

ECONOMIC BENEFIT OF PROMOTING OWN BRAND IN LOCAL TEA INDUSTRY

*This dissertation is submitted as a partial fulfillment of the degree of Bachelor of Business
Management in Entrepreneurship and Management*

Faculty of Management

Uva Wellassa University

Registration number: UWU/ENM/06/0002

Year 2010

Economic Benefit of Promoting Own Brand in Local Tea Industry

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Keywords: Branding, Plantation Companies, Tea

Abstract

The purpose of this study was Exploring for the opportunities of promoting own brand in local tea industry. This study will help to the parties who are going to or hoping to promote their own brand in local tea industry. For the data collection in here, used method was direct interview method for primary data. For the secondary data collecting, used annual reports and publications. According to the research findings, it shows the promoting own brands is not effective and prove that, it was measured and compare with the local market portion and exporting volume of the tea industry. According to the findings it indicate that exporting tea or following other promotional methods are suitable than promoting own brand in a local market. In addition, it said that, most of the companies mainly base on the exporting market rather than doing operations in local market. Furthermore they mainly think about their exporting capacity and they are not like to spend more money to the creating own brand in to the local market. To promoting own brand, as constrain, they have lack of money. Giant companies like “Unilevers” spend huge money for the promotional campaign and they have more than 50% of market share in local market. When newly started firms are not in a position to face that much of risk in the market and also according to the annual reports of the companies who are having brand, most of the years they made loss from tea.

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