

A STUDY ON THE CURRENT STATUS OF DRY FISH MARKET IN MANNAR



MATHWES PRINCE SABA KAMALRAJ REVAL



FCM1416



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Department of commerce
Faculty of Commerce and Management
Eastern University, Sri Lanka

ABSTRACT

The study was measuring "A study on the current status of dry fish market in Mannar". The Mannar district has five DS division in which 22 coastal areas were selected for this study through this research, what sort of change has occur in the Mannar dry fish market based on five important factors. Those are Availability of dry fish market opportunity in Mannar, quality of dry fish, availability of raw material, availability of dry fish market export opportunity, availability of transportation. Finally submit identify the most important factor to develop the dry fish market in current status and identify which factors want to more involved for developed the Mannar dry fish Market.

The variable includes in this study were current status of dry fish market in Mannar district. To measure these variable data was collected from a sample of 100 respondents from Mannar districts, using random sampling method. The collected data were analyzed using the univariate method. The collected data were presented in the form of table, bar charts, and pie charts. The data gathered were analyzed using the Microsoft package excel 2007 and SPSS 16.0 windows.

The Finding showed that availability of transport facilities, availability of export, availability of raw materials and availability of market opportunity factors are high level in current status to develop dry fish market in Mannar and also quality of dry fishes is moderate level factor. In overall most factors are high level in current status to develop dry fish market in Mannar.

Therefore it is recommended that the dry fisher have to more consider about high level factor to develop the dry fish market in Mannar district and also dry fisher identify ways and implement the new recommendation to increase factor level to develop the dry fish Market in Mannar district.

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