

**A FEASIBILITY STUDY ON THE
ESTABLISHMENT OF
CELLULAR PHONE MARKET IN THE
DISTRICT OF BATTICALOA**

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ABSTRACT

The Heading of my dissertation is a feasibility study on the establishment of the cellular phone market in the Batticaloa District. The reason for me to select this subject was that the people of the Batticaloa District should also be extended with the latest communication facility known as hand phone system as enjoyed by the people in the island other than those in the North & East who were rejected this facility for the reason of ethnic problem.

In my first chapter I have identified the problem of my research and the objectives of my study.

In the second chapter I have analyzed through marketing, to market products successfully and how to plan the business strategically in this regard.

The third chapter is methodology which reveals how to collect data and explaining each question is the questionnaire.

The fourth chapter reveals results analysis and in this Chapter I have analyzed the opportunities and threats prevailing in the environment.

In the fifth chapter I have suggested strategic plans to eliminate the threats in the customers' point of view.

In Chapter six I have given the conclusion of my dissertation.

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- 1.1 Problem identification
- 1.2 Objectives of the study
- 1.3 Methodology
- 1.4 Limitations
- 1.5 Conceptualization

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 - 2.1.3 The product concept
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