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Study of export to external barriers of small and medium enterprises (case study of kurdistan province)

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ABSTRACT

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In this research our goal is to study and cognition of external barriers affect on reducing export development of small and medial companies. This external factors contains industry, market and major environment. The research is descriptive and geodesic. statistical society of this research contains all of the small and medial companies of Kurdistan, and sampling has performed randomly. 196 persons have elected as sample volume. The questionnaire was used to data collecting. Kronbakh alpha coefficient obtained : 0.854. The research data analyzed by SPSS software.

Analyze method of the research's data has accomplished in two levels of descriptive and inferential. in descriptive level it has used frequency, percent, average and standard-deviation and other statistics. In inferential level in regarding to evaluation style of questions and used sample volume in the research, it has used T-teas (mono sample) in order to survey of research theories. All of the research's theories approved. so external barriers has a positive affect on reducing the export development in small and medial companies.

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1. Introduction

Today, no country in complete separation from other countries not living. Economic resources, technology and people's life level relative to the country's economy depends on a so countries trying to get the international exchanges through their high level of production from more osood, and as a result the level of well-being of the population take up life.

Due to the substantial changes in recent decades, the business environment has created these changes lead to a situation that has been in the small and medium enterprises, with regard to the role of angiogenesis in their employment, and economic development of countries, an important role in the development of an extensive, diverse and developing countries are responsible for (Cola and tanogar 2003)

In this regard, the present study aims to investigate the way the most important obstacles and difficulties of the small and medium enterprise export outside Kurdistan province to determine and identify the areas from the perspective of the institutions of the State is to pay the trustee and practical guidelines to support export firms in the province and providing country. In fact, this research seeks to answer the question

The main external threats and weaknesses facing the small and medium enterprise export in Kurdistan and what support mechanisms by means of which it can be cause to raise the status of the Board's position in Kurdistan province and provided for this add-on.

2. The importance and necessity

Export is one of the most attractive methods of foreign market entry for small and medium-sized companies in our country, but now these companies are serious obstacles to a lot more reasons to enter the global market and export their products and services are met. The obstacles and problems in deprived areas and less developed country, including Kurdistan province is significantly more tangible With regard to unemployment and serious social and economic problems persist in the country now is stuck with it.

Can be found using the identification and strengthening of competitive advantages that the small and medium enterprises, in Kurdistan province, and the outer obstacles that the company faced forklift is a step in the way of export promotion and the obstacles to export in the province and of the outcome of this is positive in all areas of the province will benefit the people.

In this research for the outer barriers to specially participate in lift is important because the basic step. and is a way of removing the obstacles, problems and obstacles to the settlement of the macro-environment and market complex, osnat is ungovernable and are forecast

3.Literature review

Small and medium enterprises play a very significant rolein the development of any economy. This statement is even applied to developing countries more strongly. So for the developing countries like Pakistan, small and medium sized enterprises are very helpful to for economic development (Altintas, 2007).

Fletcher (2004) states that Small and medium enterprises play a significant and critical role in development of export and economy of countries in every part of the world. Exporting is considered as a complicated and expensive process. In the initial stage, exporting process consumes high cost as well as a lot of time. But with the passage of time, it provides many strategic opportunities and chances for profit taking. So for the companies, it is a very important and difficult decision to make (koksai and kattaneh 2010).

Authorities in the organizations have agreed upon that continuous growth that can be obtained by exploring the foreign trade opportunities. So exporting factor is a key factor for the organizations which require a huge growth potential (Karakaya and Harcar 1999). Exporting behavior is greatly dependent upon export barriers.

Export stimuli and export barriers play a significant role in the exporting performance; so the role of exporting barriers cannot be ignored (Morgan 1997). Katsikeas and Morgan (1994) explained that the size of an organization matters a lot in the barrier's perspective. Small firms face more exporting problems as compared to the large organizations.

Generally in importing countries, the reasons behind the export barriers are lack of government support in defeating export barriers, rivalry with firms in foreign markets, the need to adjust pricing and promotion

strategies, high foreign tariffs in export markets and a lack of resources to finance expansion into foreign markets were the major barriers to enlarge the exports (Ahmed et.al 2004)

4. Words and expressions defined technical

4.1. The outer barrier

The outer obstacles relating to the internal and external environment of the company and its performance, and the process is out of control and is managers can be fitted.

4.2. Operating a market

In the knowledge economy and in particular in the theory of trade barriers that are competing over the way a business are going to log on to a specific market includes procedural obstacles and barriers to the customer and is related to the company's lack of size and obstacles related to the new technology and lack of appropriate technology are aggressive competitors and price competition.

4.3. factor of the industry

The export activities of the compression and the nature of export marketing for strategy in different industries are in the eyes of different decisions and this is the difference due to the different nature of the industries to be fitted (Porter 1985) the obstacles associated with the desired amount of market and the attractiveness of the sector as well as its competition in the market segment of expression are fitted.

4.4. Macro environment operating

This obstacle in relation to obstacles, such as the environment, economic, political, legal and cultural rights in foreign markets, which is participating in the activity of organizations or plans in which the activity of these obstacles usually occur due to rapid changes, and often out of control can be fitted

5. External obstacles to export

Many scholars to conclude that the root of many of the important problems in the export countries and the Organization of the external environment in the different sets of assignments. The nature of the problems and obstacles to be fitted and very numerous in the three domains are distinctly fitted raised. The obstacles related to the industry, target market barriers and obstacles associated with the macro environment in the organization.

6. History of research

In the study of the effect of export restrictions and barriers and oil Affairs Khuzestan province 's, this was one of the most important results achieved and problems in the export of oil Affairs of failure found in the type and quality of the packaging, package is fitted. Depending on the classification of non-fitted standard, the use of the health industry items, packaging, package, insert nkrden profile (Sarah, 2004).

Within the framework of the PhD thesis is focused on the evaluation of the factors influencing the yield and small industries of Iran and the most important factors for this industry to break into 2 categories of factors is attributed the first batch has been influenced by endogenous factors of internal environment of industrial workshop and the second batch has been fitted out as a result of inflation and the Government policy is not very convenient (M. Moalal, 2003).

The results of its research showed that though small industries in many of the economic indicators have a big advantage compared to the industry, but is not fixed problems and barriers to their growth and development is able to be competitive in their market, compared to similar products of large industries within the country and abroad and as a result of the valuable role of industry in economic and industrial development

7. Statistical sampling and statistical society

Research effort to understand the behavior of a process can be based on information obtained from the sample takes place, he said. Because data collection for the entire target population is high cost and time consuming. Furthermore, in some cases, the collection of data from the entire population seems irrational, and so had to extract the sample as well. On the other hand reduces the uncertainty and reliability of sampling results will be.

According to the purpose of research that investigate the relationship between the outer barriers to export and export company for tvsh small and medium is the statistical community this includes all small and medium sized enterprises active in the field of export of the Kurdistan province. The active participation in the province the number 187 , 34 small and medium companies that are active in the field of export About the number of 400 of their force but were experts and specialist forces and society were included in this research.

8. Methodology

Scientific research methods includes the measurement, evaluation and comparison of factors, based on the principles and standards have been accepted on behalf of the scientists in order to solve the problems and issues and requires the power of thought and the capacity to meditate and diagnosis and judgment. The researcher must start from the basis of the statistical research means using scientific research projects to pay the project plan. Then, in the implementation of the project is to study the anatomy of the degree

So using descriptive statistics to examine the statistical community features, and then to test the assumptions you made and in order to investigate the relationship between the independent and dependent variables and reviews research hypothesis, first for being normal, Kolmogorov test data using Spss software, as well as normal because we lack of test data using t-test and anova

9. Remaining liquidity hypothesis analysis

Due to the significant level of analysis of variance table data that is equal to p and to compare it with the amount of allowable error value with 95% statistical result that we assume that the non-zero difference between the amount of negative impact of external obstacles on the development of small and medium export enterprises in the province of Kurdistan would be rejected.

I.e. between the outer barriers impact on the development of export enterprises lift of statistically significant difference there so in order to discover this using test Duncan disputes of the appliance.

According to the results of the test will be to see Duncan obstacles with an average market 3.75 has the lowest impact on the development of small and medium enterprises, exports and macro environment and industry barriers as well as 3.84 and 3.96 respectively, with the largest amount of negative impact on the development of small and medium-sized export enterprises, the city of Kurdistan are fitted.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2/678	2	1/339	7/332	0/001
Within Groups	106/844	585	0/183		
Total	109/522	587			

Grouped	The sample size	0/05 Grouping based on the amount of allowable error		
		1	2	3
Market barriers	196	3/75		
industry	196		3/84	
macro environment	196			3/96

10. Conclusions and suggestions

According to the statistical analysis conducted on each of the hypotheses, the following results were obtained:

Based on the results of the study, all three studied factors as reasons for affecting the development of small and medium-sized export enterprises, in the province of Kurdistan were known. The effect of the reduction of the Export Development Corporation, respectively, of small and medium may be fitted

With regard to operating as factors affecting the development of small and medium industries exports in Kurdistan province known suggestions are as follows

- 1-creation of a joint shipping company, with foreign countries to expand exports.
- 2-rail lines leading to the creation of transit terminal, in the province of Kurdistan.
3. diversify the composition of goods and services for export.
- 4-reduce the State bureaucracy, complex.
- 5-presentation of export goods in foreign markets
6. provide the conditions for the provision of after sales services in foreign markets for the export products in the province.
- 7.presentation of the awards issued for the export of the province in order to encourage exporters suppliers offering price of power suitable for raising the competitiveness of domestic products with foreign products.
- 8.Create a business information system for exporters of information required.
- 9-use the lever to lift the bilateral agreement –.
- 10-create a great company specialized for export in the province of Kurdistan.

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