment, process challenges, rules and regulations, political, economic, financial, and competitive supply), at the stage of transition from the private to the public sector and their impact on marketing and sales and impact and the decisive role of selling and trading company at the stage of transition from private to public.

**Keywords: Challenges of privatization, Marketing and sales, Petrochemical Co. Of Tabriz, Assessment**

### **Introduction**

From the late 1970 's size as a aims the dominant private Manila Government of General income and specific nation your particular privatization has followed private talks about it has taken many research and that the research from various aspects of each of the studied phenomenon of privatization have put is one of the main topics and issues of the day optimum performance in economics article 44 of the Constitution may Optimum performance is correct and this is the principle cause growth and development of Iran's economy and the country's economic development will be a significant growth in capital markets around the world during the last two decades and the increasing integration of these States the necessity for them has to take stock of the development of the internal market on its priority tasks. Policy-makers and international organizations (the World Bank and international money Fund) too specific for some policy according to today include privatization and capital market value. more specifically, the stock market even though

Mechanisms can result in doing their extensive privatization programmes and discontinue its performance with respect to the regulatory structure and the technical infrastructure and medical supervision, trained human resources, the likelihood of success of the transfer of shares of the company to the private sector to governmental considerably increases, in contrast, is not affected by this program and benefit from its implementation. in fact, many scholars claim that privatization will lead to further development of the market The stock but only some of them the number of experimental research on effect of investment privatization Act and on the development of the stock market have done. But on the other hand the existence of laws and rules and regulations respecting conditions of non-transparent and non-observance of the regulations of the overload and the old rules and regulations and laws as well as the approval of a part decent structure with the goals of the company structure and the environment and on the other hand be subject to the transfer of the company regarding profitability has decreased income so interest for this reason, the private sector and the privatization of such obstacles shall be legal and judicial and legal in addition, some of the Social and cultural barriers can also be accordingly.

In the years following the victory of the Islamic revolution on the basis of article 44 of the Constitution, the face of the country's economy has changed a lot, and about State intervention in economic activities of the country. Based on the law of the protection and the development of industries of Iran (passed in 1980) enterprise a lot of great economic units to delegate administration, and on the number of industries that were severely under government ownership was added. State-owned not only all the companies producing goods and public services such as water, electricity, gas and telecommunications attracted but also rail, aviation, shipping, large and medium industries, monetary and financial networks, the monopoly of the importation of many commodities and even retail distribution network products Also at your disposal. In such circumstances, the gradual reduction of the purchasing power of oil revenues and an increase in the population of the country in the next update of the financial-economic adverse performance results of State enterprises and the financial constraints of the Government for the Administration and enterprise activities of the necessity of a change in the country's economic management practices making inevitable. after the end of the imposed war and economic liberalization policies, in line with the privatization policy as a policy matter, and with the objective of promoting the efficiency of the activities of the Government at the beginning of the formulation and approval of the program The reconstruction of the country within the framework of economic, social and the first and second development plans into consideration., after which the program is based on the provisions of the privatization program was the development of the third track.

The transfer policy of the economic activities of the Government to the private sector and Government activity, and limiting the scope of public sector in the last two decades in the world of Vogue is a history of anaesthesia and low today and in all countries, whether developed or developing, widely carried out accordingly. Developments in Eastern Europe to turn the background for strengthening the emphasis on private sector economic activities to the transfer made (Kim, 2001) the transfer to the private sector, and the economic activities were the wise administration of economic activities, during two decades as one of the solutions of the problem of today's economy and increasing growth in Iran. This is in fact the movement in the direction of the activities of the State to the private sector, can be performed stem and the nature of economic movement. Through various countries indicates that the privatization of opportunities available in the event that the access of the necessary infrastructure in the country's capital market is like a business, the following services and social and cultural conditions of the area. And also the necessary conditions in the private sector such as a human resources professional and have a high knowledge and skills, management. There is one. If a governmental company, which nowadays in Iran there are, therefore, entrusted to the private sector ", could not be convinced about the success of the private sector in improving the performance of the company,

commented. Because it seems that the preventive work in the business area of the country, and in the meantime also the private sector access to the above mentioned conditions and that, faced with the problems and challenges (Hosseini et.al., 240, 2008) on the one hand the fundamental in spite of progress in many countries, particularly in the development of the reformists was supplying less than expected (e). There is also the cause of difficulties, such as obstacles and invoked and the lack of Confidence in the national economy, political ambiguity about privatization, strong opposition to the beneficiary the benefit of e-pawn, managers and staff, administrative regulations, and the complexity of weak management skills in the market economy, the uncertain and incomplete laws restricted property taxes and heavy regulations, and finally public envy toward private entrepreneurs (Taghizadeh et al., 205, 2009). That all of these challenges can impact the company's marketing and sales in the State during the transition from the private investigation and decisions in order to resolve these challenges the basic importance for these companies can be.

In the present study examine the challenges of the transition from the stage of petrochemicals in the public sector to private after a wider study, interviews with experts, is in the field of business management, evaluation of articles available on the Internet, conducted research and obtaining the opinion of the general policies of the check teachers and principle related to the privatization of the petrochemical company, the challenge in the next 8 (assignment, process, rules and regulations, political, economic, financial, and competitive supply) intended.

### **Methodology**

The present part outlines the structure of the research methodology. First, the statistical community, determine the size of the sample, and the realm of research and methods and tools for data collection and research methods will be discussed and finally the statistical methods used to analyze the data and test the hypothesis of the research described.

The present research in terms of the objective applied. Because the purpose of applied research to gain knowledge or understanding of the hand necessary to determine its needs, device is a tool that identifies and resolves known. In this type of research, target, discover new knowledge that is specific in relation to the application process in the pursue of reality. To put it more accurately applied research, an attempt to respond to a dilemma and the practical problem is that there are in the real world. As well as responding to questions about the comment on the research.

The present research is also in terms of their approach, and descriptive work. Because descriptive research, researcher looking for how being the subject and wants to know the phenomenon, how is the content object or variable. In other words, in the present research is

without any income whatsoever and is presented by researcher occupied. Being a collection of Ann and as this a questionnaire has been distributed to collect information to test assumptions.

Statistical research community have all employees been Tabriz petrochemical company that the number of people they have been statistical community to 1532 separation of Tabriz petrochemical company employees employment type.

Diverse tool there is for data collection, through which data can be required to collect and record. This can be applied to cases such as the investigation of the documents (library studies), questionnaire, interview and observation. The researcher to obtain the data required in the research should be the tool that fits it, and so it is with the analysis, processing and converting it into information to test assumptions. The major research tools for gathering data, library studies, interviews, and questionnaires, which continue on these methods will debate.

**Results**

In this part, the data collected through the questionnaire, obtained in two parts about reviews and analysis. In the first part to describe the statistical sample answers to the questions, since the distribution table of frequency and the percentage of the relevant responses to the questions were used. And statistical data to show the General questions as the use of histograms, incarnate. And in the second part of the research hypothesis is based on the results obtained from the survey questions using statistical inference (Kolmogorov-Smirnov test and Z-test) is a test case has been approved or rejected.

Statistical descriptions and comparisons of average variable reviews the challenges of Tabriz petrochemical company, at the stage of transition from the private to the public sector and their impact on marketing and sales

Answers obtained from the questionnaire, we collect, in order to review the company challenges variables Tabriz petrochemical, at the stage of transition from the private to the public sector and their impact on the marketing and sales.

Table 1. Percentage of male and female responders to the questionnaire

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	262	85.3	85.3	85.3
Female	45	14.7	14.7	100.0
Total	307	100.0	100.0	

Table 2. the age group of the responders to the questionnaire

	Frequency	Percent	Valid Percent	Cumulative Percent
25ta35	29	9.4	9.4	9.4
36ta45	130	42.3	42.3	51.8
Valid 46ta55	136	44.3	44.3	96.1
balaye55	12	3.9	3.9	100.0
Total	307	100.0	100.0	

Table 3. the experience years of the responders to the questionnaire

	Frequency	Percent	Valid Percent	Cumulative Percent
zire5	4	1.3	1.3	1.3
5-10	29	9.4	9.4	10.7
11-15	59	19.2	19.2	30.0
Valid 16-20	66	21.5	21.5	51.5
21-25	104	33.9	33.9	85.3
bishaz25	45	14.7	14.7	100.0
Total	307	100.0	100.0	

Given that the results of the research show the challenges of Tabriz petrochemical company at the stage of transition from private to public on effective marketing and sales. And so officials and planners have the Tabriz petrochemical company should note that with proper planning in order to reduce the challenges and the development of the process of privatization itself can be in the process of investment and development of the marketing and sale of the company's products saw fundamental changes to be reviewed because of all of the challenges due to the very high importance of the research results for petrochemical enterprises, and in the process of outsourcing for success in this field should be a special focus on the challenges Therefore, the following proposals in order to finally use this organization offered.

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