

RESEARCH ARTICLE

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Designing an Entrepreneurial Marketing Model for Brand Life Cycle Management (Qualitative Approach)

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Abstract

The main problem of most companies is the short life of brands. The brand life cycle is used by many business managers and plays a very vital role in determining strategies. Considering propulsions and inhibitors that strengthen or hinder this type of marketing, entrepreneurial marketing (EM) is one of the new topics of the brand life cycle management. An accepted framework for EM and identification of effective factors for brand cycle management is not available. Therefore, the purpose of this article for solving the above mentioned problem is to design an EM model for brand life cycle management. This is how this paper contributes in this regard. The necessity of this research is the short life of brands and the waste of economic and social capital. This current research has qualitative approach and is descriptive-exploratory in data process with conceptual qualitative analysis methodology. The tool applied in this research are interviews (semi-structured) and the population of this paper includes managers, marketing and brand experts in the field of chemicals, medicine and facilities industries in Eshtehard industrial zone of Tehran, Iran. The target community have been selected by snowball sampling method. Interviews extracted data has been classified by Open, axial and selective codes and were analyzed by Maxqda software. After investigating of codes by experts and eliminating items less than critical amount of 0.62 (according to Lawche formula), finally 166 codes and 23 components as propulsion and 84 codes and 16 components as inhibitors of EM were identified and categorized for brand life cycle management. The conceptual model of this paper has been reached from the review of the research background and interviews with the experts and by the final investigations, we reached to the conclusion that propulsion and inhibitors are affecting on entrepreneurial marketing and consequently on brand life cycle management. The results of this research shows that entrepreneurial marketing is a suitable solution to manage the brand life cycle and prevent the early decline of brands.

Keywords: *Entrepreneurial Marketing, Brand Life Cycle Management, Propulsion and Inhibitors of Entrepreneurial Marketing*

Introduction

In 21st century's competitive markets, brands are always trying to create a favorable image of their products and services in order to create more approving attitudes in customers (Jalalzadeh & Momeni, 2024). Extending the life of brands in the contemporary era is one of the concerns of

entrepreneurial businesses. At the same time, brand rejuvenation has a positive effect on the attitudinal and behavioral loyalty of customers. It is the distribution of goods and services that leads to data and ultimately determines the individual and organizational needs of customers (Taghizade, et al.2022). In ambiguity and uncertainty environment,

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the evidence shows that entrepreneurial companies are more effective in managing the life cycle of their brand. One of the strategies used in this regard is entrepreneurial marketing. This type of marketing, as a new strategy, is a theoretical structure to establish a connection between the concepts of marketing and entrepreneurship (Mohabattalab & Rezvan, 2018). In other hand, brands have various ups and downs during their lifetime and usually decline during maturity, which many organizations ignore and lose time and practically witness the death of their brand (Nasimi, 2017). The brand decline reasons are different among industries. The expansion of competitive markets has drawn managers' attention to this category more than ever in recent years. By reviewing all the articles and books between 2010 and 2024, We have noticed that scientific and accepted framework for identifying the propulsion and inhibitors on entrepreneurial marketing and a comprehensive model for brand life cycle management is not available and very few researches have been done about it at the national and international level, so we find the theoretical and practical gap in this field. Therefore, this research seeks to identify the propulsion and inhibitors of entrepreneurial marketing and is followed by the design of an entrepreneurial marketing model to manage the life cycle of the brand in the field of chemicals, medicine and facilities industries.

Research Literature

Entrepreneurial marketing is a key strategy to guide and determine the sustainability of businesses. In most models, the consequences and results of applying entrepreneurial marketing in organizations have been effective in the form of various factors (Taghizade, et al, 2022). Entrepreneurial marketing is a connecting concept between two fields of marketing and entrepreneurship. The first case is the role that marketing plays in the field of entrepreneurship and is a vital issue for entrepreneurial businesses. The second case is the role that entrepreneurship can play

in the field of marketing, innovation and creative methods that are the subject of entrepreneurship. Entrepreneurial marketing is an action that is defined as effectiveness in facing opportunity, innovation, risk and limited resources and the adaptation of marketing to business needs (Kousegharavi & Safarianhamedani, 2019). Unlike traditional marketing that focuses on the customer, entrepreneurial marketing is equally focused on both the customer and the entrepreneur and is influenced by the values and personal characteristics of the entrepreneur. Entrepreneurial and traditional marketing differ from each other in different aspects such as the approach toward the future, decision-making basis, and the attitude towards risk, the external environment and the unforeseen possibilities. In contemporary times, there is no single international consensus regarding the number and content of entrepreneurial marketing dimensions (Jaberi, et al, 2018). The proposed dimensions of entrepreneurial marketing are not independent and have influence on each other, while the dimensions or strategies of entrepreneurial marketing are different from its mix marketing. On the other hand, brands as the main capital of organizations, like living organisms, have beginnings and growth and decline periods and finally death. The reasons for the decline of the brand are very complex and the expansion of competitive markets has drawn the attention of managers to this category more than before (Haig, 2005). Rejuvenation is a way to prevent this decline. Brand rejuvenation is adding value to an existing brand by improving product features and its current image. Therefore, one of the effective strategies to prevent death and change of direction, or in other words to manage the life cycle of the brand, is entrepreneurial marketing (Aghaei, et al, 2021).

Research Background

There has not been a direct study on the presentation of the entrepreneurial marketing model for managing the life cycle of brands

by now, but similar domestic and international studies can be mentioned in this field. Yun Hong et al., (2024) expressed that while many aspects of entrepreneurial marketing fundamentals remain important, distinct factors influence entrepreneurial marketing and decision-making on the online marketplace. The online framework of entrepreneurial marketing can be visualized as trend-oriented, data-oriented, entrepreneur-oriented and innovative-oriented. It has stated that a greater understanding of the concept of entrepreneurial marketing and the impact of dimensions on the company's performance is one of the concerns of many companies, who finally found that the overall performance of companies has a positive effect on the various dimensions of entrepreneurial marketing. This research states that the increasing use of CRM² in companies is one of the pillars of technological and social changes in entrepreneurship, which is a clear example of how big data can be useful for society. Feng Wei and Yi Zhang (2021) investigated how the stages of the product life cycle, charismatic leadership, environmental performance and product life cycle affect production. After examining these relationships and collecting information in SME,³ it was concluded that the charismatic leadership of organizations helps to advance and improve environmental performance and sustainable development by exchanging opinions between shareholders, and ultimately environmental performance improves and economic performance will also be improved to maintain sustainability. Olovasanmiwadgi (2016) in his paper stated, by focusing on application of the product life cycle as a factor determining the strategies of SME in emerging economics, analyzes the relationship between the product life cycle and entrepreneurial marketing decisions, considering the background of the old products and early failure of startups. This study emphasizes the importance of theoretical and practical knowledge of the

concept of product life cycle in entrepreneurial marketing activities and also studies benefits such as effective product planning and cost advantage over life cycle stages for young entrepreneurs in emerging countries. Zahra Kazemi et al., (2024) states that startups play an important role in the growth and development of societies in today's world. Startups makes ideas creation, entrepreneurship, industry growth, new diverse businesses and innovative technologies. It is a turning point in the economy that has opened a new window for developed and developing countries so that they can get more benefits from the development in the field of knowledge-based economy. Therefore, in order to help surviving of start-up companies in the dynamic business environment, they need to have key marketing capabilities in the model that fits their life cycle. Startups can use this model as a scientific tool to make decisions and to solve their problems and to use the marketing capabilities in dynamic business environment. So they get to know the important marketing capabilities in different stages, strengthen these capabilities and add them to their previous capabilities. Samiya Abash Loui Aghdam et al., (2024) stated that due to the fact that social network marketing communication has created a new and profound transformation in businesses, retailers should take care of their customers and attract new customers through the introduction and advertising of their products. Pahlavani et al., (2024), suggests that arrangements be made based on knowledge and communication and information, innovations to promote the branding of consumer goods with a social responsibility approach. Hossein Mohammadi et al., (2023) states that a suitable marketing strategy is necessary to increase sales and profitability at different stages of the product life cycle. The results showed that the variables of manager's experience, education, product type, competitiveness, reputation of the brand and

² Customer Relationship Management

³ Small and Medium-sized Enterprise

market share, had a significant impact on the chosen strategy in different stages of the product life cycle. Therefore, the profitability of a company in the market can be improved by implementing a marketing strategy based on the type of product and in relation to the specific stages of the product life cycle. Masood Taghizadeh et al., (2023) states that providing services to customers can be an effective factor in the country's economic growth. Considering the importance of industries and increasing competitiveness among them, entrepreneurial marketing plays a very important role in achieving organizational goals and obtaining the most profitability. The results show that the entrepreneurial marketing model in these industries consists of three categories of contextual, causal, and environmental factors and dimensions, including creativity, risk-taking, innovation, market-orientation, and opportunism. The results showed that all factors are effective in entrepreneurial marketing in service and general industries.

Research Methodology

According to the purpose of the research, it is a Descriptive-Exploratory type. In order to

achieve the goals, qualitative content analysis was used. Qualitative content analysis can be a research method for the mental interpretation of the content of textual data through the processes of systematic classification, coding and schematization or design of well-known patterns (Hsiu-Fang & Shannon, 2005). In the content analysis method, by using the analysis of linguistic messages, it is possible to discover meanings, priorities, attitudes, methods of understanding and organization (Wilkininhibitor & Birmingham, 2003). The statistical population of the current study includes managers and marketing experts in the fields of medicine, chemical, food and facilities industries. In order to extract the codes using the theoretical sampling method until theoretical saturation was reached, a total of ten in-depth semi-structured interviews were conducted in order to extract the model and components of entrepreneurial marketing propulsion and inhibitors. Qualitative content analysis has been used in this research. The key questions of these interviews are listed in table I and details of the interviewees are shown in table 2.

Table 1.

List of Interview Questions

1. What is the marketing model in your business?
2. What stage is your brand in according to the brand life cycle?
3. What steps have you taken to rejuvenate your brand during its declining phase?
4. If you have saved your brand from death, what has been your solution?
5. What are the propulsions of your business marketing?
6. What are the inhibitors of your business?
7. Are these factors effective in managing the life cycle of your brand?
8. Have you made any decisions to change this cycle?
9. Do you have any experience with the decline of your brand?
10. What decisions have you made to help grow your brand?
11. Have you experienced the death of your brand?
12. How do you use entrepreneurial marketing to obtain marketing opportunities?

Table 2.
Details of the interviewees

	name,	born,	experience	education	Job position	Field of activity
1	M.Z	1963	25	Management PhD.	CEO	Foods Production
2	B.D	1971	20	Doctor	CEO	Medical Appliance
3	R.M	1974	20	Veterinarian	Business manager	Vaccines importer
4	M.B	1970	22	Civil Eng.	Managing Director	Construction projects
5	H.K	1981	17	Chemical Eng.	Business manager	Industrial Resin Manufacturer
6	A.M	1974	20	agricultural engineering	Managing director.	Distributor of rubber products
7	R.Z	1983	15	Business Management	Business manager	Producer of cast iron boilers
8	H.R	1976	20	Electronic Eng.	CEO	Producer of Electrical Equipment
9	M. R	1975	23	Polymer Eng.	Managing Director	Manufacture of Engineered Material
10	P. h	1974	25	Chemical Eng.	Managing Director	Importer of Chemical Materials

Research Findings

This research has been conducted by using the method of content analysis and in-depth semi-structured interviews with managers and marketing experts and brand specialists in the medical, chemicals, food and facilities and utility industries and consequently by implementing the interviews and coding all the sentences and revisions several times and reviewing the codes by experts and scoring (CVR) according to Lawshe method,

removing options less than the critical limit (0.62), we found 164 indicators of entrepreneurial marketing propulsion for brand life cycle management that identified in 23 components. On the other hand, 84 indicators of entrepreneurial marketing inhibitors were identified in 16 components in order to manage the brand life cycle. Coding are shown in tables 3 and 4, and the main components are shown in charts I to 3.

Table 3.
Open and axial coding of entrepreneurial marketing propulsion.

Selective codes	Axial codes
1- Entrepreneurial Perception	1- Correct understanding of customer needs 2- Exercise in understanding 3- Knowing reality and truth 4- Investing in the customer's mind 5- Recognizing consumer perception
2- Consumer Perception	6- Changing consumer perception 7- Improving consumer understanding 8- Wide public relations
3- Pyramidal Communication	9- Continuous communication 10- Effective communication 11- Education
4- Knowledge Creation	12- Presence in specialized markets 13- Training for customers in deprived areas 14- Training by the main company 15- Production of educational contents

Selective codes	Axial codes
5- Market-Oriented	16- Localization of educational content
	17- Implication of practical skills
	18- Training during the sales process
	19- Transferring experience to the customer
	20- Participating in conferences and seminars
	21- Accompanying industry experts
	22- Practical indirect training
	23- Market segmentation
	24- Proper knowledge of the market
	25- Understanding of the current market situation
	26- Monitoring new markets
	27- Inspection of products
	28- Evaluating the performance of the marketing team
6- Market-Oriented	29- Creating a competitive advantage
	30- Recognition of competitors
	31- Respect for veterans
	32- Learning from market experts
	33- Communication with market intermediaries
7- Entrepreneurial Insight	34- Policy of managers
	35- Managers' vision horizon
	36- The productive thinking of the founders
	37- Recognition the capacity of managers
	38- Improving the visibility of employees
	39- Using flexible policies
	40- Recognition the real needs of customers
8- Creative Advertising	41- Recognition the real size of the market
	42- Using sponsors
	43- Using creative techniques
	44- Advertising targeting
	45- Systematic advertisements
	46- Continuous brand analysis
	47- Analysis of the current market situation
	48- Analysis of competitors and customers
	49- Product analysis design
	50- Continuous follow-up of customer feedback
9- Entrepreneurial Analysis	51- Recognition the position of the organization
	52- Designing a market map
	53- Recognition the position of the product
	54- Finding product and brand complications
	55- Monitoring hidden factors in the market
	56- Movement in attractive markets
	57- Avoiding marginal markets
	58- Responding to customers' verbal comments
	59- Incidental pursuits
	60- Risk and opportunity management
	61- Revision of the organization's processes
	62- Analyses personnel performance
10- Schumpeter Destruction	63- Evaluation of best-selling brands
	64- Analysis of market blind spots
	65- Innovation in quality
	66- Innovation in production
	67- Creative localization
11- Schumpeter Destruction	68- Recognizing hidden needs
	69- Creative negotiations
	70- Providing creative promotions
	71- Discovery of opportunity windows
	72- Creation of new marketing methods
	73- Innovative improvement of personnel motivation

Selective codes	Axial codes
12- Creative Promotions	74- Creative research and development
	75- Changes in packaging
	76- Change in distribution of products
	77- Distribution of information required by the customer
	78- Intelligent distribution in times of scarcity
	79- Creating a smart distribution chain
	80- Flexible distribution management
	81- Supply during holidays
	82- Creative product supply
	83- Creating flexible payment terms
	84- Recognition the promotions intended
	85- Commitment to the quality of expression
13- Quality Red Line	86- Commitment to agreed quality
	87- Commitment to of continuous quality improvement
	88- Influencing of the national standard
	89- Carrying out slogans of the organization
	90- Independent and powerful quality control
	91- Real after-sales service
	92- Quality change with customer comments
	93- Preparation of the best raw materials
	94- Monitoring the quality of products
	95- Revision of quality assurance processes
	96- systematic design of processes
	97- Designing new marketing systems
14- Systemic Thinking	98- Establishing ISO9001
	99- Systematic sales system
	100- CRM deployment
	101- Using system tools
	102- Production of categorized products
15- Variety of Product Portfolio	103- Offering various products
	104- Production of by-products of profit
	105- Production of single products
	106- Quantitative and qualitative development
16- Variety of Product Portfolio	107- Provision of special ancillary services
	108- Production according to the capacity
	109- Specialized outsourcing
	110- Increasing the intensity of production and sales
17- Desired Development	111- Technical development of products
	112- Creating infrastructure for development
	113- Simulating reference products
	114- Domestic production of imported products
18- Constructive Opportunity	115- Turning threats into opportunities
	116- Aligning with global policies
	117- Using international laws
	118- Continuous and constructive changes
	119- Government oriented production policies
	120- Laws approved by the legislature
19- Entrepreneurial Government	121- Financial policies of the axial bank
	122- Incentive policies of the ministry
	123- Support of knowledge bases
	124- These are useful executive letters
	125- Production subsidies
20- Constructive Competition	126- Creating a specific competitive advantage
	127- Creating a pricing system
	128- Contingent flexibility in selling price
21- Investment Portfolio	129- Investment in parallel markets
	130- Entering the new markets of profitable

Selective codes	Axial codes
22- Entrepreneurial Personality	131- Creation of vertical and horizontal markets
	132- Entry into global markets
	133- Genetic factors
	134- Behavioral stability
	135- Attitude towards the growth of the senior manager
	136- Entrepreneur's risk tolerance
	137- Belief in leading the senior manager
	138- Humble character
	139- Creative character
	140- Presenting products with modern technology
23- Acceptable Technology	141- Making products with approved technology
	142- Technological production process
	143- Quality localization
	144- Comprehensive defense of the quality provided
24- Acceptable Technology	145- Producing products with competitive quality
	146- Providing classified products
	147- Creating a flexible technology system
25- Creative Mission-Oriented	148- Innovative policies of the organization
	149- Internal creative policies of the organization
	150- Compliance with legal and legal issues
	151- Belief in customer-centered health
	152- Honoring the loyalty of customers
26- The Miracle of the Brand	153- Increasing brand power
	154- Improving brand reputation
	155- Brand Durability
	156- Continuous improvement of brand reputation
	157- Familiarity with all angles of the brand
	158- Respecting the trust of customers
	159- Creating an effective brand
	160- Creating a leading brand
	161- Proper budgeting
	162- Use of bank facilities
27- Financial Genius	163- Creative financial management
	164- Adequate attraction of capital

Table 4.
Open and axial coding of entrepreneurial marketing inhibitors

	Selective codes	Axial codes
1	Fake standards	1- Weakness of regulatory institutions
		2- Old and ineffective reference standards
		3- critical situation of the domestic market
		4- Lack of accurate knowledge of competitors
		5- Disproportionate product distribution
		6- Weakness in the marketing system
		7- Basket of disproportionate products
2	Anti-Market	8- Disproportionate promotions for customers
		9- Distance from the customer
		10- Lack of real knowledge of the customer
		11- Wrong choice of target market
		12- Not using marketing techniques
		13- Adoption of domestic unstable policies
3	Anti-Market	14- Production inconsistent with the request
		15- Being unavailable to the customer
4	Drop Budget	16- Lack of liquidity
		17- Insufficient fixed and circulating capital

Selective codes		Axial codes
5	Breach of Contract	18- Inability to fulfill financial obligations
		19- damage to the organization's reputation
		20- Lack of initial obligations
		21- Non commitment to implementation plans
		22- Lack of commitment to primary goals
6	Bubble Analysis	23- Infeasibility of production and sales
		24- Gradual and imperceptible destruction
		25- Lack of analysis of the market and competitors
		26- Inefficiency of organization analysis tool
7	Destructive Changes	27- Unreasonable change of strategies
		28- Resistance against global changes
		29- Making wrong managerial decisions
		30- Determining incorrect positions in crises
		31- Unwillingness to improve knowledge
8	Outdated Thinking	32- Lack of teaching new skills
		33- Failure to implement constructive programs
		34- Failure to implement creative changes
		35- Seniority of decision making managers
		36- Not understanding the situation in the market
9	Illusion of Awareness	37- Mismatch of skills with job position
		38- Failure to pay attention to subtle changes
		39- Failure to pay attention to feedback
		40- Failure to pay attention to real potentials
		41- Lack of recognition of real capacities
10	Factory Illusion	42- Lack of understanding of the target market
		43- Lack of accurate knowledge of products
		44- Lack of energy for production
		45- Disproportionate production space
		46- Variety of raw materials for production
11	External Threats	47- Failure to employ skilled manpower
		48- Limitations of production infrastructure
		49- Lack of production raw materials
		50- worn lines of the production line
		51- Inability to produce according to the request
12	External Threats	52- Widespread epidemic diseases
		53- Unexpected natural factors
		54- New international laws
		55- Global sanctions
		56- Global political changes
13	Self-Sanction	57- Anti productive judicial laws
		58- Non transparent tax and insurance laws
		59- Complicated customs rules
		60- Contradictory currency policy of the bank
		61- Government monopolies
14	Non Destructive Competition	62- Laws against the production of the legislator
		63- Contradictory strategies of devastation
		64- Disproportionate policies of the Ministries
		65- Many government policies
		66- Dummy companies
15	Lack of Quality Commitment	67- competitive prices
		68- The pressure of new competitors
		69- Decreasing consumer purchasing power
		70- Decreasing the organization's profit margin
		71- Low quality production
16	Entrepreneurs Personality	72- Increasing guess and error productions
		73- Managers' limited horizons
		74- Managers not focusing on the main core
		75- Job diversification
		76- Inability to discover opportunities

Selective codes	Axial codes
17 Lawlessness	77- Weak personality type of managers
	78- Lack of decisiveness in decision making
	79- Managers' lack of risk taking
	80- Failure to comply with legal and requirements
	81- Inability to face challenges
	82- Lack of brand registration and
	83- Unsatisfied employee
	84- Nonstandard departure of personality

The conceptual model

The conceptual model of the research resulting from the review of the background of the research and interview with the experts and the final investigations, we reached to the conclusion that propulsion and inhibitors are

affecting on entrepreneurial marketing and consequently on brand life cycle management. As a result, the research model is shown in chart I and the factors affecting propulsions and inhibitors of entrepreneurial marketing are shown in charts 2 and 3.

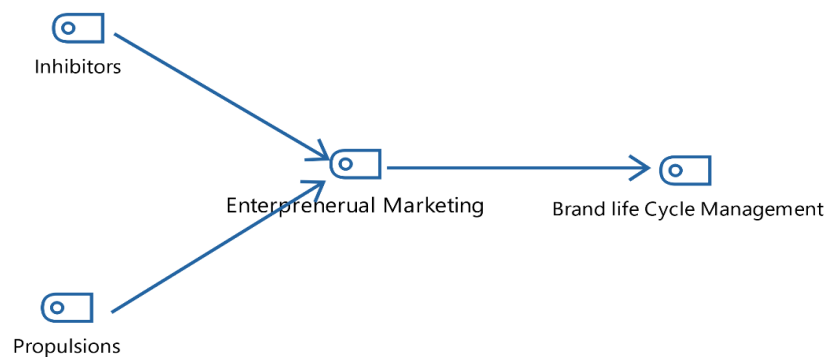


Chart 1. *The Conceptual Model*

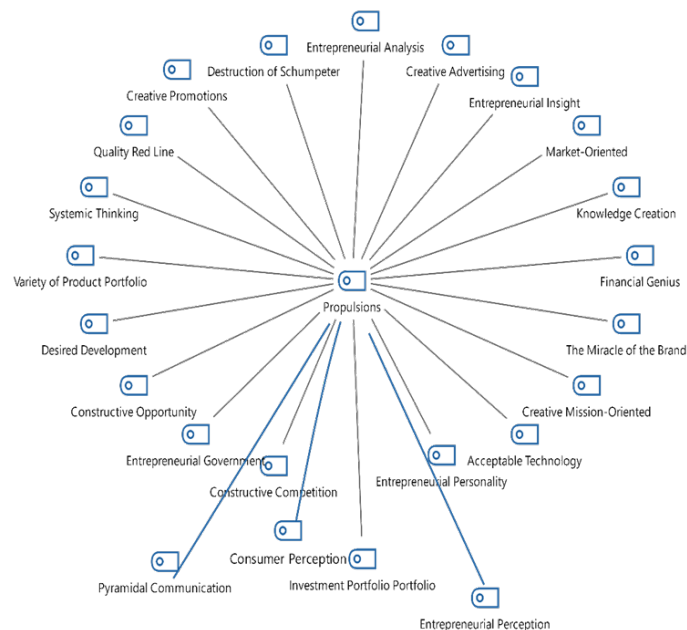


Chart 2. *The Agents of Entrepreneurial Marketing Propulsions*

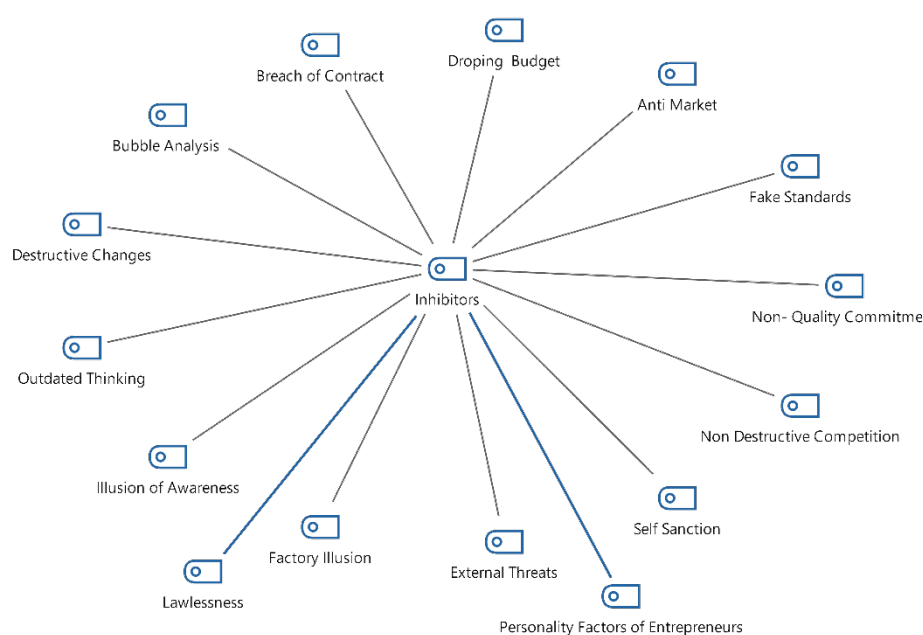


Chart 3. *The Agents of Entrepreneurial Marketing Inhibitors*

Results and Discussion

After the final review, the results show that the effective propulsions of marketing in the direction of brand life cycle management are entrepreneurial perception, real understanding of consumer needs, and practice in understanding perception problems, differentiation in recognizing reality and truth, and investigation in the minds of customers. Understanding the consumer's perception as a very vital issue in the dominance of the consumer's perception in entrepreneurial marketing plays an important role. Entrepreneurial marketers, with extensive, continuous and effective communication and by using training, presence in specialized markets, serving customers in deprived areas, training by parent companies, production of training content, localization of training, transfer of user information, training during sales, transfer experience, participation in conferences and accompanying experts and indirect training always seek to create knowledge, which acts as an effective factor in marketing and changing the life cycle of the brand. The term market-oriented is a word equivalent to entrepreneurship marketers. Entrepreneurs must always have a

correct understanding of the market situation by segmented and accurate knowledge, while carefully monitoring the product and new markets and constantly monitoring the marketing personality and distinguishing themselves with exclusive market techniques. They consider the competitors' activities while communicating with the seniors of the market. Entrepreneurial marketing as a type of insight is dependent on the policy, vision and main approach of the funders, which is followed by the promotion and increase of capacity. Meanwhile, by implementing flexible policies, it is possible to understand the market correctly and improve its capacity accordingly. In Entrepreneurial attitude, advertising has been removed from the organization's cost and is a kind of investment to maintain and promote the brand, provided that it uses creative ideas. The use of sponsors leads the organization to effective, systematic and intelligent advertising. Growth always follows analysis, so in order to prevent brand decline, entrepreneurial marketers should always analyze themselves, organization and the market. Analysis takes place with a correct understanding of the product position, customer feedback, profit and loss analysis,

brand life, and hidden factors, recognition of profitable markets, elimination of troublesome markets, risk and opportunity management, evaluation of personality performance, evaluation of mature brands, and analysis of market blind spots Entrepreneurship is synonymous with the innovation. Innovation in quality, manufacturing methods, customer recognition, negotiations, service delivery, marketing methods and realization and development, these are among the most important things that lead marketers towards entrepreneurship and ultimately brand life cycle management. The types of promotions offered to customers have changed recently, therefore organizations should look for changes in packaging, intelligent distribution, timely and creative supply so they should design their promotions according to market needs. Organizations must have a quality standard (red line). The commitment to the company basic slogans are among the basic principles of every organization. Entrepreneurial companies continuously increase quality and upgrade their product standards measures by strong quality control (QC) products, after-sales services and reviewing processes frequently. Ensuring quality and providing standard raw materials and must remain loyal to their original covenant with the customer. Entrepreneurs must always think systematically by designing new marketing processes and systems, establishing various ISO⁴ systems, and using tools such as CRM. And this attitude will consequently lead to brand rejuvenation. Marketers are more successful in companies that have a diversified product portfolio, producing classified products, providing effective services, producing profitable side products, creating creative products and developing quantitative and qualitative products, providing special side services. According to the capacity of the organization, they always help the entrepreneurial marketers to promote the brand. Optimum development is

one of the necessities of today's society and organizations should look for specialized outsourcing, increase production and sales capacity and technical development of products. They must develop psychological infrastructure of the organization, technical simulation and move towards localization and production in order to maintain and promote their brand. Entrepreneurs should produce imported products step by step and reduce their overhead costs. Organizations are not isolated from the society and are always exposed to changes in policies and laws at the macro and micro level so entrepreneurs can take advantage of present and future opportunities and avoid threats. In addition to external threats, some entrepreneurial governments support them with production-oriented policies, flexible laws and incentive regulations. Organizations must have an attractive competitive advantage and operate with flexible prices in the markets and always compete and be constructive. In today's turbulent environment, organizations must make many investments and discover new and unknown markets and make various investments while using export markets. Along with all the factors affecting marketing, the psychological factors of the entrepreneur have tremendous effects on the organization. Genetic factors, behavioral stability, risk taking, desire for power and being a leader are some of the factors that the policy of organizations depends on. The technology provided by the organization should be in accordance with modern technology, transparent, competitive, defensible, flexible and suitable for the market. These factors are rooted in the main mission of the organization. Keeping and maintaining a brand is as difficult as creating it. Customer loyalty, power, reputation, credibility of the brands, internal policies of managers and believing in the principle of customer health, should be among of main missions of an entrepreneurial organization. The last word is that by using the propulsions

⁴ International Standard Organization

and staying away from entrepreneurial marketing inhibitors, it is possible to solve the basic problem of the organization which is the early death of the brand and create a new opportunity in the organization and increase the life of the brand and in some cases with cycle management Change the direction of the brand life, the downward slope.

Limitations and Managerial Suggestions

It seems that the research is sufficient and has achieved its goals but we have faced some limitations in this research such as the lack of full disclosure of information by experts about their brands, the lack of careful analysis of the owners of brands that were declining, and the lack of simultaneous access to marketers and the main owners of businesses .Regarding the entrepreneurial marketing model and the identification of the propulsion and inhibitors of entrepreneurial marketing of the brand life cycle in its different stages, it is suggested that researchers specifically conduct their research in five stages of the brand life cycle. Besides, it is possible to check these factors in service brands and benefit from the extended community of experts.

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