



## Impact of business strategies on in selling products increase in private stores in Hamadan Province, Iran

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### ABSTRACT

*In today's competitive world, companies must have great attention to customers and their needs to gain competitive advantage. The method used in this research is survey. In this study, sampling size is based on Morgan table which included 50 managers. In this study, to determine the reliability Cronbach's alpha coefficient was used for the research tool for data collection which was questionnaire. Descriptive statistics were used to analyze the information including frequency, mean, standard deviation as well as inferential statistics including Pearson correlation test were used to verify hypotheses. The results showed that advertising as well as audio advertising have an impact on increasing sales.*

**Keyword:**

*Performance, business strategy, competitive advantage, advertising, Hamedan*

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