APPLYING TOPSIS AND QSPM METHODS IN FRAMEWORK SWOT MODEL: CASE STUDY OF THE IRAN'S STOCK MARKET

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ABSTRACT

The Stock Exchange today, is one of the pillars of the capital market financing in countries. The history of market activity in Iran dates back 43 years ago, Despite this history due to structural problems, people's ignorance and limited activities inside the country still has not got an appropriate place in the country and in economic and financial areas. In This article for the first time, the Iran's stock market SWOT analysis has been practiced. In this regard weaknesses ,strengths, opportunities and threats points of the Iran's stock market ,through Delphi and questionnaire were gathered and ultimately through the internal and external factor Evaluation, SWOT matrixes the data has been analyzed and with QSPM and TOPSIS models, strategy has been codified to improve the performance of this market.

Keywords: *Analysis SWOT, Iran's stock market, IFEM, EFEM, QSPM matrix*

1. INTRODUCTION

Financial and credit policies on the one hand and the opening of capital markets in the world, deepening process of globalization and information revolution on the other hand, it shows that the world attention to the topic stock as an affective phenomenon in every day people's life. Buy and sell shares of state and non-state enterprises on the stock of each country, is a sign of capital and money movement in their real position. How much this movement in a country is stronger and more dynamic, the economy of that country, would be more prosperous and more thriving. In fact, "stock" is a popular investment route intersection, so business owners and savings need to have, although transient, cognitive mechanisms of exchange and how it functions, because the more the economy is healthier and the prospect is promising, the willingness to participate in economic activities will be more and the stock market will be boom.

Stock Exchange means a comprised and formal capital market, in which buying and selling stock or bonds of state or valid private institutions, under special rules and regulations are done. The important characteristic of stock exchange is the legal protection of saving's owners and stagnant capital and legal requirement for capital applicants. (Shahrabadi, 2010) The stock exchange on the one hand, is the center of collecting private sector's savings and cash in order to finance investment projects and on the other hand, is the official and ensure reference that holders of savings stagnant, can seek an appropriate and safe investment location and enable their surplus funds for investing in companies or purchasing government or reputable private companies bonds, to gain a guaranteed and certain profit. The main task of stock exchange is providing a fair and transparent market for trading accepted stocks and also an appropriate system for monitoring trade flows, market operations and its member's activities. (stock exchange of Tehran, 2010)

In fact, stock exchange plays a dual function in the structure of open economy: to help raising capital in governmental and private sectors on the one hand and creating secondary markets for dealing and meeting actual and potential investors on the other hand.(Namazi, 2004). Buying stocks of member companies in stock exchange have some advantages for investors such as covering against inflation and protect from its damages, Good liquidity capabilities, ensuring the location of investment, Diversifying investments and

reducing risk, controlling the Companies affair by shareholders, right to vote in General Assemblies Companies. On the other hand, financing productive and commerce projects through selling stocks have two advantages for the institution which supply that stocks: cost payment on condition of gaining profit and absence of maturity for the payment of profits.(Obde Tabrizi,2005) hence according to stock exchange, it is a certain necessity and require of healthy life of economy in every society and In this article, survey and analysis of Iran Stock Exchange with regard to its internal and external environment and discusses strategies to move the organization toward further success and excellence and achievement of the objectives, is presented.

2. STOCK HISTORY

Stock exchange in all major industrialized countries, at first they began as a non-organized and often operated along sidewalks and near the streets. In 15th century AD, in the city called "Bruges", Belgian businessmen and exchangers gathered in front of the house of nobleman called "Wonder Bourse" and traded. (V.Roberts,1959) Thus the gathering place for stock traders gradually became known as stock. Later, due to various problems of open space, city merchants and shopkeepers began to think of establishing a new position in another city so the construction of the same name set in "Anourse" Belgium was the first step in establishing stock. After that the Amsterdam Stock Exchange in the early 17th century (September 1602) was formed, six months after the formation of the East India Company in Netherland. East India Company was the world's first corporation which published its shares in Amsterdam Stock Exchange. London Stock Exchange were also started up at first on the sidewalk of a street called "Change" or next to coffee houses. Thus the stock market expanded around the world. but the core of thinking that carries the formation of such an organization was creating a mechanism to attract popular partnership, Furnishing financial resources and share profits and losses with them to advance the goals of business owners and investors.(Bolandi,2008)

Tehran Stock Exchange was established in 1968. From 4th of February of that year, this organization began its activities with conducted some transaction on Developing Industrial and Mining Bank's stock. Followed by Pars Oil Company, government bonds, treasury, development of industrial property bonds and Abass Abad bonds found their way to the Tehran Stock Exchange. Stock activity during the 11 years before the Islamic revolution in Iran shows that, the number of companies and banks and insurance companies were accepted increased from 6 firms with 2.6 billion Rials capital in 1968 to 105 firms with more than 230 billion Rials in 1989. Also the value of the stock exchanges increased from 15 million Rials in 1968 to over 150 billion Rials capital in 1979. In the years after the Islamic revolution and before the first five-year economic development program, significant transformations in the national economy emerged that Tehran Stock Exchange were also took over, such as approving the Act legislation to Governance banks in 7 June 1980 by the Revolutionary Command Council, Integration of insurance companies and make them government property and also approving the law of protection and development of Iran's industries in July 1980 that cause a large number of accepted economic firms exited from the stock. So the number of companies and economic institutions in 1979 decreased from 105 to 56 companies at the end of 1989. Thus, during these years, Securities and Exchange began its recess period, which lasted until 1989. Since 1990, within the first five-year program of economic, social and cultural renewal activity Tehran Stock Exchange as a context for the implementation of privatization policy, was considered .(Research Institute for Monetary and Banking,1997)

Accordingly, policymakers have in stock exchange duties with the transfer of some state enterprises to the private sector, attract and collect cash savings scattered resources and guidance to the investment expenditure in economic development resource mobilization and effective motivation Private sector to participate actively in economic activities have a major role. (Namazi 2004) In any case, orientation of macroeconomic policy to use exchange mechanism, a dramatic increase in the number of listed companies and the increased volume of activity in the Tehran Stock Exchange found that accordingly during the time from 1989 till the first half of the current year, the number of enterprises which are accepted in Tehran Stock Exchange increased from 1978 companies to 450. (Tehran stock exchange, 2010) Accepted companies and active companies in the stock are divided into two categories: production companies and investment companies. Also the required field is now provided for the service companies to attend in the stock. In recent years the use of stock exchange in order to implement policies of buying and selling shares of governmental companies at the national level and also the use of foreign investors and foreign borrowing has been raised at the international level.

3. CONCEPTUAL FRAMEWORK PROJECT

In the traditional approach, planning management is the starting point of all movements which its importance was clear to ever one from the distant past, and it was known as the most basic task of

management. Strategic planning is a kind of planning in which the goal is to define and set down strategies. Strategic planning is the overall attitude and long-term investment objective of the organization that after preparation of existential philosophy and organizational policies, the organization's achievable goals will be arranged and Micro planning and operational objectives of the organization will be lead to achieve. Strategic planning process basically is a coordinator process between internal resources and external opportunities. The aim of this process is to look into the "strategic window" and determine opportunities that the organization gain benefit from them or responds to them. Therefore, strategic planning process is managing processes which include coordinating organization's capabilities with the existence opportunities. These opportunities determine over time and whether or not to invest organizational resources on them are investigated.

One of the most important tools for better implementation of the strategic planning process and advance the goals of the organization is SWOT. SWOT in word means four factors strengths, weaknesses, opportunities and threats and in expression an identifying process, review and evaluation of potential and affecting internal and environmental variables is called SWOT analysis.
Strengths are simply the controllable activities of an organization that are well operated by the organization. (Hunger, 2010)It is the thing that if a company has or operate some, the company will gain a significant point and capability. (Ahmadi, 2008), Weaknesses include the controllable activities of organizations that are operated very poorly by the organization. (Hunger, 2010)It's the thing that if a company has or operate some, the company will gain a negative point and disability. (Ahmadi, 2008), Opportunities are hidden potential which utilizing them will grow the organization in a positive direction and using them will brought advantages for the company or It's a potential benefit which its actual factors still has not come into existence.(Ahmadi , 2008), Threats unlike the opportunities are simply a factor that prevents developing movement for Company and in another word are potential losses that its actual factors have not been there yet. (Ahmadi, 2008)

Preparation of the strengths and weaknesses in the organization as internal factors, opportunities and threats as external factors of the organization will help to determine the adopted strategy to achieve the objectives of an organization in a competitive environment.

4. RESEARCH METHODOLOGY
The object of this research is to review and evaluate the stock exchange situation and to prepare strategy for this organization. For this purpose, with the usage of Delphi method and interviews with some stock experts and managers of investment institutions we were able to identify and evaluate strengths and weaknesses and opportunities and threats that this organization is faced them. Also, in order to obtain information about conditions and characteristics of the competitors, News, documents and their monthly and annual reports were studied. In this study for calculating the internal factor evaluation and external factor evaluation, we do as below, after identifying the internal and external environmental factors and providing a list of these factors support the views of experts, key factors were determined. Then for each factor a weight factor between zero (unimportant) to one (very important) was allocated, In the next step for each factor Points were given between 1 to 4 depending on the amount of compliance between Iran's stock market with the strengths, weaknesses, opportunities and threats. Then weighted score are calculated by multiplying Importance of each factor to weight and the total score obtained. As a result of these two tables, the encounter point in SWOT matrix is obtained that Indicates where the organization located in any matrix house and what kind of strategies is appropriate for it. According to these for Iran Stock Exchange appropriate strategies prepared and finally, to determine the best strategy and prioritize them, QSPM techniques were used.

5. ANALYSIS AND PRESENTATION OF RESEARCH RESULT
5.1. Input stage
External Factors Evaluation Matrix: This matrix is a tool that allows strategist to assess environmental factors, economic, social, political, cultural, legal, technology, market conditions and competition in the point intended. Paradigm governing the design matrix, is mainly prescriptive.(Ali ahmadi, 2008). In the Following EFE Matrix, first identified Environmental factors that influence Iran's stock market and then evaluated in the form of opportunities and threats in terms of the importance. Internal Factors Evaluation Matrix: This matrix is tools that review the factors within the organization. In fact, evaluate the strengths and weaknesses of the organization units. Paradigm governing the Collecting information matrix is mainly prescriptive. This matrix is used as tool to gather information on internal strategic planning process (Ali ahmadi, 2008). In the Following IFE Matrix, Iran's stock market capabilities identified and have been evaluated.

Table 1 - External Factors Evaluation Matrix EFE (Ali Ahmadi, Alireza, 2008)

	External Strategic Factors	Weight	Score	Weighted Score	Description
	Opportunity				
O1	limitation of use foreign investment in the economy	0.03	3	0.09	Reduce cost ,Increase GDP and exports
O2	Absence of rule for foreign investment opportunities in Iran	0.03	3	0.09	More opportunities for local investors to invest
O3	Having the usage of 2.5% scot-free for Accepted company in stock market	0.05	3	0.15	Incentives attract more companies in the stock market
O4	Coordination between bank deposits according to inflation	0.04	3	0.12	Attract more investors to earn higher profits
O5	Development trade of Soukok[1]	0.05	4	0.2	Providing resources and opportunities for buyers through the stock market
O6	Establishing a currency market in Kish	0.05	4	0.2	Facilitate corporate financing requirements through two stock exchange markets and currency markets
O7	Developing Company shares through Privatization Organization	0.06	4	0.24	Subject to Article 44 constitution
O8	Create the required incentives for companies entering the stock exchange more	0.06	4	0.24	Opportunity to develop and increase the depth of Stock Market Through facilitate company entry
O9	Establishing futures stocks and coins market	0.05	4	0.2	Increase the attractiveness and depth of Stock Market
O10	Creating more academic fields related to investment	0.05	3	0.15	increased Considered investments and risk in people
Threats					
T1	Lack of coordination between fiscal and monetary policies	0.06	1	0.06	Increased risk of unforeseen changes in price and earnings per share
T2	Constant sectional changes affecting investment policies	0.06	1	0.06	make investors escape from investment and Cause confusion in people's to create a stable savings from Change of Inflation
T3	Severe dependence economic on oil and make Island Economy	0.05	2	0.1	focused on capital backing on oil and Create the risk of oil rate fluctuations
T4	Legal protections and economic imbalance between public and private sectors	0.05	1	0.05	More focus on trading stock of public companies
T5	Direct impact of exchange rate fluctuations on stock trades	0.04	2	0.08	Impact on corporate profits
T6	Volatility and high risk area	0.05	1	0.05	Much attention of other countries to the Middle East and potentially conditions to create economic and political crises
T7	Unspecified amount of systematic risk and volatility result of it	0.06	1	0.06	Reducing stock returns in capital markets
T8	Lack of planning in promote human development indicators	0.05	2	0.1	Increase Tend of savings and therefore growth of financial investment opportunities mainly with rising per capita income and social welfare
T9	Diminishes the role of capital markets to absorb liquidity in financial markets compared with non-organized capital markets	0.05	1	0.05	Failure of capital markets in attracting sufficient liquidity in the economy
T10	Lack of planning on develop culture of investment	0.05	1	0.05	Lack of people awareness about investment in stock market
	Total	1	48	2.34	

[1] . Is an Islamic bond which involves specific physical assets in accordance with the Interest Free Banking law.

Table 2 - Internal Factors Evaluation Matrix IFE (Ali Ahmadi, Alireza, 2008)

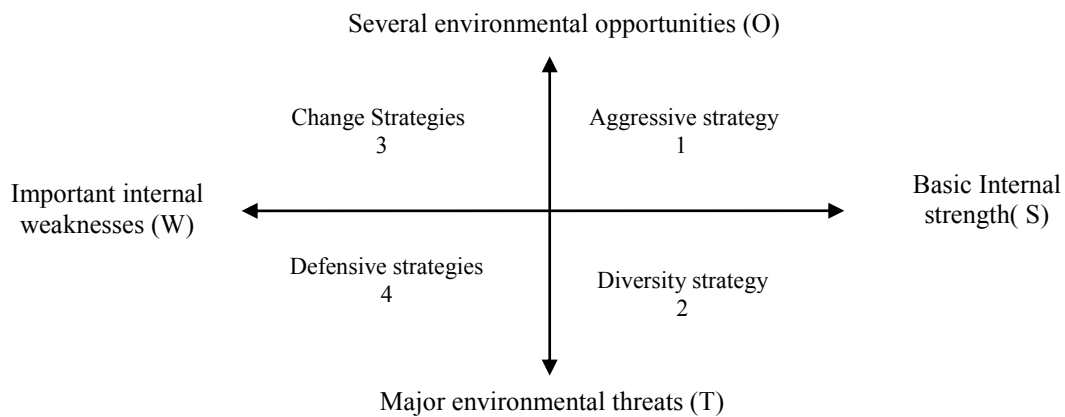|	Internal Strategic Factors	Weight	Score	Weighted Score	Description
	Strengths				
S1	Legislate required supervision of investment and permanent control the stock market on correct trade process	0.06	4	0.24	Set the framework and prevent from creating price bubble and attract investors to invest
S2	classification of company according to ISIC International Standard ISIC	0.04	3	0.12	Classification Stock Exchange stock market and improved Market Transparency
S3	Not belong VAT to transactions	0.05	4	0.2	encourage investing in stock market
S4	Securities traded on secondary markets participation Stock Market	0.04	4	0.16	Increased Liquidity and improve cash transactions
S5	Providing fast and cheap sources for accepted companies in stock market	0.06	4	0.24	Incentives to attract investment and reduce the volume of liquidity in the community
S6	establish Exchange risk committee	0.04	3	0.12	Provides the Power of controlling Market Risk
S7	Avoid of Indexes Drop	0.05	3	0.15	Increased attractiveness of Stock Market
S8	Development areas of trading with the introduction instruments such as options and ...	0.06	4	0.24	Increased attractiveness of Stock Market
S9	Determine the position and increase competitiveness of companies by comparing P / E with the industry P / E	0.05	4	0.2	Increasing market depth and motivation for financing
S10	Improve the transparency of information and public information	0.05	3	0.15	Increasing community awareness in order to correct future decisions
Weakness					
W1	Lack of foreign direct investment	0.06	1	0.06	Reduce turnover and volume of investment
W2	Limitation in time of trade (9-12.30) as result of lower trading volume and quality	0.05	2	0.1	Reduce Opportunity of competition and Market depth
W3	Lack of transparency and poor information system in the stock market	0.05	1	0.05	Lack of market performance and shareholder Escape from Traded on the stock
W4	Closing stock symbols for long time	0.05	2	0.1	Causing interruption in cash stock and high risk of opening symbols for investors and increasing financial and psychological losses
W5	Queue up in the market transaction	0.06	2	0.12	Because of The absence of efficient and Being shallow capital markets
W6	Intervention on price, Unrealistic trading and pricing non-normative	0.05	1	0.05	High impact gossip on stock market
W7	Legal and administrative restrictions on corporate stock supply	0.04	2	0.08	Prevention from distribution of power and management in companies and public institutions that are most suppliers of stocks
W8	Lack of freedom for seekers and providers of capital	0.03	2	0.06	Lake of executive rules
W9	Lack of proper circulation of capital and Shallow in stock market	0.05	1	0.05	increase the risk for retail investors and High adhesion to the shareholders of their stock
W10	Lack of diversity in financial tools	0.06	1	0.06	Remove financial instruments with fixed interest rates and banking law, without usury
	Total	1	51	2.55	

5.2. Implementation stage

After the environmental factors (opportunities and threats) and internal factors (strengths and weaknesses) identified and key factors are determined from they were not, we can suggest and select strategy. Normally SWOT model consists of a two-dimensional coordinate table that each of the four regions showed a group of strategies.

• Aggressive strategy(SO): including strategies with maximum use of environmental opportunities with Using the strengths of the organization.

• Diversity strategy (ST): including strategies of the organization's strengths to avoid threats are facing.

• Change Strategies (WO): including strategies of using Potential advantages of the environment lies in the opportunity to compensate for the weaknesses of the organization.

• Defensive strategies (WT): includes strategies to minimize losses due to threats and weaknesses. (Ali Ahmadi, 2008)

Chart 1 - Analysis of Strategies Matrix SWOT (Ali Ahmadi, 2008)

Several environmental opportunities (O)

Change Strategies
3

Aggressive strategy
1

Important internal weaknesses (W)

Basic Internal strength(S)

Defensive strategies
4

Diversity strategy
2

Major environmental threats (T)

In Implementation phase analysis SWOT, internal and external factors obtained from tables IFE and EFE written in the margins of SWOT matrix, then based on the expertise, strategies of each sector SO, ST, WO and WT with the Iranian Stock Exchange, has been proposed. (Ansf, H .2009)

Table 3 - Matrix SWOT (Ali Ahmadi, 2008) Iran Stock Exchange

		Strengths (S)		Weaknesses (W)	
	Internal Factors	S1		1 W	
		S2		2 W	
		S3		3 W	
		S4		4 W	
		S5		5W	
		S6		6 W	
		S7		7 W	
		S8		8 W	
External Factors		S9		9 W	
		S10		10 W	

Opportunities (O)		Aggressive strategy (SO)		Change Strategies (WO)
O1 O2	1 - SO	Development of futures market coins, currency and Soukok	1 - WO	Increase related academic disciplines
O3 O4 O5	2 - SO	commitment to create transparency information (transparency information)	2 - WO	Establish appropriate Mechanisms to attract foreign investment
O6 O7	3 - SO	Develop incentives for entering the market	3 - WO	Development of corporate shares from the Privatization Organization
O8 O9 O10	4 - SO	Reduced tax rate	4 - WO	Direct supervision and control over pricing and trading

Threats (T)		Diversity Strategy (ST)		Defensive strategies (WT)
T1 T2	1 - ST	Develop the supportive rules of investment	1 - WT	Not change and continue the previous practice
T3 T4	2 - ST	Development the financial instruments (options and ..)		
T5 T6	3 - ST	Strengthening Risk Committee with the Granting authority		
T7 T8 T9	4 - ST	Legislate supervision on investments policy	2 - WT	Planning to develop investment culture through the media and ...
T10				

In order to select and provide suitable strategies used IE Matrix, IE matrix has two dimensions Total Score obtained from the weighted evaluation factors of IFE is shown on the X axis and total weighted score by

EFE is shown on the Y axis. As you can see from the encounter point of these two values, the area where company's appropriate strategies were prepared will be identified. (Ahmad, Irshad.2005)
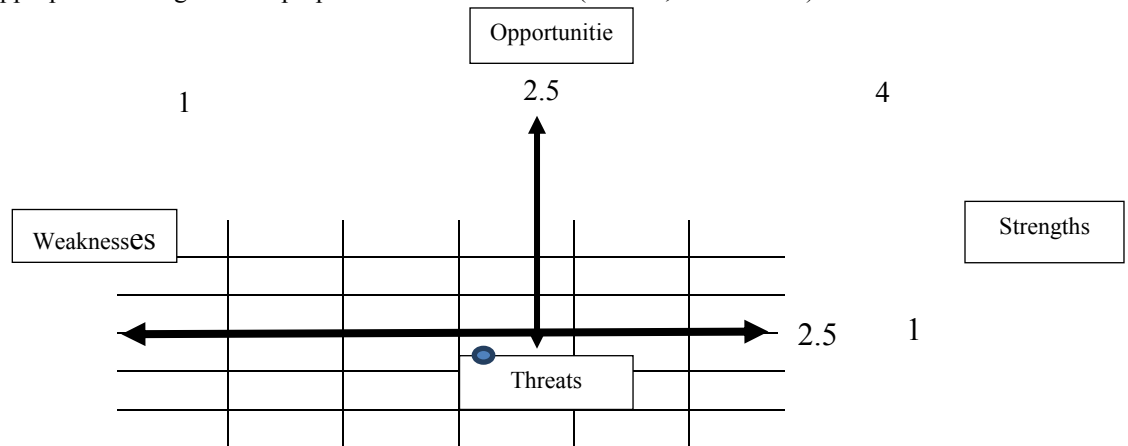

Chart 3 - Analysis of SWOT (Ali Ahmadi, 2008)

Considering that total weighted score by internal factors evaluation matrix in Table Stock Exchange Iranian matrix is 2.55 and external factors of organization has achieved the number 2.34, So the point marked in the chart above represents the confluence of both the location and status of Iran's Stock Exchange in this study, As can be seen in the ST area strategies, therefore used Diversity Strategies.

5.3.Decision phase
5.3.1. Quantitative strategic planning matrix (QSPM)
One of the common techniques and tools in evaluating strategic options and identify the relative appeal of the decision stage is Quantitative strategic planning matrix. (Fred R. David, 2001) This technique will determine which of the selected strategic, is more appropriate and in fact this scheme offers priority strategies. (Ali Ahmadi, Alireza. 2008).for preparing Quantitative strategic planning matrix we used analysis of Previous phases and Comprehensive framework for strategy. In the below chart, a Quantitative strategic planning matrix for the Iranian stock exchange is given. Where the Attractive Acoores (AS) for each agent, TAS (AS multiplying the weight of each factor) for all selected diversity strategy (competitive) has been studied. (Meredith E.2009).

Table 4 - Quantitative strategic planning matrix - External factors (Ali Ahmadi, 2008) , (Meredith E 2009) IRSE

External factor		Weight	ST-1 Develop the supportive rules of investment		ST-2 Development of financial instruments		ST-3 Strengthening Risk Committee with the Granting authority		ST-4 Legislate supervision on investments policy	
			score		score		score		score	
Opportunities (O)			AS	TS	AS	TS	AS	TS	AS	TS
O1	limitation of use foreign investment in the economy	0.03	3	0.09	1	0.03	1	0.03	1	0.03
O2	Absence of rule for foreign investment opportunities in Iran	0.03	2	0.06	1	0.03	1	0.03	1	0.03
O3	Use freedom from tax 2.5% for Accepted company in stock market	0.05	4	0.2	1	0.05	2	0.1	2	0.1
O4	Coordination between bank deposits according to inflation	0.04	3	0.12	1	0.04	3	0.12	2	0.08
O5	Development trade of soukok	0.05	1	0.05	4	0.2	1	0.05	1	0.05
O6	Establish currency market in kish	0.05	1	0.05	2	0.1	1	0.05	1	0.05
O7	Developing Company shares through Privatization Organization	0.06	4	0.24	1	0.06	2	0.12	3	0.18
O8	Create the required incentives for companies entering the stock exchange more	0.06	4	0.24	2	0.12	2	0.12	2	0.12
O9	Established futures stocks and coins market	0.05	1	0.05	2	0.1	2	0.1	1	0.05
O10	Create more academic fields related to investment	0.05	1	0.05	1	0.05	1	0.05	1	0.05
Threats (T)										
T1	Lack of coordination between fiscal and monetary policies	0.06	2	0.12	2	0.12	1	0.06	3	0.18
T2	Constant sectional changes affecting investment policies	0.06	1	0.06	1	0.06	2	0.12	3	0.18
T3	Severe dependence economic on oil and make Island Economy	0.05	1	0.05	1	0.05	1	0.05	1	0.05
T4	Legal protections and economic imbalance between public and private sectors	0.05	3	0.15	1	0.05	1	0.05	2	0.1
T5	Direct impact of exchange rate fluctuations on stock trades	0.04	2	0.08	2	0.08	2	0.08	1	0.04
T6	Volatility and high risk area	0.05	1		1		1	0.1	1	0.05
T7	Unspecified amount of systematic risk and volatility result of it	0.06	1	0.06	1	0.06	1	0.06	2	0.12
T8	Lack of planning in promote human development indicator	0.05	2	0.1	2	0.1	1	0.05	2	0.1
T9	Diminishes the role of capital markets to absorb liquidity in financial markets compared with non-organized capital markets	0.05	1	0.05	2	0.1	1	0.05	1	0.05
T10	Lack of planning on develop culture of investment	0.05	1	0.05	1	0.05	1	0.05	1	0.05
Total		**1**		**1.92**		**1.5**		**1.39**		**1.66**

Table 5 - Quantitative strategic planning matrix - Internal factors (Ali Ahmadi, 2008) ,(Meredith E.2009) Iran Stock Exchange

Internal factor		Weight	ST-1 Develop the supportive rules of investment		ST-2 Development of financial instruments		ST-3 Strengthening Risk Committee with the Granting authority		ST-4 Legislate supervision on investments policy	
			score		score		score		score	
Strengths (S)			AS	TS	AS	TS	AS	TS	AS	TS
S1	Legislate required supervision of investment	0.06	4	0.24	4	0.24	3	0.18	2	0.12
S2	classification of company according to ISIC International Standard ISIC	0.04	1	0.04	1	0.04	2	0.08	2	0.08
S3	Not belong VAT transaction	0.05	4	0.2	1	0.05	1	0.05	1	0.05
S4	Securities traded on secondary markets participation Stock Market	0.04	2	0.08	4	0.16	1	0.04	1	0.04
S5	Providing fast and cheap sources for accepted companies in stock market	0.06	3	0.18	2	0.12	4	0.24	2	0.12
S6	establish Exchange risk committee	0.04	2	0.08	1	0.04	3	0.12	2	0.08
S7	Avoid of Indexes Drop	0.05	3	0.15	1	0.05	2	0.1	2	0.1
S8	Development areas of trading with the introduction instruments such as options	0.06	2	0.12	4	0.24	2	0.12	1	0.06
S9	Determine the position and increase competitiveness of companies by comparing P / E with P / E relevant industry	0.05	1	0.05	3	0.15	2	0.1	2	0.1
S10	Improve the transparency of information and public information	0.05	2	0.1	2	0.1	3	0.15	2	0.1
Weakness (W)										
W1	Lack of foreign direct investment	0.06	2	0.12	1	0.06	1	0.06	3	0.18
W2	Limitation in time of trade (9-12.30) as result of lower trading volume and quality	0.05	2	0.1	2	0.1	2	0.1	2	0.1
W3	Lack of transparency and poor information system in the stock market	0.05	1	0.05	2	0.1	3	0.15	1	0.05
W4	Closing stock symbols for long time	0.05	2	0.1	2	0.1	3	0.15	1	0.05
W5	Queue up in the market transaction	0.06	1	0.06	1	0.06	3	0.18	1	0.06
W6	Intervention on price, Unrealistic trading and pricing non-normative	0.05	3	0.15	2	0.1	4	0.2	4	0.2
W7	Legal and administrative restrictions on corporate stock supply	0.04	3	0.12	1	0.04	2	0.08	2	0.08
W8	Lack of freedom for seekers and providers of capital	0.03	4	0.12	2	0.06	2	0.06	3	0.09
W9	Lack of proper circulation of capital and Shallow in stock market	0.05	2	0.1	3	0.15	1	0.1	1	0.05
W10	Lack of diversity in financial tools	0.06	2	0.12	4	0.24	2	0.12	1	0.06
Total		**1**		**2.28**		**2.20**		**2.30**		**1.77**

With gathering the information from the Quantitative strategic planning matrix (external factors - internal factors) Strategy ST-1, for Iranian Stock Exchange in this period and according to conditions selected and a priority of other strategies is as follows:

	Strategy	Internal factors of attractiveness scores	External factors of attractiveness scores	Average scores
ST- 1	Develop the supportive rules of investment	1.92	2.28	2.1
ST- 2	Development of financial instruments (Options...)	1.5	2.20	1.850
ST- 3	Strengthening Risk Committee with the Granting authority	1.39	2.30	1.845
ST- 4	Legislate supervision on investments policy	1.66	1.77	1.715

5.3.2. Technique for Order Preference by Similarity to Ideal Solution (TOPSIS)
Hwang and Yoon have developed this method through the similarity with the ideal way to rank preferences. This method is based on the concept that this option should have the shortest distance from the point farthest from the ideal and the ideal is negative. In TOPSIS, the distance simultaneously toward ideal and negative ideal are considered which this work is done through a close relative to the ideal.

In this method, at first the weighted scale matrix composed with vector W , so that the ND is a matrix that in which points indicators are without scale and comparable. And Wn*n is a diagonal matrix that only its elements of its original diameter are non-zero. In next step, the ideal solution (D+) and negative ideal solution (D-) are obtained and finally after calculating the ideal distance and negative ideal distance close relative C_i to the ideal solution were calculated by this formula $C_i = \frac{d_i^-}{d_i^- + d_i^+}$ and then we sorted the set of options (C_i) in descending order.

As mentioned, in this method, the total views of experts were used, which was used in the QSPM matrix as well. The result of previous calculation shows that the strategy of ST-1 for the Tehran stock exchange is selected and its priorities are as follows:

	Strategy	Di+	Di-	Ci
ST- 1	Develop the supportive rules of investment	0.3334	0.4598	0.5796
ST- 2	Development of financial instruments (Options...)	0.4386	0.4291	0.4944
ST- 3	Strengthening Risk Committee with the Granting authority	0.4291	0.3659	0.4603
ST- 4	Legislate supervision on investments policy	0.4765	0.1384	0.2495

6. CONCLUSION AND SUGGESTIONS
In this study Total weighted points of internal factors evaluation matrix of Iran stock exchange calculated IFE=2.55 that represents the average of these points according to the existing strengths and optimal level of strength (at this time) is to reduce the weaknesses, On the other hand, Total weighted points of internal factors evaluation matrix of Iran stock exchange calculated EFE=2.34 that represents the organization's inability to use the opportunity achieved is to eliminate environmental threats.

In SWOT matrix, Values obtained from matrices IFE and EFE, shows the Iranian Stock Exchange position in the area of diversity strategies (ST). These strategies include: Develop the supportive rules of investment, Development of financial instruments (Options...)‹Strengthening Risk Committee with the Granting authority ۯRegulatory laws on investments policy. Based on the assessment Average scores Diversity strategies (ST) in Quantitative strategic planning matrix (QSPM), Develop the supportive rules of investment strategy to reduce risk and Competitive pressure was selected. The Calculations indicate that this results from the prioritization matrix method QSPM also uphold by TOPSIS method. In order to become more efficient markets can use examined and available strategies in other countries such as the development of stock markets and financial instruments.

Since the stock exchange market environment is very dynamic and is influenced by various factors and According to the scores obtained in the external factors evaluation matrix EFE=2.34 And proximate the value to average of 2.5, providing environmental conditions improve in the future Aggressive strategies such as developing the futures market, coins, currency, Soukok and create incentives to enter the market is suggested.

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