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THE ROLE OF MARKETING STRATEGIES ON SALE PROMOTION IN SME'S COMPANIES (CASE STUDY: SEEFOODS INDUSTRIAL - MILLATON FISHERY INDUSTRIAL CO)

*Mona Lali, Farzaneh Khalili and Farzaneh Nejati
Department of Marketing Management, Islamic Azad University, Abhar, Iran
*Author for Correspondence

ABSTRACT

Structure and strategies that provided to managing a business or an organization have direct effect on its sale promotion.

But what's marketing strategies and how it related to the internal and external environment of the organization sale promotion?

This study aim to determine relationship between marketing strategies on sale promotion seafood's industrial. Based on goal this study is applied, based on subject character is descriptive, and based on methodology is survey-field study. Data gathered by a questionnaire with 32 items that distributed between managers, analysts and employees Millaton fishery industrial co their number was limited and in secondary part it was in Shahrvand chain stores and hyper. In this research data gathering tool is questionnaire Finally 230 completed questionnaires used to data analyzing. Regression and Spearman correlation coefficient used to hypotheses testing because of non- normal variable in SPSS20.

Results showed there is positive and significant relationship between marketing strategies and sale promotion (Penetration Strategy, Market Development, Product Development, Strategy of diversifying).

Keyword: *Marketing Strategies, Sale Promotion, Penetration Strategy, Market Development, Product Development, Strategy of Diversifying*

INTRODICTION

In the current ultra-competitive age companies seek to present higher values to the customers in comparison with the rivals in order to acquire the competitive advantage according to their state of being qualification-centered. In this direction, most companies have resorted to being market-oriented as one of the instruments of modern marketing. Thus it is natural that the programs of marketing unit and its strategies play a significant role in the general success of the organization and other units to acquire competitive advantage. Hence the companies should focus more on marketing strategies to look for competitive advantages and establishing integrity through the needs and demands of their potential customers in the target market.

The organizations are suffering from an intensive competitive environment nowadays and in order to succeed under these conditions, they need to pay attention to the marketing of their products where the foodstuff companies are not exceptions either. The wide variety of food products in one hand and the different needs of the society of high quality foodstuff on the other hand require the foodstuff companies to have ongoing activities to adjust their products with the requirements and sea food is one of those areas. The companies usually do not pay attention to the scientific principles of marketing and work using traditional methods. Due to the increasing growth of customers for sea food as an opportunity, these companies have to coordinate their marketing strategy and choose the best method considering the strong points, environmental threats, opportunities, weaknesses and their marketing strategy.

The goal of this study is to identify the factors and variables in marketing strategies that have significant effect on development of sale of sea food products. This study is carried out as in one hand almost many studies were conducted regarding marketing strategies and on the other hand, unfortunately, the conducted studies regarding development of sale and its dimensions in Iran are very limited and a few. It seems that this aspect of marketing has been disregarded and overlooked by the marketing writers and directors.

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That is why the researcher has mostly focused his study more on defining the marketing strategy rather than development of sale. Also this industry has been studied because unfortunately in Iran this item is used less in the family's food basket.

For this purpose we seek to find the answer to the following question in this study: What activities should the foodstuff companies like Milaton Co. have in order to sell their different products and what steps they have to take and what are the effective factors on applying marketing strategy to sell food stuff products.

The current research could be useful and important as it studies the relation between marketing strategy and sale development. Considering the problems and issues that were mentioned in the part about statement of the problem, this study as an applied research is aimed at solving the problem. Also since the current study has not been conducted in the foodstuff companies including Milaton Company in the south, there is a theoretical gap, and it seems necessary to conduct a study in this regard. Eventually one of the necessities of this research is that the effect of marketing strategy on sale development is very high due to the current competitive aspect of the companies.

Literature

In the literature of strategic planning of marketing, marketing strategy and marketing plan are raised as the sub-topics of marketing planning process. A company or an organization requires marketing planning to materialize its macro-objectives and marketing goals and one of the important aspects of this process is to define marketing strategies. Correct implementation of marketing strategies is the final aspect guaranteeing the company's success in marketing which has to be implemented and applied through the relevant strategies.

Often the total predicted sales and future profits of the active units and market and the products of one company are less able to materialize the objectives of productivity and growth in the company's long-term. There is a distance and gap between what a company wants and the continued current activities of the company. This issue is not surprising because some markets are matured by the high rate of company's growth during time and the importance of some mature and profitable activities also reduces through time. Thus in order to determine the origin of the company's growth in the future, the management should decide about designing a strategy to guide the process of sale development.

Sale

Sale is one of the sub-factors of marketing. In other words, sale is the last marketing operation in a transaction, but at the same time it is the beginning of a long-term relation with the customers. It is necessary to organize the entire operation to form this long-term relation so that it leads to a permanent link with the customers (whether successful and unsuccessful ones) (Tracy, 2005).

Marketing Strategy

The main point of marketing strategy is to properly allocate and coordinate the activities and resources of marketing in order to supply the operational objectives of the company as far as the market or special product is concerned. Hence the main issue about the territory of the marketing strategy is to determine the special target markets for a family of products or one special product. Then the companies are after acquiring a competitive advantage and establishing unity and integrity through designing and implementing suitable program of elements mixed with marketing (principally four elements of product, price, location and progression) according to the needs and demands of the potential customers in that target market (Arabi *et al.,* 2004).

One strategy of the fundamental model of the current and planned targets is to use and allocate resources and interactions of an organization with the competitors, markets and other environmental factors. The main source of strategy is marketing, suitable allocation and coordinated activities and marketing resources in order to supply the operational goals of the company as far as one market or special product are concerned. Thus the main issue is concerning the strategic territory of marketing which is to determine special target markets for a family of products or a specific product. After this stage, the companies move toward acquiring competitive advantage and creating integrity and unity through designing and implementing a suitable program and determining the mixed elements of marketing according to the needs and demands of the potential customers in the target market. The aspect of strategy

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which is available to marketing more than all is the category of the customer value that is mostly allocated to marketing. In fact, in the strategic discussions, marketing should be the customer's voice and the customer has to make sure that the category has been according to the real value (Aker, 1996).

Products Develop Strategy

One of the ways to access growth in the future is to implement the strategy to develop products emphasizing on increased capacities of the existing product families or introduction and supply of new goods or services to the existing customers (Walker *et al.,* 2003).

Influence the Market Strategy

One way to develop a company is to increase the share of the company in the existing markets. This issue requires actions such as improvement in the service goods, reduction of costs and prices and spending costs and more investment on promotions and progress in comparison with the competitors (Walker *et al.,* 2003).

Strategy of Diversifying

Companies are also after growing through making their operations and activities variant. The risk to implement this strategy is more than the other strategies of growth because according to this strategy, the company should learn and implement new operation and should work with new and unknown groups of customers (Walker *et al.,* 2003).

Market Development Strategies

8. Perhaps strategy of growth is the highest possibility to succeed for most of the companies as the strategy to sell the existing goods or services to the new markets. This strategy may consist of creation and design of marketing programs to attract the random purchasing or non-purchasing parts of the existing markets (Walker *et al.,* 2003).

Small and Medium Enterprises

9. SMI stands for 'small and medium enterprises' and consists of all the small and medium enterprises including industrial, service, commercial and agricultural ones. These organizations are usually divided into small and medium enterprises considering the factors such as the number of working human workforce in them and the amount of the circulating capital. These enterprises have unique functions due to their special characteristics including entrepreneurship, distribution of wealth in the society, development of marginal regions, supply of products required by the countries, training of the required human workforce of big industries and enterprises (Sahraiian, 2001).

• Zohreh *et al.,* 2013 investigated the identification of the effect of sale and marketing strategy on performance of sale and study of the adjusting effects of internal and external environment and the grounds of sale strategy in a study under the title of 'presentation of the model to see the effect of sale strategy and marketing on sale performance'. The findings of the study indicated that there is a positive and significant relation between sale strategy & marketing and sale performance.

• Ahmad, 2013 expressed development through increased market influence, existing products, development through design and production of new products for the existing customers, development through sale of the existing products to the new departments or countries, development through adding variety and development through making various organizational relations or communication networks as well as development of product in a study under the title of "strategic marketing and marketing strategies".

• Lim *et al.,* 2013 showed by conducting a study under the title of "strategic indexes of marketing" that the four growth strategies of Ansof apply internationally and there is a positive and significant relation.

• Arthur and Benjamin, 1982 conducted a study under the title of "marketing strategies for hotels". In the first stage, strategy development is choosing the target markets that have the specifications of the strategy. Selection depends on several factors: Sold products/services, access to market divisions and durability of different substitute markets. The needs of target market should be identified and the plan to implement these needs have to be developed.
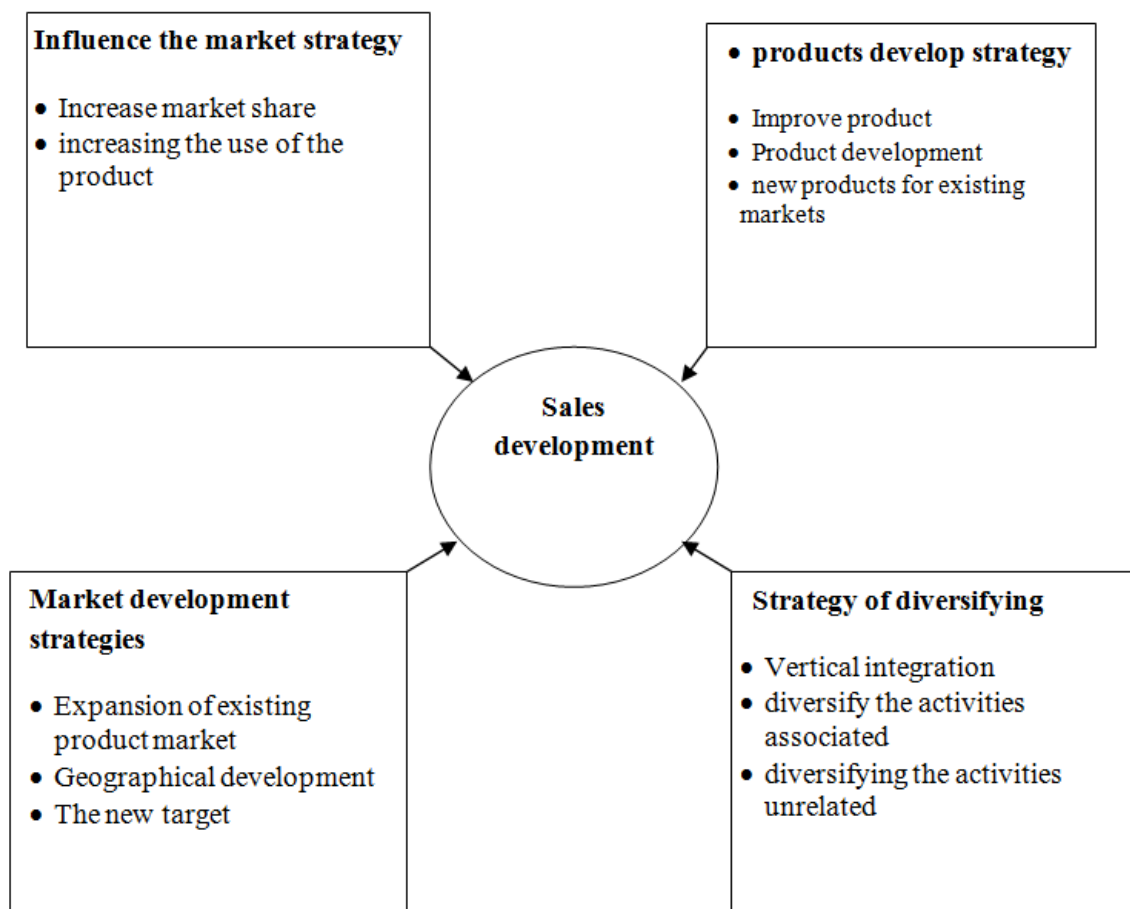
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Figure 1: Conceptual Model of Research (Walker *et al.*, 2003)

Assumptions

1. Use of marketing strategy has a positive effect on sale development of sea products.
2. Use of Influence the market strategy has a positive effect on sale development of sea products.
3. Use of Market development strategies has a positive effect on sale development of sea products.
4. Use of products develop strategy has a positive effect on sale development of sea products.
5. Use Strategy of diversifying has a positive effect on sale development of sea products.

Study Methodology

The study population is all the elements and people in a definite geographical scale with one or some common attributes. The study population is composed of the customers of chain stores of Shahrvand and Haiper as unlimited. The sampling is the selection of some people, events and objects of a defined population as the sample of it. Sampling is done by different methods as cluster, *Quota*, random and etc. This study applied random sampling method.

This study is descriptive in terms of nature as explaining the effective factors on sale development. It is applied in terms of purpose as it identifies the factors of increasing marine products sale in Milaton firm of South. It is survey study in terms of the time of completion as it is completed over time.

The main tool of data collection is researcher-built questionnaires as designed by theorists and they are used after supporting their reliability and validity. Five-item Likert scale is used to design these questions and it is one of the most common measurement scales. The answer items in this scale show the agreement or disagreement of respondent to an issue or definite concept, positive or negative. In other words, by this scale, we can determine the belief and attitude of respondent (Khaki, 2010).

The general form and scoring of this item is very much score 5 and very low with score 1.

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Table 1: The ratings range 5-choice Likret

Options	Very much	Much	Average	Low	Very low
Rating	5	4	3	2	1

In this study, the questionnaire is composed of 2 sections of demographic questions and evaluating questions of study variables. The variable of influence in market (questions 1-9), market development variable (questions 10-15), product development variable (16-21 questions), variety variable (questions 22-25) and dependent variable-sale development of marine products of Milaton of south questions 26-32 are investigated.

In this study to determine the sample size unlimited population sampling is applied. Thus, minimum sample size for unlimited population by Cochran's formula sampling is 196 and 230 questionnaires are analyzed in this study.

$$n = \frac{z^2_{\alpha/2} \, p * q}{d^2}$$

$$n = \frac{(1.96)^2 \times .5^2}{.07^2} = 196$$

Validity Question

Validity is based on the term valid as accurate and validity means being correct. Validity means the measurement tool can measure the required feature. The significance of validity is as the unsuitable and inadequate measurements can make any scientific study invalid (Khaki, 2010)

The following instruments were used in this study to increase the validity of the questionnaire content:

1. Use of views of the adviser and reader professors and experts

2. Study of similar questionnaires, papers, books and magazines

Reliability Question

As Cronbach's alpha is a suitable index to evaluate reliability of measurement and internal consistency of its elements, thus, reliability of applied questionnaire is evaluated by Cronbach's alpha in this study. After performing pre-test, Cronbach's alpha coefficient is applied. This coefficient is used to evaluate the single-dimension amount of attitudes, judgment and beliefs and other items their measurement is not easy. To which extent, the respondents' perception of questions is similar. Cronbach's alpha coefficient is based on Likert scale. Cronbach's alpha coefficient is ranging 0, 1 and it is data correlation coefficient in various times and number 1 is maximum correlation and 0 is minimum correlation (Hafez, 1998).

In this type of instrument, the response of each question can have various numerical values. To calculate Cronbach's alpha coefficient, at first we should calculate the variance of the scores of each subset of questionnaire questions (pre-test) and total variance and calculate it by SPSS software.

To achieve the reliability coefficient of questionnaire, some of them are tested in similar statistical population (30 people as selected by random method) and it is pre-test. After investigation and changes, mentioned questionnaire is distributed among the study population.

In the study, the validity of the questions of the questionnaire was approved using the views of the professors and experts in this area. In order to prove the reliability, firstly 30 questionnaires were distributed among the statistical society and upon collection of them using Cronbach's Alpha formula through spss software as given below, the reliability coefficient was calculated to be 0.845%. Due to the structure of the questionnaire after one month, the questionnaire was distributed among the same 30 people and the reliability coefficient was once again calculated using Cronbach's Alpha formula through spss software which was 0.85 and since both indexes show figures close to each other, the reliability of the questionnaire was approved.

$$R_\alpha = \frac{K}{K-1}\left(1 - \frac{\sum S_i^2}{S_t^2}\right)$$

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Table 2: Cronbach's alpha coefficient

variables	Items	coefficient
marketing strategy	7	0/841
Influence the market strategy	9	0/76
Market development strategies	6	0/716
products develop strategy	6	0/762
Strategy of diversifying	4	0/757
all	32	0/85

The calculated Cranach's Alpha coefficient is more than 0.70 according to table 2. for each of the variables and this indicates that their reliability is acceptable and suitable. Hence the general reliability of the questionnaire is approved.

Study Results

350 questionnaires are distributed and due to the lack of inclination of some of the members of statistical sample to respond the questions, 35 questionnaires (as biased) and semi-complete responses are excluded and 85 questionnaires are not returned and among 350 questionnaires, only 230 questionnaires are analyzed.

At first, descriptive statistics is used to investigate the features of study population, then hypotheses are tested.

Descriptive Statistics

Most respondent were aged between 25 and 35 years.In terms of education, 20.9 percent Diploma, Advanced Diploma of 36/5, bachelor of 36/5 and the rest 28.7 percent of under graduate and post graduate higher.

In terms of gender, the questionnaire female 55/7% and 44/3% male, the percentage of married sexuality including 55/7 and 44/3 percent were single.

The respondents were divided in to five groups according to income that 16.5% of 500 thousand lower, 20/9, 500 to 700 thousand, 23.5% had 700 to1 million, 16/5% of the 1 million until 1300 and 22/6, 1300 percent higher.

Inference Statistics

To investigate the relationship between independent and dependent variables and study hypotheses, correlation test is used. Based on the results of Kolmogorov – Smirnov test results, Spearman correlation coefficient is used.

The results of tests are shown by SPSS software and correlation coefficient among each of variables at error level 5% and confidence interval 95% in Table 4.

Table 3: Kolmogorov- Smirnov

Variable	K-S	Sig
marketing strategy	1/401	0/040
Influence the market strategy	0/880	0/422
Market development strategies	1/715	0/006
products develop strategy	1/767	0/004
Strategy of diversifying	1/388	0/042

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Table 4: Spearman correlation coefficient

		marketing strategy	Influence the market strategy	Market development strategies	products develop strategy	Vary strategy
marketing strategy	**correlation coefficient**	1				
	Sig. (2-tailed)	0				
Influence the market strategy	**correlation coefficient**	0/310	1			
	Sig. (2-tailed)	0/000	0			
Market development strategies	**correlation coefficient**	0/419	0/534	1		
	Sig. (2-tailed)	0/000	0/000	0		
products develop strategy	**correlation coefficient**	0/573	0/471	0/511	1	
	Sig. (2-tailed)	0/000	0/000	0/000	0	
Strategy of diversifying	**correlation coefficient**	0/225	0/244	0/297	0/270	1
	Sig. (2-tailed)	0/001	0/000	0/000	0/000	0
Mean		3/92	3/87	3/72	3/97	3/26
SD		0/53	0/53	0/54	0/51	0/73

Based on the coefficients at confidence interval 95%, there is a significant association between all variables of study namely there is a significant association between marketing strategy, Influence the market strategy, Market development strategies, products develop strategy and Vary strategy. Thus, significance level of software is less than 0.05 for all correlation coefficients.

1. Use of marketing strategy has a positive effect on sale development of sea products.

H_0: Use of marketing strategy has not positive effect on sale development of sea products.

H_1: Use of marketing strategy has a positive effect on sale development of sea products.

Table 5: Model Summary

Independent variable	Dependent variable	R	R square
variables	marketing strategy	0/499	0/249

Table 6: ANOVA

Model	Sum of squares	df	Mean square	F	Sig
Regression	15/887	1	15/887	75/631	0/000
Residual	47/893	228	0/210		
Total	63/779	229			

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Table 7: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	β		
Constant	1/625	0/265		6/131	0/000
total	0/618	0/071	0/499	8/697	0/000

As sig is smaller than 0.05, null hypothesis is rejected, it means that by confidence interval above 95%, the correlation coefficient significance level is supported. it means that there is a positive impact between independent variables and sale development of sea products and based on model regression, linear regression based on stepwise method is including:

Y= 1/625+ 0/618x

2. Use of Influence the market strategy has a positive effect on sale development of sea products.

H_0: Use of Influence the market strategy has not a positive effect on sale development of sea products.

H_1: Use of Influence the market strategy has a positive effect on sale development of sea products.

Table 8: Model Summary

Independent variable	Dependent variable	R	R square
variables	Influence the market strategy	0/308	0/095

Table 9: ANOVA

Model	Sum of squares	df	Mean square	F	Sig
Regression	6/044	1	6/044	23/869	0/000
Residual	57/735	228	0/253	23/869	0
Total	63/779	229	0	0	0

Table 10: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	β		
Constant	2/733	0/244		11/179	0/000
Variable	0/306	0/063	0/308	4/886	0/000

Since the quantity of the significance level is smaller than 0.05, the H0 is rejected which means that the certainty index of over 95% approves the significant hypothesis of the correlative coefficient.

Considering the regression analysis, study of the causative relation between the two variables showed that the strategy of influence on the market imposes a positive and significant sale development effect with the significance level of 95%.

The results also showed that influence on the market has a direct causative relation with the sale development. The index of the relation is 0.308, i.e., for each unit of the increased influence in the market, and the score of sale development increases by 0.308 units relying on the hypothesis that the rest of the variables are fixed and vice versa.

3. Use of Market development strategies has a positive effect on sale development of sea products.

H_0: Use of Market development strategies has not a positive effect on sale development of sea products.

H_1: Use of Market development strategies has a positive effect on sale development of sea products.

Table 11: Model Summary

Independent variable	Dependent variable	R	R square
variables	Market development strategies	0/418	0/174

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Table 12: ANOVA

Model	Sum of squares	df	Mean square	F	Sig
Regression	11/121	1	11/121	48/154	0/000
Residual	52/658	228	0/231		
Total	63/779	229			

Table 13: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	β		
Constant	2/404	0/220		10/916	0/000
Variable	0/407	0/059	0/418	6/939	0/000

Since the quantity of the significance level is smaller than 0.05, the H0 is rejected which means that the certainty index of over 95% approves the significant hypothesis of the correlative coefficient.

Considering the regression analysis, study of the causative relation between the two variables showed that the strategy of development on the market imposes a positive and significant sale development effect with the significance level of 95%.

The results also showed that development on the market has a direct causative relation with the sale development. The index of the relation is 0.418, i.e., for each unit of the increased development in the market, and the score of sale development increases by 0.418 units relying on the hypothesis that the rest of the variables are fixed and vice versa.

4. Use of products develop strategy has a positive effect on sale development of sea products.

H_0: Use of products develop strategy has not a positive effect on sale development of sea products.

H_1: Use of products develop strategy has a positive effect on sale development of sea products.

Table 14: Model Summary

Independent variable	Dependent variable	R	R square
variables	products develop strategy	0/580	0/337

Table 15: ANOVA

Model	Sum of squares	df	Mean square	F	Sig
Regression	21/472	1	21/472	115/716	0/000
Residual	42/307	228	0/186		
Total	63/779	229			

Table 16: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	β		
Constant	1/545	0/222		6/951	0/000
Variable	0/597	0/055	0/580	10/757	0/000

Since the quantity of the significance level is smaller than 0.05, the H0 is rejected which means that the certainty index of over 95% approves the significant hypothesis of the correlative coefficient.

Considering the regression analysis, study of the causative relation between the two variables showed that the strategy of develop product imposes a positive and significant sale development effect with the significance level of 95%.

The results also showed that develop product on the market has a direct causative relation with the sale development. The index of the relation is 0.580, i.e., for each unit of the increased influence in the

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market, and the score of sale development increases by 0.580 units relying on the hypothesis that the rest of the variables are fixed and vice versa.

5. Use Strategy of diversifying has a positive effect on sale development of sea products.

H_0: Use Strategy of diversifying has not a positive effect on sale development of sea products

H_1: Use Strategy of diversifying has a positive effect on sale development of sea products

Table 17: Model Summary

Independent variable	Dependent variable	R	R square
variables	Strategy of diversifying	0/223	0/050

Table 18: ANOVA

Model	Sum of squares	df	Mean square	F	Sig
Regression	3/166	1	3/166	13/671	0/000
Residual	60/614	228	0/266		
Total	63/779	229			

Table 19: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	β		
Constant	3/394	0/155		21/881	0/000
Variable	0/160	0/046	0/223	3/451	0/001

Since the quantity of the significance level is smaller than 0.05, the H0 is rejected which means that the certainty index of over 95% approves the significant hypothesis of the correlative coefficient.

Considering the regression analysis, study of the causative relation between the two variables showed that the Strategy of diversifying imposes a positive and significant sale development effect with the significance level of 95%.

The results also showed Strategy of diversifying has a direct causative relation with the sale development. The index of the relation is 0.223, i.e., for each unit of the increased influence in the market, and the score of sale development increases by 0.223 units relying on the hypothesis that the rest of the variables are fixed and vice versa.

DISCUSSION

This study evaluates marketing strategy on sale development in four hypotheses based on Walker model (2003) and in these assumptions Influence the market strategy, Market development strategies, products develop strategy and Vary strategy are considered as independent variables and marketing strategy as dependent variable. Based on non-normality of study variables, Spearman correlation test and regression are used to investigate the study hypotheses. The results showed that Influence the market strategy, Market development strategies, products develop strategy and Vary strategy had positive and direct impact on marketing strategy

• Zohreh *et al.,* 2013 investigated the identification of the effect of sale and marketing strategy on performance of sale and study of the adjusting effects of internal and external environment and the grounds of sale strategy in a study under the title of 'presentation of the model to see the effect of sale strategy and marketing on sale performance'. The findings of the study indicated that there is a positive and significant relation between sale strategy & marketing and sale performance.

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• Arthur and Benjamin, 1982 conducted a study under the title of "marketing strategies for hotels". In the first stage, strategy development is choosing the target markets that have the specifications of the strategy. Selection depends on several factors: Sold products/services, access to market divisions and durability of different substitute markets. The needs of target market should be identified and the plan to implement these needs have to be developed.

Recommendations

1. Since influence of the market has a positive and direct effect on sale development, the marketing managers should do their best to concentrate their attempts on influencing the market because if the influence increases, it will positively help the sale development of the company. Market influence has several strategic benefits for the company such as acquiring the share of the upper market and new customers, supporting expansion of commercial brands, reducing marketing costs and strengthening the brand against competitive threats. Thus the directors of the foodstuff companies should try to increase their influence on the market. Of course this issue should also be noted that different factors are effective on influencing the market of foodstuff companies, hence these factors have to be identified and they have to push the company's activities in the direction of increasing the influence in the market so that the sale development of the company is also improved constantly.

2. Considering the resulting outcomes, market development has positive and direct effect on sale development and since there are unknown markets today, the marketing units have to move more actively and should seek these markets more to present the seafood to these markets through which they could be vanguards, lead the markets, develop sale, strengthen the company and eventually increase the company's profit.

3. Considering the resulting outcomes, product development has a positive and direct effect on sale development, thus the marketing managers should try to know the customers' needs by tools such as interviews and since remarkable differences are not noticed nowadays in the foodstuff markets, the production units should be more active to be always able to produce and present new products so that they could increase the company's sale development and eventually the company's profit by being distinct and unique.

4. Considering the results of the strategy, adding variety has positive and direct effect on sale development. Hence the directors should increase the production line of different products from the current products of the company by focusing on the customers' needs so that they could attract more customers in this way and increase the company's profit.

Suggestions for Future Research

1. To assess the effective factors on sale development in other companies.

2. To assess the effective factors on each of the variables separately such as influence on market, market development, product development, adding variety to sale development

3. To study and assess the existing restriction and obstacles on the way of marketing strategy on sale development.

4. To study marketing strategy on sale development on other industries.

5. To add other variable on the relevant model and to assess its effect on sale development in Iran.

Study Limitations

1. Due to the expert nature of the questions of the questionnaire and lack of awareness of the customers of the expert information, the error coefficient increases and the error coefficient of the statistical society was calculated to be 0.7%.

2. This study was conducted merely based on the presented views by the customers of Milaton Fishery Industries Co., thus the given results should be generalized to other seafood companies cautiously.

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3. Imprecision and unwillingness of some of the members of the statistical sample to answer the questions was in a way that about 35 questionnaires were answered carelessly (diagonally) and the incomplete answers were set aside and about 85 questionnaires were not returned either.

4. Respondents' unawareness and the researcher's attempt to inform these people in order to answer the questions of the questionnaire honestly.

5. The low Knowledge of manager about marketing strategy.

6. The shortage of time and lack of easy access to all members of studied population

Despite the above-mentioned restrictions, the researcher generally did not face restrictions that have fundamental effect on the research outcomes.

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