

STRATEGIES FOR THE PROMOTION
OF THE EXPORT OF REGIONAL
BASED PRODUCTS SPECIALLY IN
BATTICALOA DISTRICT



MISS. CHRISTEETA FERNANDO



163

Library - EUSL

73859

~~1524~~

PROCESSED
Library, EUSL

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

1997

001-403826
CHR

CONTENTS

	Page
Acknowledgement	
Chapter I	
Introduction	1 - 7
Chapter II	
Literature review	8 - 21
Chapter III	
The background and the economic development of the Batticaloa District.	22 - 27
Chapter IV	
An analysis of exportable products in relation to overall exports.	28 - 40
Chapter V	
An internal and external environmental analysis.	41 - 46
Chapter VI	
Strategies for the promotion of the export expansion	47 - 56
Chapter VII	
Evaluation.	57 - 60
References	
Appendix	