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IDENTIFYING AND PRIORITIZING THE FACTORS AFFECTING INVESTMENT IN LANDS SUPPORTING SHAHID BEHESHTI HARBOR IN CHABAHAR WITH MULTI-CRITERIA DECISION-MAKING METHOD

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ABSTRACT

Today, investment is considered as one of the most important macro variables in the country's economy, and factors such as monetary and financial, political and structural variables can have a great impact on it. One of the requirements for economic development is investment in various sectors and activities of the country. Ports as a place that combine different modes of transportation as a maritime mode have a very important role in the transportation of goods. Identifying the factors affecting investment in port facilities can be considered an important factor in attracting and expanding foreign and domestic capitals. In this research, using multi-criteria decision-making method, the identification and prioritization of these factors have been studied. The studied area is Shahid Beheshti port of Chabahar. This is an applied research in terms of purpose and the method is exploratory. In this research, the data was compiled from 40 experts who have had many years of experience in the ports and maritime organizations. SPSS and Expert Choice software were used to analyze the data. The results of this study indicate that traffic growth is the most important criterion of the investment factor group with a weight of 0.505, capital is the most important factor of the factor group of facilities with a weight of 0.436, expansion of international relations is the most important criterion of the group of policy makers with a weight of 0.426, gaining customer trust is, compared to the implementation of rules, the most important criterion of the factor group with a weight of 0.414, efficient and targeted management is the most important criterion for the management factor group with a weight of 0.413, and indicators related to the design are the most important criteria for the factor group of method factor and the feasibility of a contract with a weight of 0.415.

Keywords: *Investment, Shahid Beheshti Port, Multi-Criteria Decision Making.*

INTRODUCTION

Investing is in fact related to the increase in stocks of commodities and capital facilities and production of a community. Usually, for investing, a community must equip itself with its savings and not use part of its current production, and use it to build productive capacities in order to provide more consumables in the coming periods (Tabibian, 2000).

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One of the needs of economic development is investment in various sectors and activities of the country. Without investing in infrastructure and superstructures, one cannot expect economic prosperity and production as well as employment expansion in the country (Shakeri, 2006). Investment in the country is considered as the engine of economic growth and development, which is of particular importance in all countries of the world. The need for economic growth is also more production and more investment (Hosseinzadeh Bahreini, 2004). Investment in the special economic zones of the port has many advantages, including the important benefits of investment in these areas, having the legal advantages of investing in special economic zones, the possibility of importing raw materials without formalization of customs into the region, processing of goods and re-exportation, the possibility of land transfers, and in the form of rent with competitive prices for short and long term applicants and investors, the possibility of importing and operating machinery, spare parts, vehicles and raw materials required without paying custom duties in the region, etc. can be pointed out (Ardebili & colleagues, 2011).

Ports as a place that combines different modes of transportation as a maritime mode have a very important role in the transportation of goods. In fact, the ports, like big cities, have a lot of complications within. Ports are considered as a communication link between a country and the rest of the world in addition to the transportation of cargos and passengers. Important aspects of ports include points of contact with markets, location with competitors, inland connections, infrastructure and technology, and access to business and management routes.

Investing in ports has certain benefits, because one of the most important costs that affect the cost of goods, products and commerce is transportation costs. Therefore, it is necessary to identify investment opportunities in ports based on the relative advantage of that port, in order to attract domestic and foreign capitals and increase the productivity of facilities in ports, and through promoting the role and position of ports in the region, have positive effects on the provinces that have ports, and also Iran (Nasseri, 2011). Special economic zones, in view of their enjoyment of special economic conditions and characteristics, will be able to reduce the relative deficiencies in comparison with the mainland and actualize the existing potential and capabilities of the country, if they are planned and correctly orientated, and play a major role in the growth and prosperity of the economy and to realize the medium and long term goals. By reducing restrictions within the country, there is a good incentive for domestic and foreign investors to compete with overseas manufacturers (Znor, 2000).

The restriction of ports and the impossibility of land exploitation or ownership has made ports' lands one of the most valuable and important assets of ports for investment due to having limited operational space, because relying on these resources not only increases the income from the investments made in these lands, but the increase in the volume of discharge operations and loading due to the operation of companies that are active in these lands can lead to the development of the port position in the national and regional competition. Due to the limitation of lands in many of the world's ports for divestiture, the ports, in view of their main activities, have taken various actions, such as making berths, storing goods or allocating land for the deployment of industrial units or services, and through increasing port performance or offering value-added services, they have attracted a lot of attention. This issue becomes even more important when in addition to the current ports in each geographic

region, new ports also come to the forefront of economic life and all concentrate on attracting part of the existing sea freight.

One of the main and important issues in the development of Chabahar Shahid Beheshti port is finding the managers of the region the required mentality of the goals and functions of establishing and investing in the lands supporting the port. Achieving these large targets in Shahid Beheshti port requires proper planning or prioritizing investment and adopting an appropriate strategy and spending plenty of time and work. The introduction of the relative privileges of the port of Shahid Beheshti by the managers of the port for applicants who intend to invest in this port is one of the most important factors in the growth of participation in this region because of the need to pay attention to the advantages of investing in this port. The region represents a drop in the price of finished products. For this reason, managers can decide on a specific area of land for use and better performance. In fact, when deciding, managers' lack of attention to suitable criteria for using these lands has affected the loss of the limited and valuable resources of the port's lands due to the evaluation and selection of investment opportunities in these lands.

Situated in southeastern Iran, the Chabahar port has a privileged position on the north coast of the Oman Sea. One of the most important features of this port, which has made it possible to be distinguished from other ports in Iran and some ports of the Persian Gulf's neighboring countries, is its access to international waters. The port of Chabahar is currently composed of two portraits of Shahid Kalantari and Shahid Beheshti. The port of Shahid Beheshti, with a vision for a mixed transportation and a fourth generation port, is developing its own infrastructure and superstructure, and considering the above, the Chabahar port has the potential to become a regional hub port. Among the opportunities that can be invested in Shahid Beheshti Port are: construction of warehouses, construction of grain silos, construction of export terminals, construction of oil storage tanks, fueling and catering services to ships, participation in the implementation of the plan, and development of Shahid Beheshti Port. The purpose of this research is to identify and prioritize the factors affecting investment in the lands supporting Shahid Beheshti port of Chabahar by multi-criteria decision making method. The main objective of the research is to examine the factors affecting investment by using multi-criteria decision making and prioritize it according to the results obtained in this society. This research seeks to answer the question, what are the priorities and factors affecting investments in the lands supporting Chabahar's Shahid Beheshti Port?

Background of the Study

Chang et al. (2017) investigated the equilibrium in investing in China's Region Port. The survey showed that gross domestic product investment is far more profitable than investment. When the investment capacity of the port cities is almost the same, all port cities are actively investing in their ports, and the average return on investment can reduce the willingness of individuals to invest in their ports. Wu et al. (2016) examined the government's impact on investment in the port of China. The results showed that investment in the port would greatly contribute to the performance of the local government, which would be in the interest of the state. Also, the interests of port and state companies are aligned in the right direction. It was found that if the investment in the port develops, its benefits would be different. The study showed that the official relationship between the local government and the investment in the port has a significant impact on the decentralized governmental system in the port of China.

John et al. (2014) examined the use of a collaborative organizational model and support system for strategic decision-making for selecting an appropriate and flexible strategy for offshore operations. In this study, a phase multi-purpose decision-making method was proposed to select a flexible investment strategy. The model of support for decision-making for participatory modeling of the system is possible by multiple analysts in a group decision-making process. To analyze the complex structure of the system to obtain the weight of all criteria from the phase analytical hierarchy process (AHP), and to prioritize similarity to achieve an ideal solution (TOPSIS) technique were used to facilitate the ranking process of flexible strategies usability. Given that most of their flexibilities are financially difficult, it is anticipated that the proposed approach could provide a flexible and transparent framework for choosing the appropriate and flexible strategy with the aim of enhancing the flexibility of maritime operations for the decision makers.

Baraei et al. (2015) reviewed the environmental impact assessment of the construction of land under the support of Khorramshahr Port. Evaluating the environmental impacts of development of lands supporting Khorramshahr Port can provide the basis for sustainable development of the region. In this study, the method of environmental impact assessment, according to the type and nature of the project, is an entropy technique which, considering the environmental conditions of the area and the activities performed, the decision matrix, the normalized matrix, the weight of the criteria based on the physical- chemical parameters in two construction phases and exploiting parameters of gases, suspended particles, sound balance, soil quality and soil erosion were conducted and the two phases physical and chemical effects were prioritized. The results showed that the greatest effects were on physical parameters such as soil quality, soil erosion, sound balance, emission of gases and suspended particles. Baraei et al. (2016) evaluated the environmental impacts of landslides supporting 765 hectares of Bandar-e-Shahr in order to protect the environment using the entropy model and SAW. The results showed that the greatest effects were on physical parameters such as soil quality, soil erosion, sound balance, emission of gases and suspended particles.

RESEARCH METHOD

This is an applied research based on an exploratory-survey research method. In order to analyze this research, three basic steps were taken: firstly, through library studies, the required information was collected and the research framework was developed. In the second stage, after the necessary examinations and also consultation with specialists of the multi-criteria decision-making technique, the sample size was settled on 40 people. To answer the drawn up questionnaires, expert supervisors who worked in sectors such as investment, port, budget and finance were used. Regarding the possibility of not returning some of the questionnaires, 45 questionnaires were distributed in these sections. After collecting the questionnaires, 40 questionnaires were received. The descriptive statistics section of the questionnaire was evaluated using SPSS-22 software and then based on the data obtained from the pairwise comparison method, the evaluative Expert Choice software was used, and then, using the multi-criteria decision making structural model, the identification and prioritization of the factors affecting investment in lands supporting Shahid Beheshti port of Chabahar has been dealt with. The demographic information of respondents is presented in table 1.

Table 1: Characteristics of the Applicants' Demographics

Description		Number	Percentage
Gender	Female	12	30
	Male	28	70
Age	20-25 years old	1	2.5
	26-31 years old	0	0
	32-37 years old	9	22.5
	38- 43 years old	17	42.5
	44 years old and up	13	32.5
Education	Diploma	0	0
	Associate's Degree	1	2.5
	Bachelor's Degree	8	20
	Master's Degree	28	70
	PhD and higher	3	7.5
Work experience	2-3 years	1	2.5
	4-6 years	1	2.5
	7-10 years	3	7.5
	11-16 years	11	27.5
	16 years and up	24	60

Multi-Criteria Decision Making and Hierarchical Analysis Process

Multi-criteria decision-making models (MCDM) are divided into two broad categories of multi-objective decision-making model (MODM) and multi-attribute decision-making model (MADM). MODM is a multi-objective decision-making tool that can simultaneously focus on several objectives that are inconsistent and provide the best solution with mathematical programming methods. MODM addresses the relative superiority of goals and the relationship between goals and indicators.

Hierarchical Analytic Process (AHP) is one of the most well-known multi-criteria decision-making techniques developed by Thomas A. Alan in the 1970s. This approach can be useful when decision-making practice has multiple choices and decision indicators (Ghodsipour, 2002). Indicators can be quantitative or qualitative. The basis of the AHP method is the paired comparison. In this way, the decision maker begins by providing a tree of decision hierarchy. This tree shows the indicators and decision options. Then a pair of comparisons is made. These comparisons determine the weight of each factor in line with rival options. Finally, the AHP logic integrates the matrices derived from the pair comparisons in a way that provides the optimal decision.

The hierarchical analysis method is one of the multi-index decision-making methods that is widely used. In each method of decision making and planning, a systematic and logical method is used to achieve the answer. As shown in Fig. 1, this method evaluates the factors in two main phases.

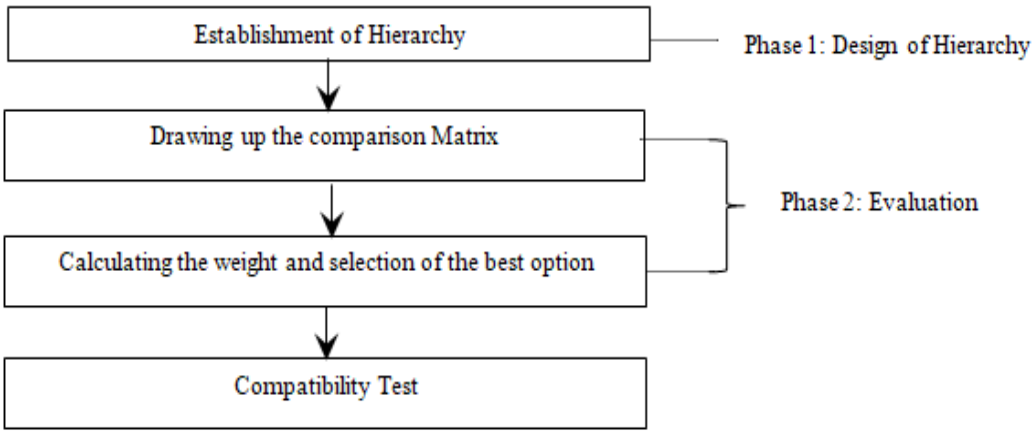

Figure 1: Stages of Hierarchical Analysis

The hierarchical analysis process is one of the most comprehensive designed methods for decision making with multiple indicators that is used to decide and select an option among multiple decision options, according to the indicators determined by the decision maker. The AHP process enables the combination of both qualitative and quantitative criteria simultaneously. This process uses two-way comparisons of variables and decision-making criteria. Coupling comparisons allows the decision maker to focus solely on comparing two criteria or options, regardless of any outside influence. It also provides valuable information about the under review problem and improves the logic of the decision process.

In the process of analyzing the hierarchy, the elements are firstly compared in pairs and the paired comparison matrix is formed, then the relative weight of the elements is calculated using this matrix. One of the advantages of the hierarchical analysis process is to control the consistency of the decision. In other words, in the process of analyzing hierarchy, it is possible to calculate the amount of decision-making compliance, and judge whether it is good or bad or acceptable or not. If the value is greater than 1.0, it indicates that the given weight is not compatible and should be re-evaluated. The hierarchical structure designed in AHP has the ability to consider the decisions of various experts. In the last step, normalization and finding relative weights in matrices are performed.

To do this, the comparison of options with the i-th indices is often used for options or j-indexes and in table 2 it is shown how indices are valued compared to each other.

Table 2. Evaluation of indices compared to one another

Preferred Value	Comparison Standard of i to j	Remarks
1	Equal importance	The i option or index is equally as important as j or they are not more important than one another
3	Slightly more important	The i option or item is slightly more important than j
5	More important	The i option or index is more important than j
7	Significantly more important	The i option or index is significantly more important than j
9	Significantly important	The i option or index is significantly more important than j and is incomparable
2,4,6&8	-	Indicates intermediate value among the preferred values

The weight of each factor indicates its importance and value relative to other factors in locating operations. Therefore, knowingly and accurately selecting the weights is a great help in determining the target. Among the various methods of relative weighing, geometric meanings are the most appropriate mathematical rule for combining judgments in this manner because it maintains the inverse properties of the pairwise matrix. The following steps are used to calculate the inconsistency rate:

Step 1. Calculate the weighted vector: multiply the matrix of pairwise comparisons in the vector of the "relative weight" column, and the new vector obtained in this way is called the weighted vector.

Step 2. Calculate the compatibility vector: Divide the total weight vector elements into a relative priority vector, called the vector of compatibility vector.

Step 3. Obtaining λmax, the mean of the integration elements of λmax.

Step 4. Calculate the compatibility index: The compatibility index is defined as follows:

Relation (1)

$$CI = \frac{\lambda_{\max} - n}{n-1}$$

n is the number of options available in the problem

Step 5. Calculate the compatibility ratio: The compatibility ratio is obtained by dividing the compatibility index by the random index.

Relation (2)

$$CR = \frac{CI}{CR}$$

The compatibility ratio expresses a correlation of 0.1 or less in comparisons (Mehregan, 2004) The random variable is extracted from Table 3.

Table 3. Random Indices

N	1	2	3	4	5	6	7	8	9	10
RI	0	0	0.58	0.9	1.12	1.24	1.32	1.41	1.45	1.51

Determination of Coefficient of Priority of Variables Affecting Investment in Shahid Beheshti Port of Chabahar

As described, the major variables affecting investment in Chahbahar's Beheshti port are:

A. Investment
B. Features
C. Policies
D. Rules and regulations
E. Management
F. Method and feasibility

After extracting critical and important factors from the subject literature, the tree of decision-making criteria was made for the purpose of prioritizing. This tree contains the main and secondary factors in Fig. 2. The matrix group is also shown in Table 4.

Table 4. The final paired comparison matrix of the main factors

Main Factors	Investment	Facilities	Policies	Rules & Regulations	Management	Method & Feasibility	Weight of Factor
Investment	1	2	3	3	4	2	0.329
Facilities		1	2	3	2	6	0.261
Policies			1	2	2	2	0.144
Rules & Regulations				1	0.5	0.5	0.068
Management					1	2	0.111
Method & Feasibility						1	0.088
CR=0.06<0.1 Acceptable							

As shown in table 4, the investment index with the relative weight of 0.329 is most important. Therefore, it has the most effect on the 6 indicators. Possibilities and policies are respectively relative weights of 0.261 and 0.144 respectively. The incompatibility rate of the paired comparison is 0.06, which is less than 0.1, and an acceptable compatibility.

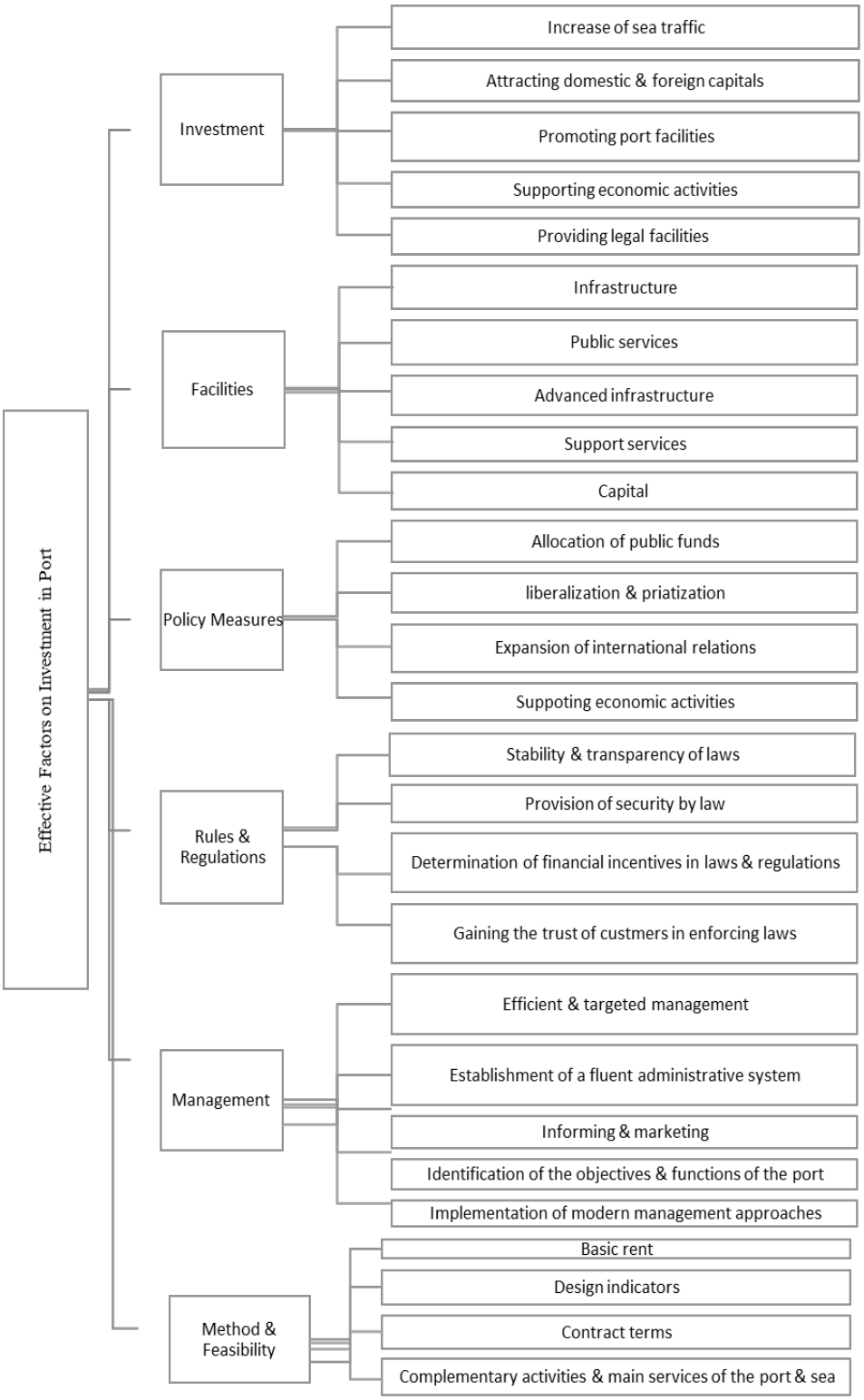

Figure 2. The Tree of Decision-Making Criteria

Determining the Priority of the Sub-criteria of the Main Variables

Multi-criteria decision making and hierarchical analysis process as the main variables affecting investment in the lands supporting Chabahar's Shahid Beheshti Port, are each divided

into separate sub-categories, which identifies and prioritizes the factors affecting investment in Chabahar's Shahid Beheshti Port. Identifying and determining the priority and determining the coefficient of significance of these factors can attract the investor to the lands supporting Shahid Beheshti Port of Chabahar.

Determining the Priority of the Sub-criterion of the Investment Variable

The main factors of investment are increasing sea traffic, attracting domestic and foreign capital, upgrading port facilities, supporting economic activities and providing legal facilities. These criteria are presented in table 5 with their paired comparisons. As you can see in table 5, the maritime traffic increase index with a relative weight of 0.505 is the most important. Therefore, it has the most effect on the five indicators. The index of attracting domestic and foreign capital and upgrading port facilities and equipment are respectively with a relative weight of 0.246 and 0.102. The incompatibility rate of the paired comparison is 0.07, since it is less than 0.1, it is an acceptable compatibility.

Table 5. The final paired comparison matrix of investment criteria

Investment	Increase of Sea Traffic	Attracting foreign & domestic capital	Promoting port facilities & equipment	Supporting economical activities	Presenting legal facilities	Weight of Criteria
Increase of sea traffic	1	3	6	5	7	0.505
Attracting foreign & domestic capital		1	4	3	4	0.246
Promoting port facilities & equipment			1	2	2	0.102
Supporting economical activities				1	4	0.099
Presenting legal facilities					1	0.048
CR=0.07<0.1 Acceptable						

Determining the Priority of the Sub-criterion of the Variable of Facilities

The main factors of facility are infrastructure, public services, advanced infrastructure, support and capital services. These criteria are presented in table 6 with their paired comparisons. As shown in table 6, the capital index with the relative weight of 0.436 is the most important. Therefore, it has the most effect on the five indicators. Advanced infrastructures and public services have a relative weight of 0.290 and 0.131, respectively. The incompatibility rate of the paired comparison is 0.02, which is acceptable because it is less than 0.1.

Table 6. The final paired comparison matrix of facilities criteria

Facilities	infrastructure	Public services	Advanced infrastructure	Supporting services	Capital	Weight of criteria
Infrastructure	1	3	6	5	7	0.058
Public services		1	4	3	4	0.131
Advanced infrastructure			1	2	2	0.290
Supporting services				1	4	0.085
Capital					1	0.436
CR=0.02<0.1 Acceptable						

Determining the Priority of the Sub-criterion of the Policy Variable

The main factors of the policy-making process are the allocation of public funds, liberalization and privatization, the expansion of international relations and support for economic activities. These criteria are displayed in table 7 with their paired comparisons. As shown in table 7, the index of expansion of international relations with a relative weight of 0.426 is the most important. Therefore, it has the most effect on the four indicators. Privatization liberalization and support for economic activities are respectively with relative weights of 0.346 and 0.165. The incompatibility rate of the paired comparison is 0.05, which is less than 0.1, and is an acceptable compatibility.

Table 7: The final paired comparison matrix of policy measures criteria

Policy	Allocating public budget	Liberalization & privatization	Developing international relations	Supporting economical activities	Weight of criteria
Allocating public budget	1	0.33	0.2	0.166	0.063
Liberalization & privatization		1	3	0.5	0.346
Developing international relations			1	2	0.426
Supporting economical activities				1	0.165
CR=0.05<0.1 Acceptable					

Determining the Priority of the Subcategory of the Variable of Rules and Regulations

The main factors of the main rules and regulations are the stability and transparency of the law, the provision of security by law, the determination of financial incentives in the laws and regulations, and the trust of customers in enforcing the rules. These criteria are presented in table 8 with their paired comparisons. As shown in table 8, the index of customer confidence in the implementation of laws with a relative weight of 0.414 is the most important. Therefore, it has the most effect on the four indicators. Regarding stability and transparency in laws and security by laws, the relative weight of 0.294 and 0.222, respectively, are in the foreground. The incompatibility rate of the paired comparison is 0.06, and because it is less than 0.1, it is an acceptable compatibility.

Table 8. The final paired comparison matrix of rules and regulations criteria

Rules & Regulations	Stability & transparency of regulations	Providing safety through regulations	Determining financial support in rules & regulations	Attracting customers' trust	Weight of criteria
Stability & transparency of regulations	1	2	4	0.5	0.294
Providing safety through regulations		1	5	0.5	0.222
Determining financial support in rules & regulations			1	0.25	0.070
Attracting customers' trust				1	0.414
CR=0.06<0.1 Acceptable					

Determining the Priority of the Sub-variable of the Management Variable

The main factors of management are efficient and targeted management, the establishment of a fluent administrative system, informing and marketing, the identification of the objectives and

functions of the port and the implementation of modern management approaches. These criteria are presented in table 9 with their paired comparisons. As shown in table 9, efficient and targeted management with a relative weight of 0.413 is the most important. Therefore, it has the most effect on the five indicators. Information and marketing, and the creation of a mental administrative system, with a relative weight of 0.268 and 0.178, are in the next priority. The incompatibility rate of the paired comparison is 0.04, since it is less than 0.1, the compatibility is acceptable.

Table 9. The final paired comparison matrix of management criteria

Management	Efficient & targeted management	Establishment of a fluent administrative system	Informing & marketing	Identification of objectives	Functions of the port & the implementation of modern management approaches	Weight of criteria
Efficient & targeted management	1	3	2	4	6	0.413
Establishment of a fluent administrative system		1	0.5	3	4	0.178
Informing & marketing			1	4	4	0.268
Identification of objectives				1	3	0.091
functions of the port and the implementation of modern management approaches					1	0.050
CR=0.04<0.1 Acceptable						

Determining the Priority of the Sub-standard of the Method Variable and the Feasibility of the Contract

The main factors of the method and feasibility are the basic rent, design indicators, contract terms, complementary activities, and the main services of the port and the sea. These criteria are presented in table 10 with their paired comparisons. As shown in table 10, the index related to the design with a relative weight of 0.415 is the most important. Therefore, it has the most effect on the four indicators. The basic services of port and sea services and basic rental are respectively with a relative weight of 0.293 and 0.185, respectively. The incompatibility rate of the paired comparison is 0.03, since it is less than 0.1, the compatibility is acceptable.

Table 10. The final paired comparison matrix of contractual method and feasibility criteria

Method & feasibility	Basic rent	Design indicators	Contract terms	Complementary activities & main services of the port & sea	Weight of criteria
Basic rent	1	0.5	2	0.5	0.185
Design indicators		1	3	2	0.415
Contract terms			1	0.33	0.107
Complementary activities & main services of the port & sea				1	0.293
CR=0.03<0.1 Acceptable					

CONCLUSION

The development of free trade zones makes it possible to further expand non-oil exports using domestic and foreign capitals. As the results of this study show, the increase in maritime traffic is the most important criterion of the investment factor group with a weight of 0.505, the capital is the most important criterion of the factor group with a weight of 0.436, the expansion of international relations is the most important criterion of the group of policy-making factors with the weight of 0.426, attracting customers' trust in implementing the rules is the most important criterion for the group of factor of the rules and regulations with a weight of 0.414, Effective and targeted management is the most important criterion for a management factor group with a weight of 0.413, and indicators related to the plan is the most important criterion for the contractor's method of calculation and feasibility, Weighing 0.415. The findings of this study are consistent with the findings of Karim Kia (2011), Nahidi et al. (2011), Shakeri et al. (2006), Cheng et al. (2017), and also Wu et al. (2016).

Considering the importance of the factors affecting investment in the land of Shahid Beheshti's port of Chabahar, using this research, management suggestions are as follows:

- Executive managers shall determine incentive and presentable services to the owners of goods, facilitate and expedite the processes and economic development of Chabahar's route in order to promote the ports, increase goods and maritime traffic, as a result.
- In order to present Chabahar port and the manner of allocating the supporting lands and the facilities that the port can provide for the investors in exchange for investment on the port, the organization managers can put their efforts on holding conventions and local and national conferences.
- Senior managers, by providing international and regional agreements to introduce the advantages of the harbor and the benefits of investment, provide the possibility of a more frequent presence of the nongovernmental sector.
- The managers of the ports and maritime organization should pay special attention to the Chabahar's Shahid Beheshti port and allocating the necessary funds to complete the relevant infrastructure, so that investors are convinced of the construction and establishment of pre-emptive facilities related to their type of activity in the region.
- In Investigating the impact of laws and regulations as one of the key priorities that could have the greatest impact on investment in the land sector, the answer is gaining customer trust regarding the implementation of the rules laid down in the port and on these lands. If the rules laid down in the port and supporting lands are properly

applied, it will attract more customers and investors to this area and thus, investment in this sector.

- In assessing how much Chabahar port management could affect investment in lands supporting the port, it became clear that the most important priority is the efficient and targeted management of Chabahar, which could have the greatest impact on the attraction of capital through support lands. Meaning that management should focus its efforts on utilizing financial and non-financial resources in pursuit of predetermined goals, which is the same as attracting investors.

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