

Economic factors influencing the market demand analysis Products on the General Company for Woolen Industries

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Abstract

The research aims to identify the reality of the industry in Iraq, and highlights the General Company for Industries woolen production, in terms of its products and factories, its subsidiaries, and the importance of this production, in order to in order to know the nature of consumption by Iraqi consumers and whether his preferences for product importer alternative and find out the causes So.

In order to find formulas and methods in the construction of a national strategy promotes the local product and protects the security system and do the value of human resources, research reach a set of recommendations which, activating the role of consumer protection associations to serve as a civil control over the markets, products and give them the powers to institute criminal proceedings against anyone who offended to the local product. As well as the need to pay attention spinning Iraqi and textile sector and support the most modern technological development and attract more scientific hands to eliminate unemployment in the community, and the imposition of customs duties on imported goods and commodities for the good ones purification and to give an opportunity for local product to compete with those imported products.

Introduction

Measured the progress of nations progress of economic sectors, including the industrial sector, including include multiple types of industries, it serves as the backbone of life and economic lifeline, and woolen industries, but part of those industries. So it was important to have Woolen Industries galore deal of attention, because it works to meet the needs of consumers of these products, as well as the possibility of providing hard currency if a surplus in production, leading to the revitalization of the export sector in the country

Research problem

General Company for Woolen Industries products are suffering in Iraq, the most important of the serious challenges of reduced demand for some of its products in the local market level.

research importance

1. enrich both theoretical and analytical in the subject of vital hurt in the field of market demand for industrial products, including working to increase awareness and interest in this subject.
2. works to draw the attention of state officials to the ways and means by which to achieve the required industrial development.
3. Find derives its significance from the industrial sector and its effective role in stimulating the country's economy and its development.
4. stirring the attention of researchers and specialists to carry out research and studies due to lack of local, Arab research that dealt with the subject.

Research Hypothesis

Market demand for the company's products, general woolen blankets to affected industries in the city of Baghdad, a series of subjective factors of the product

Aim of the research

The research aims to shed light on the genesis of the General Company for Industries Sufism, and knowledge of the products that it produces, as well as the number of factories that make up that company and the production of each of them, and then tries to find a sample survey of consumers about the factors that affect their request on the products that the company views

First: The State Company for Woolen Industries: Growing. Objectives. Product diversity

The General Company for Woolen Industries of the leading specialized textile industry companies, has been known Baractha domestic production and outstanding Iraqi carpeted luxury Bnoayate multiple measurements and Nakecath diverse and woolen blankets undeveloped industrial and wool rugs as well as.

General Company for Industries Sufi Ministry of Industry and Minerals and its headquarters in Baghdad province are related to, a public company under the law of public companies No. (22) for the year 1997, it's also productive unit of economic self-funded and state-owned fully, enjoying legal personality and financial and administrative independence and operate according to economic principles

General Company for Industries Sufi aims to contribute to the national economy in the field of fabrics woolen carpets, blankets, wool washed, yarn and other products that arise under the approved specifications manufacture, so as to achieve the objectives of the development plans and the need for consumers to attain the highest level of growth in employment and production and the adoption of the principle of economic efficiency calculation public funds investment and effectiveness to achieve the goals of the state and raise performance levels to achieve the objectives of the development plans

Activities: General Company for Woolen Industries exercise the following tasks and activities:

A - the production of woolen fabrics, carpets, blankets and washed wool, yarn and other products that arise under the approved specifications.

B - the development and expansion of laboratories and production lines and set up a list of projects and complementary lines and new

c- the purchase and import of production or any materials within the production or their need accessories.

D - marketing of its production inside and outside Iraq. (1)

The evolutionary history of the company:

Established the first public company Industries Sufis in Iraq coefficient in 1926 with a capital of 100 thousand Iraqi dinars and was a follower's spokesman sector (Fattah Pasha) The company evolved in size after securing civil companies in 1964 to be a leader in the production of fabrics woolen blankets mechanical and carpet companies the carpet in force (Alcarepett) has expanded to its current form after merging suggest for laboratories and companies specialized industries woolen and synthetic in Iraq, the following developments experienced by the company (www.scwi.gov)

In 1926 he created Fattah Pasha plant
In 1964, it was nationalized Fattah Pasha plant to become a public company for spinning worsted
In 1971 it was merged Army Martyrs coefficient at Camp Rashid and Adhamiya
In 1987 it was merged General Establishment for fabric mystic in Nasiriyah
In 1988 it was merged General Establishment for national fabric of public and established a textile mystic / Erbil
In 1997 it was named the merged companies public company Industries woolen

Difficulties facing the woolen industry in Iraq

problems associated with production and its requirements:

- (A) laboratories in all its production capacity does not work due to lack of raw materials, non-local, which led to high production costs and lack of profits.
- (B) the technical problems that occur in the production processes that affect the functioning of the operations most of the factories, especially textile and subjected to technical stops in machinery, tools due to technical bugs and lack of original spare parts.
- (C) increase in domestic product prices that has made citizens resort to the purchase of foreign goods due to cheap price compared to local goods, which led to the accumulation of domestic goods in the Iraqi market

Problems related to manpower: related problem initial materials

Problems related to funding

Problems relating to energy sources,

Problems related to marketing

Problems related services

Resolution analysis

The number of questionnaires distributed to them (100) questionnaire, her answer was statistically analyzed and the results were as follows:

- First: - Sex research sample

In males (about 85%) while the proportion of females (about 15%)

Second: Age

The research sample included within our lifetimes variety decades twenty and thirty and forty-fifty years

Third, statistical analysis and the results of the survey questions:

1. Are you with the launch of the initiative (our industry identity) to support the national industry?

It showed the survey results, about 98% of the sample supported the launch of such a initiative, while the proportion who have attained the percentage of those who answered no I know of (2%), and did not answer it any of the research sample both, demonstrates the broad support that received by This initiative

2. Do you think the products General Company for Leather Industries support important?

The results of a poll sample, that some (96%) have stressed the importance of such support, while the answer (about 4%) without know, nor should any of the sample both

3. Do you think that the means of support and marketing products for the General Company for Leather Industries include:

a. Activation of the Tariff Act

Agreed about (70%) of the sample survey on the need for the application of the Tariff Act, is viewed as among the mechanisms and means of the company's products support, while not agree about (20%) of the sample with such a move, where their answers both, and the percentage of those who answered without know about (10%) That result suggests the importance of the application of the Tariff Act, which could contribute to the protection of the national product not to flood the Iraqi market products imported enjoy lower prices, as well as the poor quality of some of them.

B. Activating the National Product Protection Act

Agreed (90%) of the sample survey on activating the National Product Protection Act, as part of the support mechanisms for products General Company for Leather Industries, did not agree with the mechanism (2%) replied with some (8%) without know

c. Attention to technical specifications of the national product (product quality)

Agreed (84%) of the sample survey on the importance of attention to technical specifications of the national product (product quality) as it did not agree with some (4%) and answered the proportion (12%) of the sample without know Indicate that fact, that the technical specifications of great importance for the marketing General Company for Leather Industries products, and increasing demand in the market, so it is necessary to focus on this aspect

d. Taking into account the national consumer taste in product design

Respondents answered that the mechanism did not differ from those that preceded it, as some have agreed (84%) of the sample survey on the importance of taking into account consumer taste when product design, as it did not agree with some (4%) and answered some (12%) without know Therefore, it must be taking into account when the product taking into account the orientations of the public taste in the design community, if they can be to conduct field surveys to study the tastes of society, and the products required by the environment in which they sold out of those products

e. The need to draw a pricing policy commensurate with consumer income

Agreed about (84%) of the sample survey with the view that says the need to fit with the consumer price entry, while the answer to the remainder, amounting to about 16% without know Perhaps that is consistent with the logic that emphasizes the role of prices in the success or marketing policy failure. For Kan is determined by demand for the commodity in diverse markets, as slides that acquire that commodity is determined, so it must be given to the subject of prices importance, for being a part of the important elements in marketing item.

Conclusions

1. local Iraqi industry affected by what struck the Iraqi economy from crises Among the most prominent sectors affected is the textile sector in Iraq.

2. Preferably the Iraqi consumer goods in most cases that combine cheap price and acceptable quality to some extent.

3. reluctant to Iraqi consumers often for the local product as a result of poor quality or higher price for

that product as a result of rising prices of raw materials involved in the local production of the product.

4. it stands out in the national industry not keep pace with the evolution of scientific technological feature for many reasons, making it the quality is weak.
5. indiscriminate import without any controls or restrictions affect negatively on the domestic industry, especially in Iraq and the Iraqi economy

Recommendations:

For the purpose of finding formulas and methods in building a national strategy promotes the local product and protects the security system and do the value of human resources must be taking some observations and recommendations, including:

1. Activate the role of consumer protection associations to serve as. a civil control over the markets, products and give them the powers to institute criminal proceedings against anyone who is abusing the local product .1
2. The need for attention to the Iraqi spinning and weaving sector and support the most modern technological development and attract more scientific hands to eliminate unemployment in the community
3. You must fight corruption because of the disruptive role in the economy and society, which may have a role inflict health, moral and economic damage of the Iraqi consumer
4. impose customs duties on imported goods and commodities in order to purify the good ones and give a chance to the domestic product to compete with those imported products

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