

**A STUDY ON MARKETING STRATEGIES OF SMALL AND
MEDIUM ENTERPRISES IN BATTICALOA DISTRICT,
SRI LANKA.**



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ABSTRACT

Small and Medium Enterprises (SMEs) play a pivotal role in the development of the country. The objective of this study was to collect the information on marketing strategies currently employed by the small and medium enterprises in the Batticaloa District. The analysis based on the 106 numbers of entrepreneurs who were responded to the questionnaire survey conducted on randomly selected samples.

The study majorly examined the information such as personal information of the entrepreneurs, nature of the business, product strategies, pricing strategies, promotion strategies, place strategies that influences in the performance of small and medium enterprises in Batticaloa district.

The research findings revealed that the nature of businesses, revealing a clear preference for product categories like sweets and snacks lead with the highest number of entrepreneurs, 28.3% showcasing its popularity in the Batticaloa. Majority of entrepreneurs in Batticaloa district around 62% fall under the small-scale category. The analysis of data on production and marketing strategies indicated that the adaptability of these enterprises, with social media and exhibitions being the most utilized promotion methods. The survey highlights that advertising ways shift towards digital platforms

This study provides valuable insights to improve the marketing strategies of small and medium enterprises in Batticaloa district to enhance their productivity and profitability in successful way for long term manner.

Keywords: Small and Medium Enterprises, Marketing Strategies, Nature of the Business, Product, Price, Promotion, Place.

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