1. companies can be said to be agile when they can produce a variety of products on a small scale with no compromise to quality and at relatively no extra cost, as if producing those same products en masse.
2. Why agility is important for SMEs? (answer at the end of the page2)  
   tahesh mige ke chon mikhan SMEha bian ba behtarin sherkathaye market reghabat konan, agility mitoone komakeshoon kone
3. Agility strategic framework:
   1. First information is gathered with respect to company strategy and company aims. 6 variables are used as the basis for understanding the primary drivers for the business: cost, delivery, quality, performance, flexibility, and innovativeness. This is followed by an assessment of turbulences that crucially affect SME operations. For example, the dynamic nature of customer requirements, the intensity of competition, supply chain turbulence, and changes that occur in the economic, social, technological, environmental and political environment. Many of these are beyond the control of the SME but can have a considerable impact on operations….
4. 
5. The marketing element of the ASF provides a logical and structured approach to help SMEs to become more proactive in their marketplaces (Figure 3). As a first step, an assessment tool is provided, so that managers can assess their marketing capabilities in a non-critical way. This is followed by coaching sessions, to show how a market-oriented approach can provide some degree of control over the company’s future. Once a commitment is made to make the most of marketing, an analysis of the product portfolio is carried out, taking account of company capabilities and constraints. Segments to be targeted are analysed to provide an understanding of ustomer and competitor forces within the industry, and lists of potential customers are then targeted. Finally, the company is assisted in the launch of the marketing and sales campaign
6. The focus of this particular study was the third stage in the agility framework, namely to show how a proactive marketing approach can be used to generate new customers for the business. What is important about “marketing agility” is that the approach encourages companies to develop their marketing so that it can be reconfigured at short notice