

COMPREHENSIVE STUDY AND ANALYSIS ON MARKETING OPPORTUNITY OF FISHING INDUSTRY IN VALAICHENAI

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ABSTRACT

This project report is submitted under the title of "The comprehensive study and analysis on marketing opportunity of the fishing industry in valaichenai" and this will help me to complete the degree program in Bachelor of Business Administration at the Eastern University of Sri Lanka. This dissertation assistance in to seven chapters all this chapters explain about the title related matters.

The objective of this research study is to find the factors which are influenced on getting the marketing opportunity of fishing industry in valaichenai deep sea fishing port, therefore, this analysis is done with the four variables. The dependent variable is marketing opportunity and independent variables are value added management, supply chain, information and government policy. To measure the level of influence of each variable, questionnaire is prepared and issued among marketers and data was collected.

The gathered information was shown in the form of illustration, tables, charts and figures. The relation between the dependent and independent variables are grouped as Lower Level, Moderate and High Level. Based on the findings, the data was analyzed and presented. Further, the discussion on findings also expressed.

Furthermore, this research is concluded with each influencing factors, at the arrival of finishing the thesis recommendations are given to improve the effectiveness of marketing opportunity for the fish marketers in the industry.

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