



## **Analyzing strengths and opportunities of the Rural Women Cooperatives on the Agricultural Production through SWOT Method**

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According to economic changes, in recent years and assignment policy of economic activities and production to the private sectors, safer place or the cooperative sector has been established. Rural women's cooperatives such as organizations that are possibility of integrating human resources, small capital accumulation and employment with easy conditions and thus enhance the economic power of women can provide. The research was applied and method was descriptive – correlational. The questionnaire asked from member of rural women cooperatives in Tehran Province in two level managers and staff members of cooperatives were completed. The population were 7 units of rural women's cooperatives in Tehran province that sampling method of this research was satisfied random sampling (n=1631). The results S.W.O.T indicated that Continuous commitment (Individual characteristics of employees and member of cooperatives) highest strength, education (Individual characteristics of employees and member of cooperatives) highest weakness, Punctual (Individual characteristics of member of cooperatives) highest threats and hours of work (Individual characteristics of employees and member of cooperatives) highest opportunities were rural women cooperatives in Tehran Province.

**Key Words:** Rural women's cooperatives, Agricultural production, S.W.O.T Analysis (strengths, opportunities).