

**MARKETING STRATEGIES ADOPTED FOR THE SUCCESSFUL
MARKETING OF RAMBUTAN IN THE GAMPAHA DISTRICT**



JAYASOORIYA ARACHCHILAGE SHINALI SHASHIKA JAYASOORIYA

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ABSTRACT

Rambutan is a tasty fruit and it is popular in many countries. Even though Rambutan is a foreign fruit to srilanka in some countries, the Rambutan tree is very common in gardens. Malwana is the most famous and important place to Rambutan than other areas. The area is part of the Gampaha District. Malwana is reputed to be the heartland of Exotic fruit Rambutan.

The study is intended to examine what is the extent of practicing marketing strategies by sellers for the success of marketing of Rambutan in Gampaha. Totally 100 questionnaire have issued to Rambutan sellers who residing in five part of divisional secretarial areas on random sampling basis.

Conceptualization framework used to developed questionnaire to the research and each element from conceptualization include in the questionnaire. According to the Conceptualization model, through the main objective of the study is to show the marketing variables such as Product strategies, Price strategies, Place strategies and Promotion strategies.

Method of analysis specifically considered univariate analysis only. Based on the value indicated in the questionnaire, mean value is lying in the range between 1 to 5, which is strongly disagree to strongly agree with 5 scale measures.

The result of the study showed that there are high levels of product strategies and place strategies. And also price and promotion strategies are moderately support to the successful marketing of Rambutan. Finally the researcher can conclude that overall Marketing Strategies are highly support to the successful Marketing of Rambutan in Gampaha District. this research study will be helpful to improve sellers for modify the 4ps towards their success of marketing of Rambutan.

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