

# Strategy Planning For the Mining Industry in Semnan Province (Iran) Using A Combined SWOT-AHP Approach

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*Abstract*— In today's world, the type of investment, prioritization and scheduling the extraction of mineral resources due to the constraints of resources, technologies and human resources, etc. strongly requires a strategic planning appropriated in this area. In terms of quantity and quality, the resources and mines in Semnan province would be seen among the richest mineral resources in Iran. However, due to a scarcity of compiled strategic planning in the mining industry, this prominent province plays a small role in the country's economic developments. In this regard, the exploration and evaluation of the strategic factors and a formulation of strategies seems to be vital. In this study, the analysis and formulation of the demanding strategy have been done by applying the strategic management approach SWOT (Strengths, Weaknesses, Opportunities and Threats). Then the resulting strategies have been prioritized by using a hierarchical multi-criteria decision analysis called AHP (Analytic Hierarchical Process). Three strategies: creation of industrial clusters in the field of handicraft production with raw materials of mud, clay and gypsum panels (S3), joint mineral investments with the other mines of the province (S8), and the creation of groundwork for the mineral production cooperative companies, gained the highest priorities. Three strategies: updating the existing coke-making companies and constructing small coke-making and coal-washing units (S5), forming the specialized, industrial, mining, strategic and advisory committees in the Semnan Provincial Government to facilitate the local laws and encourage investments in mining (S7), and a greater engagement of private sectors with the government (activate the role of mining engineering and a maximum participation in decision-making related to the industry of the province) gained the least priority. At last, using prioritized strategies, some systematic planning is chosen strategically to suit the current situation, and to make possible a development and utilization of the high potential capacities in the mining industry which are already provides in Semnan province.

*Index Terms*— mining industry, SWOT Analysis, Hierarchical Analysis, Semnan province.