

Identifying and Prioritizing the Strategies of Entrepreneurship Development in Handicraft Sector in Sistan and Baluchestan Province

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Abstract: The main objective of this study was to identify and prioritize strategies for the development of women's entrepreneurship in the field of crafts Sistan and Baluchistan. The research method is descriptive-survey and functional in purpose. The population of this research includes active crafts in the province. Because there was no statistically significant community people are at home jobs. Judgment available to the researcher had to sampling were equal to 60. As well as the required data, the library studies and survey have been obtained. For this purpose, in this study by identifying the strengths, weaknesses, opportunities and threats facing the crafts in Sistan and Baluchestan using interviews and questionnaires and then prioritize them to provide appropriate strategies for women entrepreneurship development in industry Hand province has been studied. The results indicated that among the strengths, unique beauty index handicraft products, especially in needlework with an average rating of 92/9, weaknesses, not index crafts markets, especially in the province and outside the province with an average Rating of 16.6, the opportunity, the index lift sanctions and export opportunities for handicraft products with an average ranking of 25.14, the threat index Rahkarmnasb lack of strategy and international marketing of handicraft products for export with an average rating of 88/4 were a priority. Finally, aggressive strategies (SO) as the top strategy for the development of women's entrepreneurship in the field of handicrafts was selected. According to these results suggest that activists and industry experts to strengthen and improve the program further prompt their advertising from the local to the nationalization move.

Key words: Strategy, development, women entrepreneurship, matrix SWOT, handicrafts

INTRODUCTION

Today, entrepreneurs lavender and symbolizes the struggle and success of entrepreneurs pioneers in the field of economic and commercial success in business and in society. Their proper utilization of opportunities through creativity, innovation and risk taking, gaps and flaws to fix, repair and create added value in their communities. At the present time, keeping continues to ensure the viability and survival of organizations and production companies and service depends on finding solutions and new ways of dealing with the problem. The role of women in conservation and restoration, promotion and development of crafts very serious and important Ast.baaynkh majority of women working in crafts, a housewife but Marrvshny of women in the craft sector is not known. household welfare, reduce the financial burden Brsrprst household, rural women's economic security and most importantly preventing migration to cities (Savari, 2013).

Like other industries, handicrafts and national products can attract significant investment, production

and exports is but the arts were in competition with mass production lead generation, on the other hand difficult socio-economic conditions due to reduced art and the volume of production and artistic exchanges is reduced. Ignoring the issue of ethnic crafts that preserve ancient heritage makes this a valuable and fruitful cultural arts began at an Iranian household consumer goods basket, fade and give way to other production. If crafts to customers' needs and tastes they have special attention and additional, not-too-distant future, more of today to become a luxury item And in the course of the decline of the craft in the country, many people are unemployed, working in the field, thus industrialist family economy and the economies of society is endangered.

Although, the country, Iran has a precious treasure, full of diverse and original designs we have inherited from past generations but should not the repetition and duplication of identical design new products will suffice. It seems that our traditional arts and crafts because of the nature and origin of the concept of "design" and less valued innovation and its products are offered with minimal change from one generation to the

next. Although, no change in the design of a product and maintain its authenticity in cases considered as a value and stone products are many cultural and historical value, from a social viewpoint, every day more and more are pushed back by the waves of modernity the same factors appear valuable to the lack of change and progress in product design through the centuries has become the cause of the decline, stagnation and this product has been abandoned.

Sistan and Baluchistan province with a population of over 2534327 participants who are dedicated to 37/3% of the population and 1/11 of the province are unemployed. In the Northern part of most artisans in the field of weaving, carpet weaving, embroidery and cream in Baluchistan which includes border (Zahedan and Khash) and Makran (Iranshahr, Nik Shahr, Chabahar, apple soldier Vsvran) is 80% women job-needle Embroidered be busy But at least 5% of the craftsmen refer to the Department of Cultural Heritage, Handicrafts and are licensed and the rest of the artisans because they live in rural areas or are not aware because they do not see and do not receive relevant certification that even the rights of them. According to him, the lack of some facilities including a suitable cloth, yarn and fabric customers including problem. According to the above basic questions are:

- The development of women's entrepreneurship strengths in the field of handicrafts (needlework) Sistan and Baluchestan What?
- Weaknesses development of women's entrepreneurship in the field of handicrafts (needlework) Sistan and Baluchestan What?
- The development of women's entrepreneurship opportunities in the field of handicrafts (needlework) Sistan and Baluchestan What?
- Threatens the development of women's entrepreneurship in the field of handicrafts (needlework) Sistan and Baluchestan What?

Purpose of research: The purpose of this study is to identify and prioritize strategies for the development of women's entrepreneurship in the field of handicrafts (needlework) Sistan and Baluchestan Province is the SWOT approach. To this end, we will seek other goals, including the following.

Identify strengths and weaknesses that affect the development of women's entrepreneurship in the field of handicrafts (needlework) Sistan and Baluchestan Province. Identify the opportunities and threats affecting the development of women's entrepreneurship in the field

of handicrafts (needlework) Sistan and Baluchestan Province. Guidelines and the development of women's entrepreneurship in the field of handicrafts (needlework) Sistan and Baluchestan Province.

Theoretical framework

Women's entrepreneurship: Levi Dina female entrepreneurs defined as a person who, alone or in partnership or with the heritage of working with innovations launched or accepted and the acceptance of social responsibility and the administrative and financial risks, dairy fresh supply to the market to buy and sell on opponents prevail (Lovey and Fielion, 1995).

Handicrafts: Crafts to collections of indigenous art industry is said to have more raw materials and essential part of the production is made by hand and hand tools it seems that every unit is a tasteful, artistic and intellectual creativity artisan manufacturer and this distinguishes these products from similar products and machine factory.

Needlework: Needlework, art is valuable as eye, proof of identity, existence and support of Baloch women named Baluchistan has a history dating back to the height of date hence it is also called Balochi embroidery. This beautiful art Baluch tribal region rooted in the fabric of life, reflecting the enthusiasm and creativity of women in the mirror is timeless motifs and designs.

Baluchi needlework or embroidery is deep-rooted among the Baloch tribes and original art with nature is subtle and intimate blend of Baloch women a fusion of pure and natural colors and quiet of nature which can be among the Baluchi women and girls as delicate and full of artistic vision we indeed live Yhtaj fix the economy to provide low-income families can be helped. Embroidered art interesting and elegant at the same time is very hard and with a lot of bumps that can be used to its advantages and disadvantages outlined mention.

The need to develop women's entrepreneurship: Today, the presence on the labor market and their participation in economic and social activities has become one of the most important indicators of human development Because women's economic activity Msstqym poverty and social welfare. With increasing job opportunities for women, the level of culture and education will be upgraded, women earn an independent income and improve nutrition and family health. The success of women entrepreneurs in communities, not only causing economic benefits but also provides social and cultural benefits. He therefore tried to develop programs in addition to the participation of

women in the labor market increases, it also provides the necessary conditions for the development of women entrepreneurship women by creating business and job opportunities for themselves and others to the problem of the end.

Factors affecting women's entrepreneurship: Studies show that factors in women's entrepreneurship in the four areas of demographic, network, organizational factors and environmental factors are.

Personal factors: Dimensions of individual factors to those new business launches and personality characteristics applied to them (Maria, 2012). Factors that reveal personality traits, motivations, goals and demographic factors related to female entrepreneurs these characteristics are partly innate and partly educational products impact society in this dimension is considered the most personality traits and demographic characteristics and we can say personal abilities such as self-esteem and self-perception of women's employment relationship is mutual as your perception of high self-esteem has a direct impact on women's employment and their job situation (Ali and Solmaz, 2012).

Motivation is one of the dimensions of individual factors. According to previous studies, many factors play a role in motivating the entrepreneurial women. Coercive factors such as low income, job dissatisfaction and are hard working. On the other hand the desire of women to have control over and decide whom to encourages entrepreneurial activity (Alam *et al.*, 2011).

Human capital is one of the dimensions of individual factors. The concept of human capital was raised for the first time in economy which implies that people take the time to education and skills acquisition and investment account which is considered to be a type of investment behavior. Which is considered to be a type of investment behavior. These forms of behavior constitute investment in human resources (Zhouqiaoqin *et al.*, 2013).

Network factors: Association of women entrepreneurs with consultants, professional associations and trade as well as close friends, experienced and trusted explains. Women entrepreneurs network of primary and secondary network is composed of two parts. Research shows that social networks of family and friends for entrepreneurs, especially women play an important role (Julio *et al.*, 2014).

Organizational factors: Constituent elements of organizational factors include: management support

entrepreneurship, encourage innovation management, delegation, when opportunities in entrepreneurship, development of entrepreneurial groups, develop a shared vision, organizational constraints.

Environmental factors: Environmental factors play an important role in the development of women's entrepreneurship. Environmental factors including forces that affect the business activities. The business environment is dynamic environment and hence investment in the business and operational activities controls. Understanding the dynamics of the environmental impact on the development of women entrepreneurship is very important for policy makers (Chinonye and Chima, 2010).

Difficulties and obstacles crafts:

- Excessive imports handicrafts from China and Pakistan
- Lack of moral and material support of these industries in the country
- The transfer of knowledge and experience lack of such skills of fathers and masters of the arts of the major challenges facing the present generation is the art-industry
- Improper packaging and lack of diversity, creativity and innovation in producing reliable
- These products do not match the actual needs of the market and consumer tastes

The stranglehold on the supply and sale as well as problems in Frayndtvlyd trade and crafts.

Analytical model: SWOT model is one of the most important and widely used tool strategy that already does not dictate any particular strategy to the organization but this model will help us strategist the first, a set of strategies tailored to the opportunities and threats and weaknesses internal factors create points among the strategies were created and then, choose the most suitable one.

In terms of this model should be a proper strategy to maximize strengths and opportunities and minimize weaknesses and threats. In this model, opportunities and threats represents a major challenge that is favorable or unfavorable environment facing the industry there are companies in contrast, the strengths and weaknesses of the state of environment, internal environment to showcase studied (Feiyz, 2011) (Table 1).

Table 1: Analytical model

Indicators	Dimension concept
R&B exhibiting handicraft products in Chabahar	Strengths
R&B exhibiting handicraft products in Zahedan	
R&B exhibiting handicraft products outside the province.	Strengths
Unionization and crafts cooperatives in order to market	
Designer Iranian Trading	Strengths
The unique beauty of handicraft products, especially in needlework	
Special elegance artistic handicraft products	Strengths
Artistic use of raw materials for the production of handicrafts in the province	
Help people, especially women's employment in the province	Strengths
Meet new domestic markets	
No need for technical and professional expertise and adaptability and the use of local skills	Strengths
The possibility of improving the quality and power production	
The traditional embroidery industry	Strengths
Quick understanding girls with needlework	
Effort and middle-income families to prepare for needlework	Strengths
Prices and raw material costs for needlework (yarn, fabric, etc.)	
Lack of creativity and innovation and diversity in product design and color scheme	Weaknesses
The reluctance of young people, especially girls needlework industry	
Chore of employment-related crafts	Identify and prioritize strategies for women entrepreneurship development in the field of handicrafts (needlework) Sistan and Baluchestan Province
Lack of sufficient knowledge of market needs	
There are middlemen in the market at very low prices handicraft products purchased from artisans	Weaknesses
Do not use promotional tools to sell products in the province	
Lack of markets for handicrafts in the province and outside the province	Weaknesses
Lack of proper planning in the use of existing capabilities and capacity	
Lack of attention to customer needs and tastes	Weaknesses
There was a strong trade union organizations to support the handicraft products	
Lack of handicraft products in the virtual business	Weaknesses
Customer ignorance of the arts crafts	
Too much family orientated education and reinforces the attitude that academic failure is caused crafts	Weaknesses
Art schools crafts short-term shortages in school	
The limited diversity of arts and crafts in school	Weaknesses
Shortage of professional educators in the province of applied arts	
Livelihood and welfare problems and the artisans insurance	Weaknesses
Bank jobs being fixed base crafts	
Visibility of handicraft products	Weaknesses
Reduced public demand for handicraft products because of high prices	
The lack of a perfect fit with the capacity of university disciplines related to arts, crafts	Weaknesses
Lack of specialty crafts in the vocational schools and vocational Province	
Neglect universities and centers of higher education in arts and crafts exhibitions in order to attract the attention of students to the field of arts and crafts	Weaknesses
Weakness and lack of communication curriculum courses in middle and secondary stages of education in relation to the field of arts and crafts	
Neglect of girls' schools and high schools to festivals and exhibitions of art and crafts	Weaknesses
Capacity utilization crafts international exhibitions in Tehran and major cities to supply handicraft products	
International capacity utilization crafts fairs abroad to introduce handicraft products	Opportunities
Interest of citizens outside the province handicraft products	
Interest of citizens abroad to handicraft products	Opportunities
Providing facilities like schools and workshops for craftsmen	
Providing consulting services for craftsmen	Opportunities
Encourage and nurture future craftsmen	
Conservation and preservation of cultural and historical heritage	Opportunities
Note the crafts can be a good source for attracting foreign tourists and tourists	
Cultural infrastructure such as specialized universities and major museums can provide growth and development of crafts	Opportunities
The possibility of exporting handicraft products	
Contribute to the diversification of handicraft products	Opportunities
Investment and development of female entrepreneurship in the province	
Investment and development of women's entrepreneurship outside the province	Opportunities
Innovative work force training in needlework	
Crafts products in various provincial and national festivals	Opportunities
Cooperation, cultural heritage and crafts of artisans	
Accounting artisans and craft bazaar set up crafts can be stabilized position	Opportunities
Promotion and dissemination of other arts and handicraft products	
To lift sanctions and export opportunities handicraft products	Opportunities
The possibility of providing handicraft products in global electronic markets	
The possibility of handicraft products in cyberspace and online stores	Opportunities
The possibility of handicraft products in online stores such as Diji Kala	

Table 1: Continue

Indicators	Dimension concept
The possibility of handicraft products in the international virtual store with the opportunity and the lifting of sanctions	
Excessive imports products from Pakistan, India, Afghanistan and Tajikistan needlework in the province	Threats
Afghan women's participation in Shiraz and Zahedan, Chabahar and with the little money they needlework	
Other handicraft products in bulk in the booth and shops and markets of handicrafts of the province is the province would remain separated	
Do not use promotional tools at global and national level	
Lack of proper marketing strategy and international strategy to export handicraft products	
Lack of cultural support for the department of crafts from artisans	
And lack of supervision on the pricing of guaranteed purchase handicraft products	

MATERIALS AND METHODS

Research methodology: This research categories according to their purpose is an applied research and in terms of how to obtain the required data (study design) is a descriptive survey. The scope of this case is to identify and prioritize strategies for the development of women's entrepreneurship in the field of handicrafts (needlework) is the Sistan-Baluchistan Province. Spatial domain, practitioners and activists crafts Sistan and Baluchestan province and the study period, from December 94 to be Persian date Ordibehesht 95. Data were collected by interview and questionnaire is made Its validity was confirmed by the supervisor and its reliability using SPSS software based on a formula calculated Cronbach Which indicates good reliability of the questionnaire. The study consisted of activists in the province are handicrafts And because people are in a home office, there was no statistically significant community And judgment available to the researcher had to sampling were equal to 60.

RESULTS AND DISCUSSION

Research findings

In this study questionnaire were classified into 4 sections (strengths, weaknesses, opportunities and threats); The status of each item using one-sample t test was evaluated 3 in such a way that the value of t-test were given as mean and experimental mean we compare; If the average experimental than criterion (3) the degree of significance is <0.05; Studied species was not favorable but if the temperature is significantly higher than 0.05 so not significant and then using the Friedman test items have been ranked; strengths, weaknesses, opportunities and threats are ranked on the basis of the average rating was that the most important items index was higher and it is more important to the field of needlework.

Identify strategies for women entrepreneurship development in the field of handicrafts (needlework): At this stage women's entrepreneurship development

strategy in the field of handicrafts (needlework) in terms of internal factors (strengths and weaknesses) and external factors (opportunities and threats) have been identified and then prioritized.

Internal factors affecting the development of women's entrepreneurship in the field of handicrafts (needlework): Internal factors (strengths and weaknesses) development of female entrepreneurship in the field of handicrafts (needlework) is shown in Table 2.

External factors affecting the development of women's entrepreneurship in the field of handicrafts (needlework): At this stage, to identify external factors affecting the development of women's entrepreneurship in the field of handicrafts (needlework) will be discussed (Table 3 and 4).

Women entrepreneurship development strengths in the field of handicrafts (needlework)

What are the city of Zahedan? Jdv14-9 results suggest that indicators based on Friedman test the strengths, unique beauty handicraft products Especially in needlework with the highest average rating (9.92) is the most important strengths of traditional embroidery industry in the second priority And the rest of the indicators are the next priorities. The t-test at a significance level (0.000) shows the hypothetical average mean all the items in good condition are significantly outnumbers so (Table 4). Results Table 5 and 6 shows that the level of significance (0.000) rating is a significant factor.

The weaknesses of women's entrepreneurship development in the field of handicrafts (needlework)

What are the city of Zahedan? Results Table 6 based on Friedman test showed that the index of weakness, the lack of advertising markets to sell products in the province with the highest average rating (16.06) is the most important disadvantage of not having sufficient knowledge of the needs of the market (16.03) in second

Table 2: Internal factors affecting the development of women's entrepreneurship in the field of handicrafts (needlework)

Internal factors (strengths and weaknesses)			
Row	Weaknesses	Row	Strengths
1	Prices and raw material costs for needlework (yam, fabric, etc.)	1	Exhibiting handicraft products in Chabahar in Sistan and Baluchestan
2	Lack of creativity and innovation and diversity in product design and color scheme	2	Exhibiting handicraft products in Zahedan, Sistan and Baluchestan Province
3	The reluctance of young people, especially girls needlework industry	3	Exhibiting handicraft products outside the province of Sistan and Baluchestan Province
4	Chore of employment-related crafts	4	Unionization and crafts cooperatives in order to market
5	Lack of sufficient knowledge of market needs	5	Designer Iranian Trading
6	There are middlemen in the market at very low prices handicraft products purchased from artisans	6	The unique beauty of handicraft products, especially in needlework
7	Do not use promotional tools to sell products in the province	7	Special elegance artistic handicraft products
8	Lack of markets for handicrafts in the province and outside the province	8	Artistic use of raw materials for the production of handicrafts in the province
9	Lack of proper planning in the use of existing capabilities and capacity	9	Help people, especially women's employment in the province
10	Lack of attention to customer needs and tastes	10	Meet new domestic markets
11	There was a strong trade union organizations to support the handicraft products	11	No need for technical and professional expertise and adaptability and the use of local skills
12	Lack of handicraft products in the virtual business	12	The possibility of improving the quality and power production
13	Customer ignorance of the arts crafts	13	The traditional embroidery industry
14	Too much family orientated education and reinforces the attitude that academic failure is caused crafts	14	Quick Understanding Girls with needlework
15	Art schools Crafts short-term shortages in school	15	Effort and middle-income families to prepare for needlework
16	Limited variety of artistic disciplines in art crafts	16	
17	Shortage of professional educators in the province crafts arts	17	
18	The problems of livelihood and welfare and insurance industry	18	
19	Bank jobs being fixed base crafts	19	
20	Visibility of handicraft products	20	
21	Reduced public demand for handicraft products because of high prices	21	
22	The lack of a perfect fit with the capacity of universities in fields related to arts, crafts	22	
23	Lack of specialty crafts in schools and vocational knowledge the province	23	
24	Neglect universities and centers of higher education in art exhibitions of handicrafts in order to attract the attention of students to the field of arts and crafts	24	
25	Weakness and lack of communication curriculum courses in middle and secondary stages of education in relation to areas Arts and crafts	25	
26	Neglect of girls' schools and high schools to festivals and exhibitions related to art and crafts	26	

Table 3: External factors affecting the development of women's entrepreneurship in the field of handicrafts (needlework)

External factors (strengths and weaknesses)			
Row	Threads	Row	Opportunities
1	Excessive imports products from Pakistan, India, Afghanistan and Tajikistan needlework in the province	1	International exhibitions in Tehran capacity utilization crafts and handicraft products to supply big cities
2	Afghan women's participation in Shiraz and Zahedan, Chabahar, etc. which are embroidered with little money	2	International capacity utilization crafts fairs abroad to introduce handicraft products
3	Other products in bulk handicraft stalls and shops and markets of handicrafts of the province is the province would remain separated	3	Interest of citizens outside the province handicraft products
4	Do not use promotional tools at global and national level	4	Interest of citizens abroad handicraft products
5	Lack of proper marketing strategy and international strategy to export handicraft products	5	Providing facilities like schools and workshops for craftsmen
6	Lack of cultural support for the Department of crafts from artisans	6	Providing consulting services for craftsmen
7	lack of supervision on the pricing of guaranteed purchase handicraft products	7	Encourage and nurture future craftsmen
8		8	Conservation and preservation of cultural and historical heritage
9		9	Note the crafts can be a good source for attracting foreign tourists and tourists
10		10	Cultural infrastructure such as specialized universities and major museums can provide growth and development of crafts
11		11	The possibility of exporting handicraft products

Table 3: Continue

External factors (strengths and weaknesses)			
Row	Threads	Row	Oppertunities
12		12	Contribute to the diversification of handicraft products
13		13	Investment and development of female entrepreneurship in the province.
14		14	Investment and the development of a culture of women's entrepreneurship outside the province.
15		15	Offering innovative forces forces working in the field of needlework
16		16	Crafts products in various provincial and national festivals
17		17	Cooperation, cultural heritage and crafts of artisans
18		18	Accounting artisans and craft bazaar set up crafts can be stabilized position
19		19	Promotion and dissemination of other arts and handicraft products
20		20	To lift sanctions and export opportunities handicraft products
21		21	The possibility of providing handicraft products in global electronic markets
22		22	The possibility of providing handicraft products in global electronic markets
23		23	The possibility of handicraft products in online stores such as DJ product
24		24	The possibility of handicraft products in the international virtual store with the opportunity and the lifting of sanctions

Table 4: Indicator status and rank the strengths of the field of handicrafts (needlework) based on t-test and Friedman

Ranks	Indicators strengths	Average	SD	t-test	Sig. degree	Friedman test
1	The unique beauty of handicraft products, especially in needlework	4.80	0.40	34.56	0.00	9.92
2	The traditional embroidery industry	4.72	0.49	27.12	0.00	9.56
3	Special elegance artistic handicraft products	4.70	0.53	24.82	0.00	9.41
4	Quick Understanding Girls with needlework	4.48	0.74	15.36	0.00	8.85
5	Designer Iranian Trading	4.51	0.89	12.9	0.00	8.84
6	The possibility of improving the quality and power production	4.53	0.65	18.27	0.00	8.44
7	Help people, especially women's employment in the province	4.47	0.76	14.76	0.00	8.39
8	Artistic use of raw materials for the production of handicrafts in the province	4.52	0.65	18.05	0.00	8.17
9	Exhibiting handicraft products outside the province of Sistan and Baluchestan Province	4.37	0.93	11.28	0.00	7.89
10	Effort and middle-income families to prepare for needlework	4.28	0.86	11.48	0.00	7.32
11	Unionization and crafts cooperatives in order to market	4.23	0.92	10.3	0.00	7.26
12	No need for technical and professional expertise and adaptability and the use of local skills	4.14	1.13	7.67	0.00	7.22
13	Meet new domestic markets	4.17	1.06	8.52	0.00	7.11
14	Exhibiting handicraft products in Zahedan, Sistan and Baluchestan Province	4.02	1.03	7.62	0.00	6.42
15	Exhibiting handicraft products in Chabahar in Sistan and Baluchestan.	3.77	1.14	5.2	0.00	5.47

Table 5: Indices strengths Friedman test results

Strengths			
Number	χ^2 value	df	Sig. degree
58	103.45	14	0.000

Table 6: Status and ranking indicators weaknesses in the field of handicrafts (needlework) based on t-test and Friedman

Ranks	Indicators strengths	Average	SD	t-test	Sig. degree	Friedman test
1	Lack of markets for handicrafts in the province and outside the province	4.55	0.67	17.79	0.000	16.06
2	There are middlemen in the market at very low prices handicraft products	4.54	0.85	13.81	0.000	16.03
3	Lack of proper planning in the use of existing capabilities and capacity	4.33	1.1	9.39	0.000	15.11
4	Lack of sufficient knowledge of market needs	4.4	0.91	11.6	0.000	15.1
5	Bank jobs being fixed base crafts	4.37	0.86	12.26	0.000	14.86
6	Do not use promotional tools to sell products in the province	4.38	0.97	10.98	0.000	14.73
7	The problems of livelihood and welfare and insurance industry	4.43	0.83	13.36	0.000	14.54
8	Lack of handicraft products in the virtual business	4.37	0.94	11.15	0.000	14.47
9	Visibility of handicraft products	4.4	0.84	12.79	0.000	14.4
10	Reduced public demand for handicraft products because of high prices	4.45	0.72	15.53	0.000	14.35
11	Shortage of professional educators in the province crafts arts	4.37	0.88	11.99	0.000	14.25
12	Lack of creativity and innovation and diversity in product design and color scheme.	4.28	1.07	9.24	0.000	14.19
13	There was a strong trade union organizations to support the handicraft products	4.34	0.95	10.73	0.000	13.98
14	Neglect universities and centers of higher education in art exhibitions of handicrafts in order to attract the attention of students to the field of arts and crafts	4.37	0.86	12.26	0.000	13.72
15	Prices and raw material costs for needlework (yarn, fabric, etc.)	4.13	1.14	7.68	0.000	13.23
16	Art schools Crafts short-term shortages in school	4.22	0.92	10.21	0.000	13.09
17	Lack of specialty crafts in schools and vocational knowledge the province	4.33	0.96	10.56	0.000	13.07

Table 6: Continue

Ranks	Indicators strengths	Average	SD	t-test	Sig. degree	Friedman test
18	Customer ignorance of the arts crafts	4.2	1.05	8.81	0.000	13.06
19	Limited variety of artistic disciplines in art crafts	4.25	0.87	11.05	0.000	13.05
20	Lack of attention to customer needs and tastes	4.17	1.15	7.84	0.000	12.81
21	The lack of a perfect fit with the capacity of universities in fields related to arts, crafts	4.25	0.87	11.05	0.000	12.37
22	The reluctance of young people, especially girls needlework industry	3.88	1.18	5.79	0.000	10.93
23	Neglect of girls' schools and high schools to festivals and exhibitions related to art and crafts	4.08	0.82	10.11	0.000	10.66
24	Chore of employment-related crafts	3.92	1.03	6.89	0.000	10.60
25	Weakness and lack of communication curriculum courses in middle and secondary stages of education in relation to areas Arts & crafts	4.3	0.85	11.85	0.000	10.39
26	Too much family orientated education and reinforces the attitude that academic failure is caused crafts	3.86	1.11	5.88	0.000	9.940

Table 7: Friedman test results indicators weaknesses

Weak points			
Number	χ^2 value	df	Sig. degree
54	88.96	25	0.000

Table 8: Status and ranking in the index field opportunities crafts (embroidery) based on t-test and Friedman

Ranks	Indicators strengths	Average	SD	t-test	Sig. degree	Friedman test
1	To lift sanctions and export opportunities handicraft products	4.72	0.55	23.95	0	14.25
2	The possibility of exporting handicraft products	4.63	0.71	17.76	0	13.91
3	Note the crafts can be a good source for attracting foreign tourists and tourists	4.58	0.78	15.57	0	13.88
4	International exhibitions in Tehran capacity utilization crafts and handicraft products to supply big cities	4.62	0.78	15.99	0	13.65
5	Investment and development of female entrepreneurship in the province.	4.62	0.55	22.55	0	13.23
6	Promotion and dissemination of other arts and handicraft products	4.57	0.74	16.29	0	13.00
7	International capacity utilization crafts fairs abroad to introduce handicraft products	4.52	0.89	13.16	0	12.98
8	Providing facilities like schools and workshops for craftsmen	4.55	0.74	16.09	0	12.89
9	Contribute to the diversification of handicraft products	4.52	0.72	16.12	0	12.87
10	Offering innovative forces forces working in the field of needlework	4.55	0.64	18.5	0	12.75
11	The possibility of handicraft products in the virtual space and large store online	4.58	0.56	21.49	0	12.54
12	Crafts products in various provincial and national festivals	4.53	0.62	19.05	0	12.32
13	Cooperation, cultural heritage and crafts of artisans	4.47	0.85	13.31	0	12.23
14	The possibility of providing handicraft products in global electronic markets	4.48	0.79	14.51	0	12.18
15	Cultural infrastructure such as specialized universities and major museums can provide growth and development of crafts	4.48	0.65	17.65	0	12.08
16	Accounting artisans and craft bazaar set up crafts can be stabilized position	4.52	0.65	18.05	0	12.05
17	Encourage and nurture future craftsmen	4.45	0.74	15.05	0	12.01
18	The possibility of handicraft products in online stores such as DJ product	4.5	0.65	17.84	0	11.89
19	The possibility of handicraft products in the international virtual store with the opportunity and the lifting of sanctions	4.5	0.7	16.57	0	11.88
20	Investment and the development of a culture of women's entrepreneurship outside the province	4.46	0.77	14.48	0	11.69
21	Conservation and preservation of cultural and historical heritage	4.37	0.86	12.26	0	11.54
22	Interest of citizens abroad handicraft products	4.37	0.84	12.42	0	11.41
23	Interest of citizens outside the province handicraft products	4.45	0.56	19.87	0	11.39
23	Providing consulting services for craftsmen	4.47	0.67	16.81	0	11.39

priority and the rest of the indicators are the next priorities. The t-test at a significance level (0.000) shows the hypothetical average mean all the items in good condition are significantly outnumbers so. Results Table 7 shows that the level of significance (0.000) rating is a significant factor.

The opportunity to develop women's entrepreneurship in the field of handicrafts (needlework) What are the city of Zahedan? Results Table 8 based on Friedman test showed that the index of the opportunity to lift sanctions and export opportunities handicraft products with the highest

Table 9: Friedman test results are indicators of opportunity

The opportunity			
Number	χ^2 -value	df	Sig. degree
57	38.41	23	0.023

average rating (14:25) the most important point is the opportunity and the possibility of exporting handicraft products (13.91) in second priority and the rest of the indicators are the next priorities. The t-test at a significance level (0.000) shows the hypothetical average mean all the items in good condition are significantly outnumbers so. Results Table 9 shows the significance level (0.023) rating is a significant factor.

Table 10: Indicators of status and rank threats to the field of handicrafts (needlework) based on t-test and Friedman

Ranks	Indicators strengths	Average	SD	t-test	Sig. degree	Friedman test
1	Lack of proper marketing strategy and international strategy to export handicraft products	4.6	0.58	21.07	0	4.88
2	Do not use promotional tools at global and national level	4.67	0.57	22.53	0	4.41
3	Excessive imports products from Pakistan, India, Afghanistan and Tajikistan needlework in the province	4.55	0.83	14.42	0	4.3
4	And lack of supervision on the pricing of guaranteed purchase handicraft products	4.58	0.76	16.01	0	4.28
5	Afghan women's participation in Shiraz and Zahedan, Chabahar, etc. which are embroidered with little money	4.45	0.92	12.09	0	4.08
6	Lack of cultural support for the department of crafts from artisans	4.25	0.83	11.58	0	3.4
7	Other products in bulk handicraft stalls and shops and markets of handicrafts of the province is the province would remain separated	4.05	1.19	6.78	0	3.35

Table 11: Indices of Friedman test results threat

The threat			
Number	χ^2 value	df	Sig. degree
60	29.35	6	0.000

Table 12: Ranking of using Friedman

Indicator			
Number	χ^2 value	df	Sig. degree
60	23.09	3	0

Table 13: Ranking of average

Indicators	Average rating	Rank
Opportunity	2.98	1
threat	2.78	2
strengthen	2.23	3
weakness	2.00	4

Threatening the development of women's entrepreneurship in the field of handicrafts (needlework)

What are the city of Zahedan? Results Table 10 based on Friedman test showed that the index of the threats, lack of proper marketing strategy and international strategy To export handicraft products with the highest average rating (4.88) is the most important point threat and use of promotional tools at global and national level (4.41) In the second priority and the rest of the indicators are the next priorities. T-test at a significance level (0.000) shows the hypothetical average mean all the items in good condition are significantly outnumbers so. Results Table 11 shows the significance level (0.000) rating is a significant factor (Table 12 and 13).

CONCLUSION

Generally, we in this research is to identify and prioritize strategies for women entrepreneurship development in the field of crafts were Sistan-Baluchistan province. First through questionnaires distributed internal and external factors affecting the development of women's entrepreneurship in the field of crafts were studied. Total 15 factors as strengths, weaknesses operating as 26, 24 operating as the opportunities and threats 7 factors were considered as points. According to

the results of data analysis revealed in Sistan and Baluchestan more strengths than weaknesses and opportunities than threats are more scores. So, the strategy and the strategy for the development of women's entrepreneurship in the field of handicrafts (needlework) Sistan and Baluchestan Province is offensive strategy. The strategy is based on up to a maximum of strengths and opportunities. In such a situation the organization using its strengths to expand their products and services market is moving.

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