



The use of the Boston matrix (BCG) in the futurism of Iran's shrimp export trade and strategic planning Iran's role in the future of international shrimp trade

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Abstract:

Shrimp farming is of great importance in the world in food supply and the shrimp export market for Iran in 2019 was \$ 170 million. Future research requires detailed planning scenarios for the next 25 years so that Iran can maintain its export markets and, in addition, be able to export up to \$ 2 billion last years. This requires planning and solving the problems of existing production and investment, and fundamental changes in current traditional production systems in shrimp ponds to new systems such as biofloc system shrimp. Using the BCG matrix and determining the working method along with determining the strategy to reach the largest shrimp producer in the Middle East are the goals that are needed in the future of Iranian shrimp research. The required strategic planning must have a financial, technical, and economic support program and, as an application, must be taken seriously with practical steps to achieve the set goals.

Keywords: Futurism, Boston Matrix (BCG), Shrimp Export, Iran Shrimp, Strategic Planning, International Trade, Shrimp Trade Future