

**THE IMPACT OF MARKETING STRATEGIES ON GROWTH
OF SMALL AND MEDIUM ENTERPRISES IN
AMPARA DISTRICT**

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2017

Abstract

Small and medium enterprises cover broad areas of the economics activities such as manufacturing, services, trading, professional services and others. Most of entrepreneurial process is started as a small business firm. Small and medium enterprises (SMEs) are the engine of economy. Meanwhile the small and medium enterprises in Sri Lanka they are growing rapidly with high completion. As well as Marketing strategies play major role in achieved business goals and objectives and Marketing strategy has become key tool for any organization to remain in competitive market environment. There for SME should be conscious of the factors marketing strategy on growth of SME's. This study aims to investigate effectiveness of marketing strategy on growth of SME's. The objective of this study is to identify the level, relationship and impact of marketing strategy on growth of SME. Further examine whether the growth of SME's differ by demographic factor of owners. This study based on the impact of marketing strategy on growth of SME's in Ampara District. Under stratify random sampling method data were obtained from the sample 120 SME owners. The descriptive statistic, correlation, regression and one way-analysis of variance were used to analyse the data.

The based on the result price strategy significantly positively impacted on growth of SME's next to product strategy significantly positively impacted on growth of SME's, promotion strategy significantly positively impacted on growth of SME's and place strategy had less impact on growth of SME's. Finally overall marketing strategy significantly positively impacted on growth of SME's. The study contributes to existing theoretical and practical knowledge providing evidence about relationship between marketing strategy and growth of SME's. Hence this research has the potential to small and medium enterprises in term of how to maintain long term relationship between marketing strategies and growth of SME's.

Key words: Marketing strategy, Small and medium enterprises.

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