

Abstract

Given the social and economic importance and potential of its product saffron in the national economy To improve the quality and quantity of this product and awareness of the existence or absence of comparative advantage and the government support price This study aimed to determine the margin of Saffron Marketing The Year in 2005-2010 and comparative advantage in producing this product, using survey data collected Finally arrived in the city. The study results suggest that during the period studied, the average retail margin of the marginal product of saffron, it is wholesale. also, factors affecting marketing margins with added functions, pricing and marketing of saffron Suggests the influence of factors such as marketing costs, retail prices and wholesale prices and no support from the government not to sell product For manufacturers and wholesalers sell to the city is the best way to sell based Matrix on political analysis, the criteria for domestic resource cost (DRC) and the measure of social profitability (NSP) was calculated for this product The results suggest the existence of comparative advantage, the net profit community and government support of saffron farmers subsidies on inputs And the support of the product price in the country Iran and the city Torbat According to research findings at the end more favorable strategic planning and policy were presented.

Keywords: saffron, marketing, comparative advantage, Torbat-e- Hedarie



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**marketing margin and analysis of
comparative advantage Investigation of
Saffron in Torbat-e- Hedarie**

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