



## **Competitive Strategy in Afghanistan Saffron Sector**

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### **Abstract**

Over the centuries, the world has become integrated economically, socially, politically and culturally due to the fast growing nature of globalization. A sectors capacity to produce products at a lower cost or offer them at a more competitive price includes the cost of inputs and production factors which therefore makes the sector competition analysis made at the national level not enough to define the industrial structures of the country's economy. Therefore, it is necessary to review the country's economy, its positions among the world's economies and examine the national competition power in terms of international competitions. This study seeks to examine the monopolistic structures of saffron, companies in the world saffron industry, and the structure of the saffron industry and the competitiveness of saffron companies in Afghanistan. With the special attention and the expanding of saffron production areas in Afghanistan, farmers are likely to make a major contribution to the country's economy. In addition, safer production of saffron will be encouraged by the high economic returns and this will motivate low- income farmers to do lucrative business in the sector. However, farmers will be free from the obligation to produce harmful plants in Helmand and other cities. Also, renewing its international co-operation and image with the country that made an effective initiative in the struggle with elements that negatively affected them would be a great step towards the country's reform. The study has thoroughly analyzed the strategic management and general competition strategies, international markets, the activities of enterprises in international markets, the way of entering into the international markets and as well as the general evaluation

of the Afghanistan saffron sector. Nevertheless, SWOT analysis was carried out in the saffron sector of Afghanistan to describe competition strategies.

**Key words:** Afghanistan saffron industry, saffron, strategic, competition strategy, international market, competition, SWOT analysis