

CHILLI MARKETING PROBLEM IN MANMUNAI SOUTH
ERUVIL PATTU DIVISIONAL SECRETARIAT DIVISION
KALUWANCHIKUDY

SELLATHURAI KRISHNAKUMAR

REG NO: EU/IS/98/COM/05

INDEX NO: COM 365



892



Project Report
Library - EUSL

DEPARTMENT OF COMMERCE
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY
SRI LANKA

2004

ABSTRACT

This project report is regarding chilly marketing problem in manmunani south eruvil pattu divisional secretariat division kaluwanchikudy. The reason for this research is the producers of chilly in this area produce only certain variety of chilly (PC.1) and they are facing lot of difficulties in marketing same. The main idea of this research is to find out the reason for this and give the recommendation.

For this project report 100 chilly producers were taken and collected the data at simple random method.

This project report, First chapter is introduction, objective, limitation, methodology and data collection and assumption.

Second chapter relates many information regarding general marketing and especially chilly marketing.

Third chapter consists of data presentation. In this the data so collected is briefed with a table indicating the figures.

Fourth chapter is formed analysis of the data collected. In this it is found that this chapter is relating to comparing and analysis of the data.

In this fifth chapter it consists of conclusion and recommendation for some problems and a part of the action plan is added.

I believe that this research has fulfilled my idea to a certain extent.

List of Contents

Acknowledgement	i
Abstract	ii
List of table	iii
List of figure	iv
Contents	v
Introduction	1- 4
Literature Review	5- 18
Data presentation	19- 34
Data analysis	35-40
Conclusion and recommendation	41-44
Bibliography	45
Annex	I – IV