

BUSINESS DEVELOPMENT PLAN FOR SHRIMP CULTURE IN KALLAR.

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ABSTRACT

The main objective of this study is to build business development plan through analysis Strength, weakness, opportunities and threats in shrimp business. This research study's conceptualization framework has four variables that are used for development plan such as, production, marketing, financial, and technological plan. This research used both primary and secondary data. 100 shrimp sellers were randomly selected as a sample and questionnaire were issued to them to collect data. Collected data were analysed in the form of SWOT. Based on the SWOT analysis the business development plan was designed.

The kallar in Batticaloa district is very famous for the small shrimp. The kallar lagoon is found as suitable to reproduction of the shrimp. The shrimp business has been traditional business of the kallar people for long time. It was found that only about 150 families from both periyakallar and Koddakallar were directly involved in the business. Most of them are women who depend only on this business for their daily income.

Even though still it's very famous in Kallar, there is no improvement in this business. There is no value addition or quality market production comes out since long year and also no one take interest to conduct the research for developing shrimp business.

According to the SWOT analysis is found as main issue of shrimp business in kallar. It is identified in the development plans that are the main strategy for improving the shrimp business in kallar.

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