

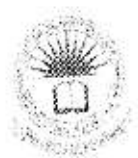
“REASONS FOR THE FAILURE OF MARKETING STRATEGIES IN HANDLOOM INDUSTRY, WITH SPECIAL REFERENCE TO AMPARA DISTRICT”

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1999.

SUMMARY

The title "Reason for the failure of Marketing strategies in handloom industry, with special reference to Ampara district" has been intended by me as a research Study.

Chapter - 01 Consist of the introduction of the research study. It disclose that what is the research problem, what question is to be answered, what are the assumptions made, what are the Limitation, which methodologies are used to collect data and which evaluation method is used to analyse those data.

The 2nd chapter describes that what is marketing, what is marketing Strategies, how to develop a marketing mix, how to develop a marketing Strategy and different definitions which were given by different authors.

3rd chapter represents the collected data and analyses those data and the 4th chapter discusses about the result from the Survey.

Finally the 5th chapter given Some Conclusions and recommendation from the survey.

Miss Karthigesu Mekala.

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