

**COMPREHENSIVE STUDY ON MARKETING
MIX STRATEGY APPLICATION TOWARDS
MARKET EFFECTIVENESS IN HANDLOOM
INDUSTRY**

**(WITH SPECIAL FOCUS ON KALMUNAI DIVISIONAL
SECRETARIAT DIVISION)**

S.M.M FAYAS

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**DEPARTMENT OF MANAGEMENT
FACULTY OF MANAGEMENT AND COMMERCE
SOUTH EASTERN UNIVERSITY OF SRI LANKA**

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ABSTRACT

“Comprehensive study on marketing mix strategy application towards market effectiveness in handloom industry (with special focus on kalmunai divisional secretariat division)” by SEU/IS/06/MG/049, SMM.Fayas which was studied with the purpose of identifying marketing knowledge and practices of handloom product manufacturer to develop marketing strategic practices to improve handloom industry by recommending possible solution similar to an established organization with special reference to Kalmunai division of Ampara District. The research was designed to analyze marketing mix strategy through univariate analysis. The data were measured by using descriptive analysis and evaluated by five point likert scale method. This research gathered information regarding each marketing mix element strategic practice in making market effectiveness.

It was interpreted by tables and graphs with descriptive measures. Manufacturers are practicing quality and designing strategy but branding strategy. Pricing decisions are not in stable position in handloom industry. The placing strategy implementation is being complex to make effective market. There is a poor level of promotion strategy used to communicate product to market. Further this research was studied the operation regarding Department of Industries Development in promoting handloom industry in Kalmunai. There were several influences make manufacturers into critical situation to apply marketing strategies to create an effective market in this industry. Furthermore this research concluded why this industry should be protected, how can be strategically improved were also discussed.