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### The necessity regulate targeted strategies for agricultural development based on SWOT analytical method

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#### A B S T R A C T

Iran, as a developing country, most attention has focused on the industrial and service sectors, and ignored agriculture as one of the most populous part of the economic activity. This has created concerns that the traditional structure and rural livelihoods in many parts of the country that does not use this part of their all opportunities present. In this study using SWOT analytical method to identify strengths, weaknesses agriculture and the opportunities and threats in this sector, This study based agricultural properties introduced strategies based on the agriculture properties, the introduction of the sector's biggest problem is a lack of understanding of the economic structure of agricultural sector and emphasizing the need for to target policies discusses the importance of adopting the policies in the agricultural sector. The sustainability of resources in the country increased, the effectiveness of other inputs also increased to an acceptable level. Return to the fundamental role of agriculture in the economy that the industrial and service sectors in order to support the growth of the welfare of the community.

#### Introduction

Agricultural policy has always been considered the country due to the high share of GDP and in possession of a large part of the workforce of the Iran. At the same time Food production, particularly wheat is very closely related to political and economic power of the world, the rapid increase in population and lack of optimum production methods in developing countries, has increased the country's dependence (Bakhshoodeh and Thomson 2001) In order to have the highest productivity among economic sectors need to recognize the contribution of each of the sectors in the economy, so as to be planned for in order to improve the operation of this

section. Reports have shown that the issue of Iran's 37 million hectares of arable land of which the production cycle was now about 16.477 million hectares, are not cultivated by the same amount due to restrictions especially water restrictions. Irrigated also indicate that approximately 14.687 million hectares are under crops Among of them 8.690 million hectares are Rain fed and the 5.997 million hectares is Irrigated cultivation and 1.290 million hectares are also entitled gardens, meanwhile there is area of over 16.191 million hectares under greenhouse cultivation (statistical Centre of Iran) According to the process increasing population in the country

and general policies of the country to achieve self-sufficiency in the production of agricultural management system and reduce the import of agricultural products and food security, it is necessary to the extent possible given increasing agricultural productivity in the country. Considering that Iran is among the countries located in the arid and semi-arid areas and faced with shortage of water resources is therefore optimal use of water resources for agriculture, will be the combat against drought crisis. It is anticipated that in the future is climate change to global warming, resulting in increased crop water requirement and use of water resources are more limited encountered (Soleimani and Hassanli 2008). Agriculture as the foundation of strategic economic sectors, is supplier food and raw materials for other sectors. This is a useful activity that is prepared activities and progress in other sectors and will lead the country towards development. What is important is the possible development and prosperity of each section with different tool (Bagheri et al.). Agriculture in the country has been facing over the past few decades Increased use of land and water resources, Increase crop yields or improve labor productivity, Improve the level of technology and the use of modern agricultural inputs, including Fertilizers and chemical pesticides, genetically modified seeds and extensive mechanization and the use of mechanical machinery and equipment in agricultural operations Development of agricultural infrastructure Have grown, So that the volume of production has increased in absolute terms in the last three decades more than 3 times. But agriculture is facing many difficulties and restrictions, Agriculture acts as an obstacle to further development (Soleimani and Hassanli 2008; Dolati Mehr et al. 2010). The small size of the property and parts of usage, Policies restricting agricultural sector, Extensive government intervention in the sector, Low level of literacy farmers, Weakness financed mostly farmers and lack of sufficient capital to invest in infrastructure, Transfer of capital from agriculture to other sectors, Weak government services in the development of agricultural infrastructure And providing education and extension services and lack of provision of agricultural inputs Among the factors Which results in low efficiency of resource allocation in this sector, so that the efficiency of agricultural production in the

facilities used and potential level of input use is low compared to other countries in the world (Dolati Mehr et al. 2010; Yazdan Panah and Alizadeh 2011). Production growth of the agricultural sector to the food needs of the community that population growth has a broad dimensions, Cannot be estimated. Policies of self-sufficiency and food security for all segments through Hold down prices of agricultural products, Grants to consumer organizations, Consolidation of agricultural products and subsidies on consumer prices (Bagheri et al. ; Soleimani and Hassanli 2008; Ehsani et al. 2010). Although it is perfectly acceptable social justice and should always be considered properly But agriculture to survive Through the acquisition of real prices of manufactured products, capital required for development activities, expansion of infrastructure As well as increase the quality and quantity of agricultural products obtained, While past policies in the sector prevented capital accumulation And transfer of capital from the sector have also been sought (Ehsani et al. 2010). Agricultural are known as the most productive and vital sectors, Farmers are the most valuable available resources and agricultural resources are among the most valuable capitals of each country. In the new vision of the world, agriculture is a basic human work and as socio-economic commodity. Although agriculture is considered renewable work, but its value is limited with others human activities. Due to population growth, the expansion of agriculture, higher levels of health and welfare of the public, renewable resources per capital is declining and because it requires a change of attitude is felt more in agriculture (Salehnia et al. 2007). Human knowledge is increasing along with population growth still high at the global level, and the most important factor is the growth in third world countries made explicit requires more resources, Yet we all know that resources are alarming level, relying on the strategies necessary specificity dynamic system with the ability to analyze the process from the technical, economic, social and environmental impact and provide for appropriate ways to have permanently is inevitable.

## 2. Materials and Methods

In this study, method using is SWOT analytical method, the analysis in 1950 at Harvard University was used first by Smith and Christensen and in 1980 it was used by

Welch in reviewing his troop's productivity that reputation was this analysis (XueMing 2012; Kashani 2001; Paschalidou *et al.* 2016). This method, in addition to strategic planning it is generally used in analyzing the organizations. In fact, this analysis should be an efficient tool to identify the organization's internal environmental conditions and the ability to understand, the foundation of this efficient tool in strategic management as well as marketing. This is in addition to SWOT analysis for TOWS also brought in some texts. The most important feature is that SWOT No need to be a little analysis and mathematical calculations to analyze the data and develop a payment strategy While other methods and requires are only limited data and analysis that also complex mathematical formulas. This technique simply using qualitative methods take advantage of the findings and provide information. In strategic planning, In order for the organization or association to defined Vision, mission, goals, strategies, programs and activities categories (Pearce and Robinson 2008). Vision and mission determined based on opinion highest decision (which can be

considered by the General Assembly Statute) the mission is also based on specific goals set. In fact, mission, tasks and prospects generally defines the activities of the association. And objectives Are directions to this mission. To determine strategies, initially assessed Strengths, weaknesses, opportunities and threats looking at the interior and exterior factors based on its strategy are extracted using matrix SWOT (Ghorbani *et al.* 2015; Çelik and Metin 2012). SWOT acronym of the terms of strengths, weaknesses, opportunities and threats. The first two words internal factors and external factors are the second two terms.

- Identify strengths, in other words, all the privileges and skills to an organization or institution on its competitors in the market. weaknesses, limitations and deficiencies that hinder the proper functioning of the organization

- Identifying opportunities, the major in a favorable position outside the organization and recognition of the threat, in other words an unenviable position detection in external (competitive conditions)

**Table 1: SWOT analysis matrix**

	Opportunities	Threats
Strengths	aggressive strategy	Diversification Strategy
Weaknesses	Review strategy	defensive strategy

**Table 1 refers to the so-called SWOT analysis matrix.**

One of the conventional methods used in the SWOT analysis Tables IFE and EFE, IFE models to assess the economic, technological, political, cultural and social sector in the studied, EFE methods to check the status and conditions of the analyzed against competitors outside of the website. There will be easily understood with reference to the above matrix to choose the right strategy in order to achieve pre-determined objectives (Panigrahi and Mohanty 2012). The strategies mentioned in the above table were as follows: Aggressive strategy (SO): how to reduce the threat weaknesses reduced or eliminated their impact. Strategy Overview (WO) : How to use the strengths of the threat can be eliminated or reduced. Diversification Strategy (ST): How can you utilize your strengths to take advantage of the opportunity to do that? Defensive strategy (WT): How should exploit opportunities weaknesses into strengths or weaknesses of severely reduced.

In the last phase of the study should be achievable strategies based on the ultimate goal of this study is to develop Examined and coordination of strategies and goals to accelerate our development by proposing policies and strategies (Ghorbani *et al.* 2015; XueMing 2012). First, we need to with the help of experts to identify internal and external factors affecting the sector In this method the terms of experts and academics, research centers, financial centers and banks and credit of Agriculture, Department of Environment and Natural Resources and other organizations and agencies were attempting to identify factors It should be noted that factors as possible should be tangible, real and accurate identification and the title of the cases where there is no certainty they avoid detection. At this stage it is necessary to be allocated to each of the factors identified factor (Damian and

Santarem Segundo 2014). In the first phase, which has studied the effects of both internal and external to the organization allocated coefficients, these coefficients must be greater than 0 and less than 1 and their sum is equal to internal and external factors separately. In this stage to determine the importance of using the coefficients 1-5 and finally take action to normalize coefficients. Based on the fact that we need to factor in the SWOT has known what position they will be assigned coefficients of 1-4, The IFE has identified the strengths and weaknesses internal to Sort by very strong, strong, weak, too weak to arrange the numbers 1, 3, 2 and 4 will be allocated. EFE also assigned in the table on opportunities and external threats in order for threat number one threat reliable 2, 3 reliable opportunities and Golden Opportunity 4. At this stage, opportunities and threats transmitted cases of strong and weak points of the IFE- EFE table from the tables to the original matrix SWOT, the transfer must be done on a priority basis and allocated coefficients. Based on priorities and strategies based on SWOT table particular are identified and prioritized (Ghorbani et al. 2015).

### 3. Results & Discussion

SWOT analysis is to identify the relationship between environment and development in the proper directions can also be used at the sector level. With this analysis can be used to assess conditions and a competitive advantage compared to other sectors became aware of a part (Duarte *et al.* 2006). This model has been used in several economies, including decision making sphere of trade and commerce, Help manufacturers to locate production in China, Check penetration strategies and encourage export in China and Great Britain, Regional economic development in Australia, the practices of small firms in Scotland (Ahmed et al. 2006). Then, based on expert opinion and priorities in the areas of action to categorize and features available in four priority sectors to be determined, It should be noted that following the results Sort the comments and each one of these at a particular moment in time, makes clear So for the detection of the time, since the environment is dynamic and constantly changing, it is necessary to examine developments and at different times, strategies

can be derived. Track this process helps to check the different states who may occur in the future and predict. SWOT analysis is an important component in the process of strategy formation. Analysis of opportunities and external threats, it is used primarily to assess the checked. Is organization can take advantage of and threats to a minimum, as well as the analysis of the weaknesses is important to examine the inner workings of departments (Such as business process effectiveness and research and development) (Paschalidou *et al.* 2016). SWOT analysis is thus able to help the sectors and even countries to their overall situation compared to other competitors and countries will be assessed, But required mentioned the qualitative assessment takes shape and the possibility of enjoying very high personal regard to the quantitative indicators should be used or a combination of tools used Identify strengths and weaknesses or opportunities and threats without specifying any sector strategies and programs to change the current trend, it is useless and cannot take advantage of it to improve the situation. The strategies outlined in 4 format to the express condition and more appropriate methods are introduced with these conditions contribute to improve the situation. Mainly because it has a multifaceted structure of the economy is very difficult and unreasonable specify a program as a specific strategy, because the threats and weaknesses and the opportunities and strengths of the sector are closely related to each other, Because of this classification does not seem logical that his strategies. In general, the following strategies can be suggested that the discussion be helpful to the nation's economic activity. Strategy at the national level and subsequently at regional, provincial and district can be clarifying the goals, administrative and operational at any level until finally, it is analyzing the methods and implementation and in the evaluation, monitoring to overcome the development defects and strengths can be seen in different parts And in the absence of a national strategy in each of the sectors Because of the variety and multiplicity of activities in virtually every sector of failure to achieve certain objectives.

Table 2. Matrix of IFE and EFE

<b>Opportunities</b>	<ul style="list-style-type: none"> <li>-Young educated workforce</li> <li>-Despite abundant oil resources in the country</li> <li>-Adequate financial resources in the country</li> <li>-Access to abundant area of uncultivated land</li> <li>-variety and distribution of climates</li> <li>-Rising food prices in the world</li> <li>-Four Seasons of</li> <li>-suitable geographical position for international trade</li> <li>-abundant economic and cultural relations with neighbors</li> <li>-There are many border markets</li> <li>-Possession of commercial ports in the north and south of the country</li> <li>-Being in transit within the Middle East</li> <li>-Convenient access to world markets of East and West</li> </ul>
<b>Threats</b>	<ul style="list-style-type: none"> <li>-Restrictions assistance and credit facilities</li> <li>-Agricultural land use change</li> <li>-Drought and other natural disasters</li> <li>-Lack of marketing and non-marketing</li> <li>-Reducing the area of production units</li> <li>-Lack of interest in macro policy development</li> <li>-Absence of infrastructure</li> <li>-Inflation and economic fluctuations</li> <li>-Uncertainty of future exports</li> <li>-Multiple and inconsistent decisions</li> <li>-Limited water resources</li> <li>-Vulnerability of employment in the country</li> <li>-Low prices on the global market</li> <li>-The unwillingness of the government</li> </ul>
<b>Strengths</b>	<ul style="list-style-type: none"> <li>-Opportunity to use the sun and renewable energy</li> <li>-Manufacturing variety of products</li> <li>-Possession of a large ministerial features</li> <li>-Buy guaranteed by the government</li> <li>-Internal support rural and tribal structure</li> <li>-Have personnel with suitable experience</li> <li>-There are schools and centers for agricultural research</li> <li>-There is diversity in plant and animal genomes</li> <li>-No need for very high capital start</li> <li>-Government and private sector insurance activity</li> <li>-There is plenty of fertile lands</li> </ul>
<b>Weaknesses</b>	<ul style="list-style-type: none"> <li>-Lack of appropriate productivity Management</li> <li>-Fluctuations in the supply of</li> <li>-products in terms of quality and quantity</li> <li>-Stay away from subsistence and commercial practices</li> <li>-Lack of new methods and new findings</li> <li>-The high age of farmers as the main actors</li> <li>-Crushing and dispersion of agricultural land</li> <li>-Low productivity indicators in agriculture</li> <li>-Young aversion in agriculture</li> <li>-The low quality of agricultural products</li> <li>-Lack of competitiveness of the agricultural sector with other countries</li> <li>-Lack of modern equipment and advanced replacement</li> <li>-The lack of proper information of the consumption of mediated phenomenon</li> <li>-Lack of proper distribution of agricultural products in the market.</li> </ul>

#### 4. Conclusions

- I. Known as one of the main ways to boost productivity and enhance revenue Acceptance and implementation of new methods or innovations in the various stages of production in the agricultural sector, Embrace even though it only Farmers with high income and high production and large production units, Whereas the agricultural sector should be the adoption and implementation of a wide range of farmers. All farmers, especially smallholder farmers and producers at every level to take up the development in this sector is tangible.
  1. With the advancement of science, especially in the field of communication and data transfer, one of the basic methods of training in various fields, including: Agriculture through sites, virtual space and mass media in general and in particular.
- II. Increased investment in two forms:
  1. Cash Investment
  2. In order to prevent financial crises and sudden market shocks
  2. Improving the mechanical structure of farms
  3. Development of mechanization and the use of modern technology and machinery
  4. Trying to enter the market standard products are competitive and able to deal
- III. To find ways of knowledge and communication strategies targeted education and agriculture require modification to escape this segment declined young and that this young workforce and specialists to improve the quality of products. Infrastructure food security helped to create one of the new solutions in the sector of agricultural settlements can be found.
- IV. Policies need fundamental changes in this sector is Although the expected impact of any sudden policy and continuous course not logic But undoubtedly could have some impact on this sector in the future, The payment of production subsidies as one of the expected impact of policies that could take several years.
- V. All policies will be effective in this section when the product known And sell in a competitive market, traditional methods in this section have been disputed for years and everyone is waiting for new ideas that should be taken Branding of agricultural products will be effective in the policy turning point in the quality of the organization of production.
- VI. According to experts present and active in the agricultural sector With its investment, and agricultural estates designed with an emphasis on the structure of knowledge and creation of specialized, Plays a key role in improving agriculture of the country Contribute to the development of the agricultural sector to accelerate the operational structure Even in the absence of agricultural structure lacks proper knowledge structure.
- VII. All the owners of agricultural sector Because of what is called lack of economic knowledge in this sector Must give way to agricultural sector production managers that they are updated with new knowledge to prevent the creation of new crisis and the resolution of crises in the past Anchors
- VIII. Creating industries and services developmental and not in the industrial towns and cities But also in the areas of agricultural production in rural areas Leads to the development of rural industries to protect agricultural resources and fertile land crops And also the existing structure that abound amend the Immigration which damaged.
- IX. Create intelligent information system for the chain of production and consumption in the country In order to create economic centers in regions of the country To produce in the country according to resources to increase production and efficiency Expand the quality and quantity of production In other words, the country is required to be classified And any regional advantages to develop any product identification And is also known as the consumer market, To the point that they do not reinforce each other manufacturing problems with consumption problems
- X. There seems to be inevitable subsidies as independent policy But the subsidies have been disputed payments and is required to fit the theme and purposefully injected into the sector, Two subsidize the production and consumption subsidies that will correct structure But it needs to be determined how to pay them. The great thing is that none of these subsidies are subsidies should not be confiscated in favor of other.
- XI. Create a chain of production, processing and distribution In a country that has long been forgotten part Especially in the agricultural sector The investigations that are not functional structure And carried out only in order to repeat the previous described

methods, That a limited certainly can help to improve the existing structure Reform of the agricultural sector Or the creation of Support Needed to crises in the agricultural sector cannot pass control.

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