

**“MARKETING OF FISH IN EACHCHILAMPATTHAI
DIVISIONAL SECRETARIAT DIVISION”**



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Project Report
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ABSTRACT

The majority of the world population consume seafood especially fish for their day to day meals consumption in this way Sri Lankan consumers are not exempt. Sri Lanka is a fishing country and has huge fisheries resources but the people who involve in fisheries face uncertainties and problems regarding the issues of storage, price determination and marketing. The fishermen in the Eachchilampattai Division in Trincomalee District face with the problems especially in reference to marketing.

Therefore the research study is aimed at identifying the marketing problems of the fishermen in the Eachchilampattai Division and recommending and guiding them to have good marketable products and therefore can obtain a reasonable price for their fisheries.

The information for the research collected from the 100 respondents from the five main villages of the Eachchilampattai Division by issuing questionnaires and discussions and the four main factors were analyzed including Price, Production, Place and Promotion which affect the marketing process of the fishermen.

According to the research findings the problem of the fishermen include reasonable price for the fishes are not determined by the buyers and a narrow Market Coverage, lack of marketing knowledge, improper mode of Transportation and dishonesty intermediaries are lacking and the fishing area is restricted by the Government also a dominant shortcoming for the large scale production which may create a huge market hence a higher price can be obtained. Therefore the Government and the other Stake holding Organizations including Rural Development Societies, Fisheries Societies must take necessary steps to fix reasonable price and granting loans for expansion, training them to use the new fishing equipments and to have good marketing activities can help the people to have a good standard of living.

CONTENTS

	Pages
Title pages	I
Acknowledgement	IV
Abstract	V
Abstract (Tamil)	VI
Contents	VII
List of Tables	X
List of Figures	XII
CHAPTER- 1 OVER VIEW OF THE STUDY	01-04
1.0 Introduction	01
1.1 Introduction of the research area	02
1.2 Problem Statement	03
1.3 Objectives	03
1.4 Significance of the study	03
1.5 Limitations	04
1.6 Assumptions	04
CHAPTER-2 REVIEW OF THE LITERATURE	05-22
2.0 Introduction	05
2.1 Product	08
2.2 Price	12
2.3 Place	15
2.4 Promotion	18
2.5 Marketing	20
2.6 Summary	22

CHAPTER- 3 CONCEPTUALIZATION & RESEARCH

METHODOLOGY

23-33

3.0 Introduction	23
3.1 Conceptualization frame work	23
3.2 Populations and sampling	25
3.3 Method of data collection	26
3.4 Questionnaire administration	28
3.5 Data analysis	28
3.6 Data presentation	29
3.7 Method of data evaluation	29
3.8 Conclusion	33

CHAPTER-4 DATA PRESENTATION AND ANALYSIS 34-71

4.0 Introduction	34
4.1 Personal Information	34
4.2 Research Information	36
4.3 Summary	71

CHAPTER-5 DISCUSSIONS AND FINDING 72-80

5.0 Introduction	72
5.1 Discussion on Research Information	72
5.2 Summary	80

CHAPTER-6 CONCLUSIONS AND FECOMENDATIONS

81-90

6.0 Introduction	86
6.1 Conclusion	87
6.2 Recommendations	88
6.3 Implication of Research	92

APPENDIX

Page No.

QUESTIONNAIRE-1 (ENGLISH)

93

QUESTIONNAIRE-2 (TAMIL)

97

1.1	Product	98
1.2	Price	99
1.3	Production	100
1.4	Control over the unit	101
1.5	Cost	102
1.6	Monthly income	103
1.7	The amount of fish caught per day	104
1.8	Annual fishing	105
1.9	Method of fishing	106
1.10	Investing costs	107
1.11	Fishing period	108
1.12	Fishing method	109
1.13	Landing conditions	110
1.14	Reasonable price	111
1.15	Salary	112
1.16	Price per kg of fish	113
1.17	Capital equipment	114
1.18	Working	115
1.19	Fishing is made throughout the year	116
1.20	Minimum fish caught	117
1.21	Product vehicle category	118
1.22	Intermediate reference	119
1.23	Conclusion	120
1.24	Profit through the intermediaries	121
1.25	Direct marketing	122