

**Sustainable Competitive positioning in  
Food & Beverage Industry  
A comparative study  
Between  
Ceylon cold stores Limited & Cargills Ceylon Limited.**

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## ABSTRACT

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Private sector companies are playing a crucial role in our country, which support to the development of economy of our country and provide employment opportunity and reduce the number of unemployment level with in the country. Time to time there are number of new companies emerge within the industry. Among the number of company it is important for an organization to survive for a long time and maintain its position and achieve high level of profit.

In Food and Beverage industry there are numbers of companies emerge time to time. Among them Ceylon Cold Stores limited and Cargills Ceylon limited survive and uphold its position over a century. It is surprise that even though the two plants of the Ceylon Cold Stores limited were closed it still maintain its position in the market. Therefore the study intended to carry out research in this area.

It has consisted of five chapters. Those are Introduction, Literature review, Research Methodology, Data Presentation, Data Analysis, and Conclusion, Recommendation and Implication.

In the first chapter it has considered the introduction, problem of research, objective of the research limitation, assumption and conceptualization of research.

The second chapter, it has considered the introduction, defining about the position, product, price, place and promotion

In the third chapter it has considered the research and methodologies introduction, population of Trincomalee town and gravets, sample size, research information and method of evaluation.

All the data collected by issuing questionnaires were presented and analyzed in fourth chapter. The presentation and analysis includes responses to Product, Price, Place, and Promotion and overall Marketing mixes.

Eventually in the final chapter it has included conclusion, recommendation and implications to achieve the research objectives.

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