

RESEARCH ARTICLE

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## Designing an Entrepreneurial Marketing Model for Brand Life Cycle Management (Qualitative Approach)

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### Abstract

The main problem of most companies is the short life of brands. The brand life cycle is used by many business managers and plays a very vital role in determining strategies. Considering propulsions and inhibitors that strengthen or hinder this type of marketing, entrepreneurial marketing (EM) is one of the new topics of the brand life cycle management. An accepted framework for EM and identification of effective factors for brand cycle management is not available. Therefore, the purpose of this article for solving the above mentioned problem is to design an EM model for brand life cycle management. This is how this paper contributes in this regard. The necessity of this research is the short life of brands and the waste of economic and social capital. This current research has qualitative approach and is descriptive-exploratory in data process with conceptual qualitative analysis methodology. The tool applied in this research are interviews [(semi-structured) and the population of this paper includes managers, marketing and brand experts in the field of chemicals, medicine and facilities industries in Eshtehard industrial zone of Tehran, Iran. The target community have been selected by snowball sampling method. Interviews extracted data has been classified by Open, axial and selective codes and were analyzed by Maxqda software. After investigating of codes by experts and eliminating items less than critical amount of 0.62 (according to Lawche formula), finally 166 codes and 23 components as propulsion and 84 codes and 16 components as inhibitors of EM were identified and categorized for brand life cycle management. The conceptual model of this paper has been reached from the review of the research background and interviews with the experts and by the final investigations, we reached to the conclusion that propulsion and inhibitors are affecting on entrepreneurial marketing and consequently on brand life cycle management. The results of this research shows that entrepreneurial marketing is a suitable solution to manage the brand life cycle and prevent the early decline of brands.

**Keywords:** *Entrepreneurial Marketing, Brand Life Cycle Management, Propulsion and Inhibitors of Entrepreneurial Marketing*

### Introduction

In 21<sup>st</sup> century's competitive markets, brands are always trying to create a favorable image of their products and services in order to create more approving attitudes in customers (Jalalzadeh & Momeni, 2024). Extending the life of brands in the contemporary era is one of the concerns of

entrepreneurial businesses. At the same time, brand rejuvenation has a positive effect on the attitudinal and behavioral loyalty of customers. It is the distribution of goods and services that leads to data and ultimately determines the individual and organizational needs of customers (Taghizade, et al.2022). In ambiguity and uncertainty environment,

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the evidence shows that entrepreneurial companies are more effective in managing the life cycle of their brand. One of the strategies used in this regard is entrepreneurial marketing. This type of marketing, as a new strategy, is a theoretical structure to establish a connection between the concepts of marketing and entrepreneurship (Mohabattalab & Rezvan, 2018). In other hand, brands have various ups and downs during their lifetime and usually decline during maturity, which many organizations ignore and lose time and practically witness the death of their brand (Nasimi, 2017). The brand decline reasons are different among industries. The expansion of competitive markets has drawn managers' attention to this category more than ever in recent years. By reviewing all the articles and books between 2010 and 2024, We have noticed that scientific and accepted framework for identifying the propulsion and inhibitors on entrepreneurial marketing and a comprehensive model for brand life cycle management is not available and very few researches have been done about it at the national and international level, so we find the theoretical and practical gap in this field. Therefore, this research seeks to identify the propulsion and inhibitors of entrepreneurial marketing and is followed by the design of an entrepreneurial marketing model to manage the life cycle of the brand in the field of chemicals, medicine and facilities industries.

## Research Literature

Entrepreneurial marketing is a key strategy to guide and determine the sustainability of businesses. In most models, the consequences and results of applying entrepreneurial marketing in organizations have been effective in the form of various factors (Taghizade,et al,2022). Entrepreneurial marketing is a connecting concept between two fields of marketing and entrepreneurship. The first case is the role that marketing plays in the field of entrepreneurship and is a vital issue for entrepreneurial businesses. The second case is the role that entrepreneurship can play

in the field of marketing, innovation and creative methods that are the subject of entrepreneurship. Entrepreneurial marketing is an action that is defined as effectiveness in facing opportunity, innovation, risk and limited resources and the adaptation of marketing to business needs (Kousegharavi & Safarianhamedani, 2019). Unlike traditional marketing that focuses on the customer, entrepreneurial marketing is equally focused on both the customer and the entrepreneur and is influenced by the values and personal characteristics of the entrepreneur. Entrepreneurial and traditional marketing differ from each other in different aspects such as the approach toward the future, decision-making basis, and the attitude towards risk, the external environment and the unforeseen possibilities. In contemporary times, there is no single international consensus regarding the number and content of entrepreneurial marketing dimensions (Jaberi,et al,2018). The proposed dimensions of entrepreneurial marketing are not independent and have influence on each other, while the dimensions or strategies of entrepreneurial marketing are different from its mix marketing. On the other hand, brands as the main capital of organizations, like living organisms, have beginnings and growth and decline periods and finally death. The reasons for the decline of the brand are very complex and the expansion of competitive markets has drawn the attention of managers to this category more than before (Haig, 2005). Rejuvenation is a way to prevent this decline. Brand rejuvenation is adding value to an existing brand by improving product features and its current image. Therefore, one of the effective strategies to prevent death and change of direction, or in other words to manage the life cycle of the brand, is entrepreneurial marketing (Aghaei,et al, 2021).

## Research Background

There has not been a direct study on the presentation of the entrepreneurial marketing model for managing the life cycle of brands

by now, but similar domestic and international studies can be mentioned in this field. Yun Hong et al., (2024) expressed that while many aspects of entrepreneurial marketing fundamentals remain important, distinct factors influence entrepreneurial marketing and decision-making on the online marketplace. The online framework of entrepreneurial marketing can be visualized as trend-oriented, data-oriented, entrepreneur-oriented and innovative-oriented. It has stated that a greater understanding of the concept of entrepreneurial marketing and the impact of dimensions on the company's performance is one of the concerns of many companies, who finally found that the overall performance of companies has a positive effect on the various dimensions of entrepreneurial marketing. This research states that the increasing use of CRM<sup>2</sup> in companies is one of the pillars of technological and social changes in entrepreneurship, which is a clear example of how big data can be useful for society. Feng Wei and Yi Zhang (2021) investigated how the stages of the product life cycle, charismatic leadership, environmental performance and product life cycle affect production. After examining these relationships and collecting information in SME,<sup>3</sup> it was concluded that the charismatic leadership of organizations helps to advance and improve environmental performance and sustainable development by exchanging opinions between shareholders, and ultimately environmental performance improves and economic performance will also be improved to maintain sustainability. Olovasanmiwadgi (2016) in his paper stated, by focusing on application of the product life cycle as a factor determining the strategies of SME in emerging economics, analyzes the relationship between the product life cycle and entrepreneurial marketing decisions, considering the background of the old products and early failure of startups. This study emphasizes the importance of theoretical and practical knowledge of the

concept of product life cycle in entrepreneurial marketing activities and also studies benefits such as effective product planning and cost advantage over life cycle stages for young entrepreneurs in emerging countries. Zahra Kazemi et al., (2024) states that startups play an important role in the growth and development of societies in today's world. Startups makes ideas creation, entrepreneurship, industry growth, new diverse businesses and innovative technologies. It is a turning point in the economy that has opened a new window for developed and developing countries so that they can get more benefits from the development in the field of knowledge-based economy. Therefore, in order to help surviving of start-up companies in the dynamic business environment, they need to have key marketing capabilities in the model that fits their life cycle. Startups can use this model as a scientific tool to make decisions and to solve their problems and to use the marketing capabilities in dynamic business environment. So they get to know the important marketing capabilities in different stages, strengthen these capabilities and add them to their previous capabilities. Samiya Abash Loui Aghdam et al., (2024) stated that due to the fact that social network marketing communication has created a new and profound transformation in businesses, retailers should take care of their customers and attract new customers through the introduction and advertising of their products. Pahlavani et al., (2024), suggests that arrangements be made based on knowledge and communication and information, innovations to promote the branding of consumer goods with a social responsibility approach. Hossein Mohammadi et al., (2023) states that a suitable marketing strategy is necessary to increase sales and profitability at different stages of the product life cycle. The results showed that the variables of manager's experience, education, product type, competitiveness, reputation of the brand and

<sup>2</sup> Customer Relationship Management

<sup>3</sup> Small and Medium-sized Enterprise

market share, had a significant impact on the chosen strategy in different stages of the product life cycle. Therefore, the profitability of a company in the market can be improved by implementing a marketing strategy based on the type of product and in relation to the specific stages of the product life cycle. Masood Taghizadeh et al., (2023) states that providing services to customers can be an effective factor in the country's economic growth. Considering the importance of industries and increasing competitiveness among them, entrepreneurial marketing plays a very important role in achieving organizational goals and obtaining the most profitability. The results show that the entrepreneurial marketing model in these industries consists of three categories of contextual, causal, and environmental factors and dimensions, including creativity, risk-taking, innovation, market-orientation, and opportunism. The results showed that all factors are effective in entrepreneurial marketing in service and general industries.

### Research Methodology

According to the purpose of the research, it is a Descriptive-Exploratory type. In order to

achieve the goals, qualitative content analysis was used. Qualitative content analysis can be a research method for the mental interpretation of the content of textual data through the processes of systematic classification, coding and schematization or design of well-known patterns (Hsiu-Fang & Shannon, 2005). In the content analysis method, by using the analysis of linguistic messages, it is possible to discover meanings, priorities, attitudes, methods of understanding and organization (Wilkininhibitor & Birmingham, 2003). The statistical population of the current study includes managers and marketing experts in the fields of medicine, chemical, food and facilities industries. In order to extract the codes using the theoretical sampling method until theoretical saturation was reached, a total of ten in-depth semi-structured interviews were conducted in order to extract the model and components of entrepreneurial marketing propulsion and inhibitors. Qualitative content analysis has been used in this research. The key questions of these interviews are listed in table I and details of the interviewees are shown in table 2.

Table 1.  
List of Interview Questions

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1. What is the marketing model in your business?
2. What stage is your brand in according to the brand life cycle?
3. What steps have you taken to rejuvenate your brand during its declining phase?
4. If you have saved your brand from death, what has been your solution?
5. What are the propulsions of your business marketing?
6. What are the inhibitors of your business?
7. Are these factors effective in managing the life cycle of your brand?
8. Have you made any decisions to change this cycle?
9. Do you have any experience with the decline of your brand?
10. What decisions have you made to help grow your brand?
11. Have you experienced the death of your brand?
12. How do you use entrepreneurial marketing to obtain marketing opportunities?

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Table 2.  
*Details of the interviewees*

	<b>name,</b>	<b>born,</b>	<b>experience</b>	<b>education</b>	<b>Job position</b>	<b>Field of activity</b>
1	M.Z	1963	25	Management PhD.	CEO	Foods Production
2	B.D	1971	20	Doctor	CEO	Medical Appliance
3	R.M	1974	20	Veterinarian	Business manager	Vaccines importer
4	M.B	1970	22	Civil Eng.	Managing Director	Construction projects
5	H.K	1981	17	Chemical Eng.	Business manager	Industrial Resin Manufacturer
6	A.M	1974	20	agricultural engineering	Managing director.	Distributer of rubber products
7	R.Z	1983	15	Business Management	Business manager	Producer of cast iron boilers
8	H.R	1976	20	Electronic Eng.	CEO	Producer of Electrical Equipment
9	M. R	1975	23	Polymer Eng.	Managing Director	Manufacture of Engineered Material
10	P. h	1974	25	Chemical Eng.	Managing Director	Importer of Chemical Materials

### Research Findings

This research has been conducted by using the method of content analysis and in-depth semi-structured interviews with managers and marketing experts and brand specialists in the medical, chemicals, food and facilities and utility industries and consequently by implementing the interviews and coding all the sentences and revisions several times and reviewing the codes by experts and scoring (CVR) according to Lawshe method,

removing options less than the critical limit (0.62), we found 164 indicators of entrepreneurial marketing propulsion for brand life cycle management that identified in 23 components. On the other hand, 84 indicators of entrepreneurial marketing inhibitors were identified in 16 components in order to manage the brand life cycle. Coding are shown in tables 3 and 4, and the main components are shown in charts I to 3.

Table 3.  
*Open and axial coding of entrepreneurial marketing propulsion.*

<b>Selective codes</b>	<b>Axial codes</b>
1- Entrepreneurial Perception	1- Correct understanding of customer needs 2- Exercise in understanding 3- Knowing reality and truth 4- Investing in the customer's mind 5- Recognizing consumer perception 6- Changing consumer perception 7- Improving consumer understanding 8- Wide public relations
2- Consumer Perception	9- Continuous communication 10- Effective communication 11- Education
3- Pyramidal Communication	12- Presence in specialized markets 13- Training for customers in deprived areas 14- Training by the main company 15- Production of educational contents
4- Knowledge Creation	

Selective codes	Axial codes
5- Market-Oriented	16- Localization of educational content 17- Implication of practical skills 18- Training during the sales process 19- Transferring experience to the customer 20- Participating in conferences and seminars 21- Accompanying industry experts 22- Practical indirect training 23- Market segmentation 24- Proper knowledge of the market 25- Understanding of the current market situation 26- Monitoring new markets 27- Inspection of products
6- Market-Oriented	28- Evaluating the performance of the marketing team 29- Creating a competitive advantage 30- Recognition of competitors 31- Respect for veterans 32- Learning from market experts 33- Communication with market intermediaries 34- Policy of managers 35- Managers' vision horizon 36- The productive thinking of the founders 37- Recognition the capacity of managers 38- Improving the visibility of employees 39- Using flexible policies
7- Entrepreneurial Insight	40- Recognition the real needs of customers 41- Recognition the real size of the market 42- Using sponsors 43- Using creative techniques 44- Advertising targeting 45- Systematic advertisements 46- Continuous brand analysis 47- Analysis of the current market situation 48- Analysis of competitors and customers 49- Product analysis design
8- Creative Advertising	50- Continuous follow-up of customer feedback 51- Recognition the position of the organization 52- Designing a market map 53- Recognition the position of the product 54- Finding product and brand complications 55- Monitoring hidden factors in the market 56- Movement in attractive markets 57- Avoiding marginal markets 58- Responding to customers' verbal comments 59- Incidental pursuits 60- Risk and opportunity management 61- Revision of the organization's processes 62- Analyses personnel performance 63- Evaluation of best-selling brands 64- Analysis of market blind spots
9- Entrepreneurial Analysis	65- Innovation in quality 66- Innovation in production 67- Creative localization 68- Recognizing hidden needs 69- Creative negotiations 70- Providing creative promotions 71- Discovery of opportunity windows 72- Creation of new marketing methods 73- Innovative improvement of personnel motivation
10- Schumpeter Destruction	
11- Schumpeter Destruction	

Selective codes	Axial codes
12- Creative Promotions	74- Creative research and development 75- Changes in packaging 76- Change in distribution of products 77- Distribution of information required by the customer 78- Intelligent distribution in times of scarcity 79- Creating a smart distribution chain 80- Flexible distribution management 81- Supply during holidays 82- Creative product supply 83- Creating flexible payment terms 84- Recognition the promotions intended 85- Commitment to the quality of expression 86- Commitment to agreed quality 87- Commitment to of continuous quality improvement 88- Influencing of the national standard 89- Carrying out slogans of the organization 90- Independent and powerful quality control 91- Real after-sales service 92- Quality change with customer comments 93- Preparation of the best raw materials 94- Monitoring the quality of products 95- Revision of quality assurance processes 96- systematic design of processes 97- Designing new marketing systems 98- Establishing ISO9001 99- Systematic sales system
13- Quality Red Line	100- CRM deployment 101- Using system tools 102- Production of categorized products 103- Offering various products 104- Production of by-products of profit 105- Production of single products 106- Quantitative and qualitative development
14- Systemic Thinking	107- Provision of special ancillary services 108- Production according to the capacity 109- Specialized outsourcing 110- Increasing the intensity of production and sales 111- Technical development of products 112- Creating infrastructure for development 113- Simulating reference products 114- Domestic production of imported products 115- Turning threats into opportunities 116- Aligning with global policies 117- Using international laws 118- Continuous and constructive changes 119- Government oriented production policies 120- Laws approved by the legislature 121- Financial policies of the axial bank 122- Incentive policies of the ministry 123- Support of knowledge bases 124- These are useful executive letters 125- Production subsidies 126- Creating a specific competitive advantage
15- Variety of Product Portfolio	127- Creating a pricing system 128- Contingent flexibility in selling price 129- Investment in parallel markets 130- Entering the new markets of profitable
16- Variety of Product Portfolio	
17- Desired Development	
18- Constructive Opportunity	
19- Entrepreneurial Government	
20- Constructive Competition	
21- Investment Portfolio	

Selective codes	Axial codes
22- Entrepreneurial Personality	131- Creation of vertical and horizontal markets 132- Entry into global markets 133- Genetic factors 134- Behavioral stability 135- Attitude towards the growth of the senior manager 136- Entrepreneur's risk tolerance 137- Belief in leading the senior manager 138- Humble character 139- Creative character 140- Presenting products with modern technology 141- Making products with approved technology 142- Technological production process 143- Quality localization 144- Comprehensive defense of the quality provided 145- Producing products with competitive quality 146- Providing classified products 147- Creating a flexible technology system 148- Innovative policies of the organization 149- Internal creative policies of the organization 150- Compliance with legal and legal issues 151- Belief in customer-centered health 152- Honoring the loyalty of customers 153- Increasing brand power 154- Improving brand reputation 155- Brand Durability 156- Continuous improvement of brand reputation 157- Familiarity with all angles of the brand 158- Respecting the trust of customers 159- Creating an effective brand 160- Creating a leading brand 161- Proper budgeting 162- Use of bank facilities 163- Creative financial management 164- Adequate attraction of capital
23- Acceptable Technology	
24- Acceptable Technology	
25- Creative Mission-Oriented	
26- The Miracle of the Brand	
27- Financial Genius	

Table 4.  
*Open and axial coding of entrepreneurial marketing inhibitors*

Selective codes	Axial codes
1 Fake standards	1- Weakness of regulatory institutions 2- Old and ineffective reference standards 3- critical situation of the domestic market 4- Lack of accurate knowledge of competitors 5- Disproportionate product distribution 6- Weakness in the marketing system 7- Basket of disproportionate products 8- Disproportionate promotions for customers 9- Distance from the customer 10- Lack of real knowledge of the customer 11- Wrong choice of target market 12- Not using marketing techniques 13- Adoption of domestic unstable policies 14- Production inconsistent with the request 15- Being unavailable to the customer 16- Lack of liquidity 17- Insufficient fixed and circulating capital
2 Anti-Market	
3 Anti-Market	
4 Drop Budget	

	<b>Selective codes</b>	<b>Axial codes</b>
5	Breach of Contract	18- Inability to fulfill financial obligations 19- damage to the organization's reputation 20- Lack of initial obligations 21- Non commitment to implementation plans 22- Lack of commitment to primary goals 23- Infeasibility of production and sales 24- Gradual and imperceptible destruction 25- Lack of analysis of the market and competitors 26- Inefficiency of organization analysis tool 27- Unreasonable change of strategies 28- Resistance against global changes 29- Making wrong managerial decisions 30- Determining incorrect positions in crises 31- Unwillingness to improve knowledge 32- Lack of teaching new skills 33- Failure to implement constructive programs 34- Failure to implement creative changes 35- Seniority of decision making managers 36- Not understanding the situation in the market 37- Mismatch of skills with job position 38- Failure to pay attention to subtle changes 39- Failure to pay attention to feedback 40- Failure to pay attention to real potentials 41- Lack of recognition of real capacities 42- Lack of understanding of the target market 43- Lack of accurate knowledge of products 44- Lack of energy for production 45- Disproportionate production space 46- Variety of raw materials for production 47- Failure to employ skilled manpower 48- Limitations of production infrastructure 49- Lack of production raw materials 50- worn lines of the production line 51- Inability to produce according to the request 52- Widespread epidemic diseases 53- Unexpected natural factors 54- New international laws 55- Global sanctions 56- Global political changes 57- Anti productive judicial laws 58- Non transparent tax and insurance laws 59- Complicated customs rules 60- Contradictory currency policy of the bank 61- Government monopolies 62- Laws against the production of the legislator 63- Contradictory strategies of devastation 64- Disproportionate policies of the Ministries 65- Many government policies 66- Dummy companies 67- competitive prices 68- The pressure of new competitors 69- Decreasing consumer purchasing power 70- Decreasing the organization's profit margin 71- Low quality production 72- Increasing guess and error productions 73- Managers' limited horizons 74- Managers not focusing on the main core 75- Job diversification 76- Inability to discover opportunities
6	Bubble Analysis	
7	Destructive Changes	
8	Outdated Thinking	
9	Illusion of Awareness	
10	Factory Illusion	
11	External Threats	
12	External Threats	
13	Self-Sanction	
14	Non Destructive Competition	
15	Lack of Quality Commitment	
16	Entrepreneurs Personality	

Selective codes	Axial codes
17 Lawlessness	<p>77- Weak personality type of managers      78- Lack of decisiveness in decision making      79- Managers' lack of risk taking      80- Failure to comply with legal and requirements      81- Inability to face challenges      82- Lack of brand registration and      83- Unsatisfied employee      84- Nonstandard departure of personality</p>

### The conceptual model

The conceptual model of the research resulting from the review of the background of the research and interview with the experts and the final investigations, we reached to the conclusion that propulsions and inhibitors are

affecting on entrepreneurial marketing and consequently on brand life cycle management. As a result, the research model is shown in chart I and the factors affecting propulsions and inhibitors of entrepreneurial marketing are shown in charts 2 and 3.

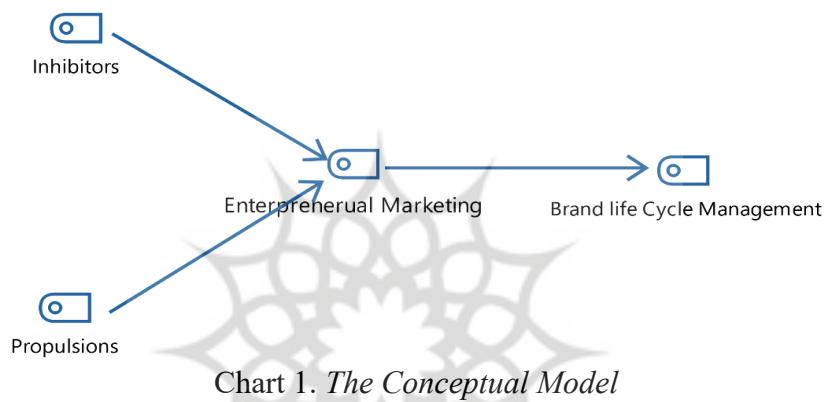


Chart 1. *The Conceptual Model*

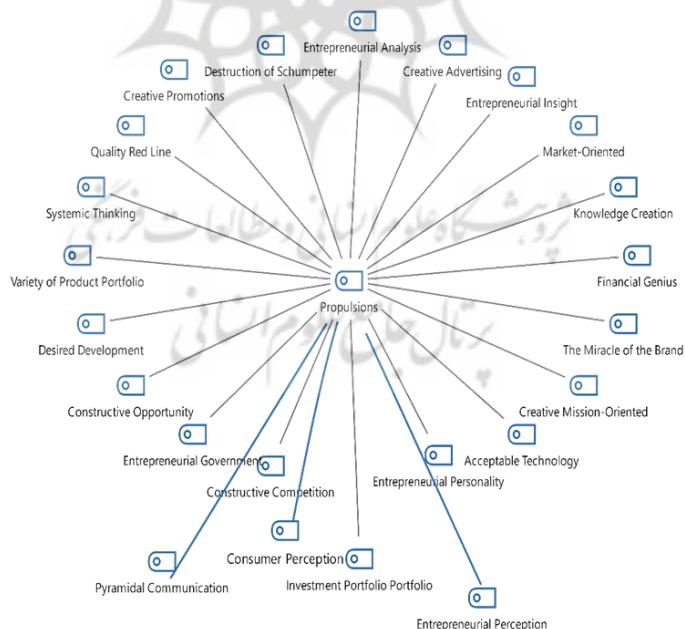


Chart 2. *The Agents of Entrepreneurial Marketing Propulsions*

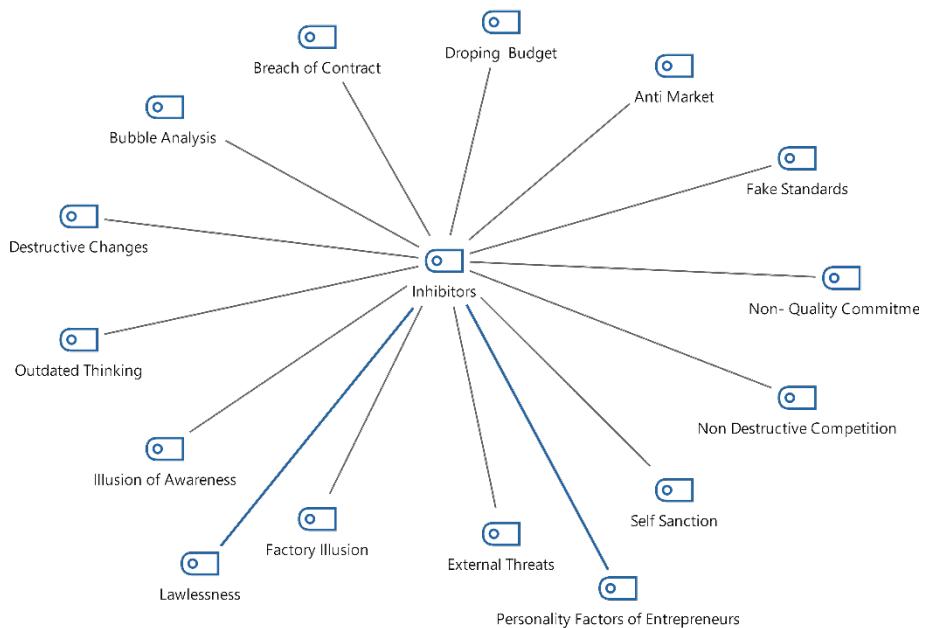


Chart 3. *The Agents of Entrepreneurial Marketing Inhibitors*

## Results and Discussion

After the final review, the results show that the effective propulsions of marketing in the direction of brand life cycle management are entrepreneurial perception, real understanding of consumer needs, and practice in understanding perception problems, differentiation in recognizing reality and truth, and investigation in the minds of customers. Understanding the consumer's perception as a very vital issue in the dominance of the consumer's perception in entrepreneurial marketing plays an important role. Entrepreneurial marketers, with extensive, continuous and effective communication and by using training, presence in specialized markets, serving customers in deprived areas, training by parent companies, production of training content, localization of training, transfer of user information, training during sales, transfer experience, participation in conferences and accompanying experts and indirect training always seek to create knowledge, which acts as an effective factor in marketing and changing the life cycle of the brand. The term market-oriented is a word equivalent to entrepreneurship marketers. Entrepreneurs must always have a

correct understanding of the market situation by segmented and accurate knowledge, while carefully monitoring the product and new markets and constantly monitoring the marketing personality and distinguishing themselves with exclusive market techniques. They consider the competitors' activities while communicating with the seniors of the market. Entrepreneurial marketing as a type of insight is dependent on the policy, vision and main approach of the funders, which is followed by the promotion and increase of capacity. Meanwhile, by implementing flexible policies, it is possible to understand the market correctly and improve its capacity accordingly. In Entrepreneurial attitude, advertising has been removed from the organization's cost and is a kind of investment to maintain and promote the brand, provided that it uses creative ideas. The use of sponsors leads the organization to effective, systematic and intelligent advertising. Growth always follows analysis, so in order to prevent brand decline, entrepreneurial marketers should always analyze themselves, organization and the market. Analysis takes place with a correct understanding of the product position, customer feedback, profit and loss analysis,

brand life, and hidden factors, recognition of profitable markets, elimination of troublesome markets, risk and opportunity management, evaluation of personality performance, evaluation of mature brands, and analysis of market blind spots. Entrepreneurship is synonymous with the innovation. Innovation in quality, manufacturing methods, customer recognition, negotiations, service delivery, marketing methods and realization and development, these are among the most important things that lead marketers towards entrepreneurship and ultimately brand life cycle management. The types of promotions offered to customers have changed recently, therefore organizations should look for changes in packaging, intelligent distribution, timely and creative supply so they should design their promotions according to market needs. Organizations must have a quality standard (red line). The commitment to the company basic slogans are among the basic principles of every organization. Entrepreneurial companies continuously increase quality and upgrade their product standards measures by strong quality control (QC) products, after-sales services and reviewing processes frequently. Ensuring quality and providing standard raw materials and must remain loyal to their original covenant with the customer. Entrepreneurs must always think systematically by designing new marketing processes and systems, establishing various ISO<sup>4</sup> systems, and using tools such as CRM. And this attitude will consequently lead to brand rejuvenation. Marketers are more successful in companies that have a diversified product portfolio, producing classified products, providing effective services, producing profitable side products, creating creative products and developing quantitative and qualitative products, providing special side services. According to the capacity of the organization, they always help the entrepreneurial marketers to promote the brand. Optimum development is

one of the necessities of today's society and organizations should look for specialized outsourcing, increase production and sales capacity and technical development of products. They must develop psychological infrastructure of the organization, technical simulation and move towards localization and production in order to maintain and promote their brand. Entrepreneurs should produce imported products step by step and reduce their overhead costs. Organizations are not isolated from the society and are always exposed to changes in policies and laws at the macro and micro level so entrepreneurs can take advantage of present and future opportunities and avoid threats. In addition to external threats, some entrepreneurial governments support them with production-oriented policies, flexible laws and incentive regulations. Organizations must have an attractive competitive advantage and operate with flexible prices in the markets and always compete and be constructive. In today's turbulent environment, organizations must make many investments and discover new and unknown markets and make various investments while using export markets. Along with all the factors affecting marketing, the psychological factors of the entrepreneur have tremendous effects on the organization. Genetic factors, behavioral stability, risk taking, desire for power and being a leader are some of the factors that the policy of organizations depends on. The technology provided by the organization should be in accordance with modern technology, transparent, competitive, defensible, flexible and suitable for the market. These factors are rooted in the main mission of the organization. Keeping and maintaining a brand is as difficult as creating it. Customer loyalty, power, reputation, credibility of the brands, internal policies of managers and believing in the principle of customer health, should be among of main missions of an entrepreneurial organization. The last word is that by using the propulsions

<sup>4</sup> International Standard Organization

and staying away from entrepreneurial marketing inhibitors, it is possible to solve the basic problem of the organization which is the early death of the brand and create a new opportunity in the organization and increase the life of the brand and in some cases with cycle management Change the direction of the brand life, the downward slope.

### Limitations and Managerial Suggestions

It seems that the research is sufficient and has achieved its goals but we have faced some limitations in this research such as the lack of full disclosure of information by experts about their brands, the lack of careful analysis of the owners of brands that were declining, and the lack of simultaneous access to marketers and the main owners of businesses .Regarding the entrepreneurial marketing model and the identification of the propulsion and inhibitors of entrepreneurial marketing of the brand life cycle in its different stages, it is suggested that researchers specifically conduct their research in five stages of the brand life cycle. Besides, it is possible to check these factors in service brands and benefit from the extended community of experts.

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