

# Critical Management

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**Abstract:** Crisis is a main commotion in organization which has expended predicate covering and pry to normal activities of organization and also can effect politically, legally, financially, and statly to organization. Economical institutes that stir in loom and clothing industry, there are about 8 thousands loom unit in our country which about 75 percent's of those are p\off. producers are obligated to produce under capacity name cause to manufactured goods gathering in factories store and manufacture according to selling cost decreasing that according to statics, between 35 to 45 percent's are working in name capacity and in comparison to global standards industry which between 80 to 90 percent is name capacity is very low and as a result non-absorption costs to manufacture explains that investing record, increasing add losses process, and finally manufacture decreasing effect all manufacture units. Increasing workmen's costs, energy and transportation costs ( after targeting subsidies ), non-use laws like complications aggregation ( about 4 percent in 1390 ), cotton imports and Chinese textiles which is in very low level and string and yam cost is orderly 20 to 25 percent's and 5 to 10 percent's and according to international money fund report in middle east countries our country is the fourth country which has high cost. Entering smuggled goods with 70 percent s to loom goods business, effect loom industry because most of primal materials are importing and in loom units.

We import primal materials like viscous, polyester and acrylic and potency of interior manufacture is not in a level that can afford necessary primal material. we import cotton in such conditions that more then 90 percent's of chemicals and industry machines and spare parts are imports. When there's boycott limitations like credit opening and exchange from some countries are making problems for our producers. In this research we are trying to examine exterior ways.

## Beginning

Crisis can be staged in different ways. From begin sudden or slow aspect which have these possibilities, high speed and no previous alarm, being visible, occurred in exact time and cause of on- comp lance of organization one or a few environmental aspects are produced. Stately crisis have some utilities : high potency to predicating, start dot from one threshold during time passes possibility of occurred is more and from non – compliance with some aspects from environment is created.

- 1) Being ready is determining in recompense decrease.
- 2) Suddenly deciding based on uncompleted data, in creasing recompense domain.
- 3) Relations in different dimensions, have determining effect in crisis controlling.
- 4) Unawareness is first damaging factor in crisis.
- 5) Adopting effective decides based on proper data cause decreasing recompense of fest crisis control.
- 7) No crisis is like other crisis and under standing clues for programming cause to facing with that and debilitation its bad effect is necessary.

## Subject

Expanding relations and dependence in industries in our world, made conducive context for grow thing quantities and qualitative crisis and also chances and menaces. This happening is the second close dependence of industries and expanding relations caused likely happenings in different places, and all aspect problems. Crisis circle explains that each crisis pass different levels. Staging crisis based on it's circle, in determining facing strategies with crisis in each of it's levels and also process of stopping crisis is useful for managers.

In financial literature there are words for breaching. Some of these words are including not good financial condition, breaking an successfulness of trading units, no potency to pay. In culture breaking is explained in this way : Explaining or not being truth or non efficiency of credit in short time. In complete explaining one economically institute is bankrupt when it losses it's potency to pay back the owes from existing credits of company which is lost.

Or while the company owes are more than companies credit of course, all trading units are programming for reaching to success and lead their activities in a strategy way, but some of those are trying dangerous and risky ways.

Which ends to bankrupting. Anyway, all trading units which has no activities are not explained as bankrupt be cause some of those are reached to their goal with

existing non-continues activity. Doll Brow street explains bankrupted companies in this way : trading units which stop their activities of bankruptcy or losses cause of costumers.

## **Newton (1998) bankruptcy reasons are in 2 groups**

- 1) Interior organization reason
- 2) Outside organization reason.

As Newton idea outside organization reasons are included :

- 1) Economical system
  - 2) Challenge
  - 3) Changings in trading and improvements and criticize in public requesting.
  - 4) trading sways
  - 5) Financial providing
  - 6) Accidents
- Interior organization reasons
- 1) Create and expand credit
  - 2) Deficient
  - 3) non – efficiency investing
  - 4) Treason and cheating of bankruptcy factors
  - 5) Management problems
  - 6) Financial problems

Not many years ago in global business we were one of manufacturing challengers but nowadays we lose business cause of industry machine are worn – out, ending cost of primal materials increase and there are no new designs.

In past years if challenge was between primal materials cost in loom industry it means cotton cost is 4-fold in condition that primal material cost in international business remained in that level and interest is in low level in other countries is a bout 4 percent and in Iran is about 17 percent. Work low problems, not completely using of manufacture capacity, insurance right in high level and wrong way of performencing paying subsidies, faced country industry with crisis. Performance temporary entering good plan in free trading areas which is explained with economical expanding goal that caused producers, produce clothes with foreign brands and foreign producers produced and sell their products all around the country with using free trading areas.

Examining this subject that why loom industry is in this level needs hinger report but there is no doubt that in this condition there are useful and effectires ways for getting away from crisis and making the conditions better. One of those useful ways for making this condition better is adding an effective and strategic chain to its circle.

This chain can do in economical institutes in clothing industry. last producing and useful product has more economical importance that good. With this idea we can say that produced good has importance while in Iran's loom industry fabric production is all industries representative.

Most of those who want to invest in this industry say that it has no economical justification if we think it's related to clothing industry it has high importance. Cotton is the most basic primal material that must have low costs

cause of those loom units who needs cotton fabrics. According to last production made from these fabric will have more importance especially the cottionist lead to adrant agesness good with a supporting program. To reinforce the fabric production and giving cheap fa scilities.

Undertaking business costs and exhibitions related to clothing from government like the thing that Turkey do.

Giving export prices, creating areas and loom industry ideas and especial clothing create industrial towns, help to final out people's different and produce various kind of clothing and fabric. Create thinking room is some people with agree ideas who gather together and the differences of their ideas and to a result.

Since loom industry depend on basic matters, yam, color helping material and machines must have some changes.

Producers who are remained in business are the ones that follow the people who are interested in vogue in contrast to past years that every body was simple. Exiting government from manufacturing chain to private unit make the challenge easier. Create chain shopping center by producers so they can sell their good without inductor and they could know their costumers style and requests face to face. one of the most import manufacture and producer is providing financial sources with equal cost to global challenging is normal equal to global conditions and revision for giving facilities to manufacture units and compare the differences between manufactures units and trading units. Trader buys foreign goods with the money that receives from bank which is challenging with interior manufacture and it cause the interior good be come expensive and buyers get decreased.

Economical institutes don't have modern system. All of production is separated from each other, so it focus on its cost and finally cots increase until final for example in Turkey they win the challengers be cause production they produce all materials of clothing like string to ending level. If we could produce needed material of product until end of that we could save 70 percent of costs.

Psychology of users behave is important, it means that treats of users from the time that he / she wants to buy until after buying must have understood.

Edit and performance challenging strategies is the thing that we should image how we should behave. In challenging, chances and menaces must analyze properly, and just in that way strategies are edited.

Personal is one of important problems, humans are gathered together cause of their common sand if their ideas are scientific so they must escape try error and private ideas and continue based on these basics :

Soul, fluid, morality,. Being resist in front of disagreements, forceful logic and reinforcing all these are the factors which is used in exports.

Primal materials cost is one of the most important changing production cost and has main infraction in determing the ending production cost.

The area of economical institute especially as the aspect of providing primal materials sources and focuses of using production effect the costs.

- Tlorno energy cost directly effect the changing production costs.
- The technology that is needed is effective cause of production quality invest.
- Production capacity is effecting selling cost which increase the produce capacity with breaking head to costs

## Result

Our loom industry is in evitable, it means that we must decrease production costs. In work low, there are condition that make them easier not being problem maker. attempting to accept the " wto" make us decrease the costs.

Supporting government from produced subject is an obstacle to import the cotton, supporting and surveillance of government can survive the clothing and loom from this crisis

The only improvement way of country's financial is producing goods which is a good chance for working. todays industry must continue in a way that it could invest in a financial invest.

Responsible related to strategic edit and programs of all aspects use than in line of expanding country.

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