

# **The role of the basic services of the Chambers of Commerce in enhancing the competitive advantage of the Palestinian product in the Marble factories of Bethlehem Governorate**

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## **Abstract**

The study aimed to explore the role of the basic services of the Chambers of Commerce in enhancing the competitive advantage of the Palestinian Marble product in the Marble factories of Bethlehem Governorate. The study adopted the services of Bethlehem Chambers of Commerce as independence variable and the enhancing competitive advantage as dependent variable. The independent variable including (1) training, (2) economic development, (3) marketing and (4) strategic plans but the dependent variable include (1) quality, (2) efficiency, (3) creativity and (4) response. To achieve the objectives of the study, a descriptive analytical method was adopted to examine the relation between the basic services of the Chambers of Commerce and the competitive advantage, in addition the study measured this role by Pearson correlation coefficient and One Way Anova. To reach that end, a questionnaire was designed and distributed for the study sample which size was 225 employees out of 540 employees working in (190) factories registered in the center of the Marble.

The most important findings of this study were (1) the basic services which provides by Bethlehem Chambers of Commerce were at average level, (2) the role of Bethlehem Chambers of Commerce enhancing the competitive advantage was at average level and (3) there was high positive relationship between the basic services which provided by Bethlehem Chambers of Commerce and enhancing the competitive advantage. This relationship was high and positive for Marbles quality and efficiency, average positive for creativity and weak positive for response .

In light of the results of the study, the study recommended several recommendations: - (1) the need of Chambers of Commerce to solve the

problems facing the workers in providing services in the Marble factories, (2) the chambers of commerce must create a permanent exhibition throughout the year for all types of Marble and finally (3) the need of Chambers of Commerce To help the factories analyze the internal environment to build strategic plans.

Keywords: Services of the Chambers of Commerce, training, economic development, marketing, strategic plans, enhancing competitive advantage, ,quality, efficiency, creativity, response.