

RESEARCH PROJECT ON
ADOPTION LEVEL OF TEA
MANUFACTURES ON ADVISORY SYSTEM
IN THE LOW COUNTRY

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ABSTRACT

This research was conducted to find the adoption level of Tea Manufactures on Advisory service provided by Tea brokers. This research was conducted in the Low country tea growing region including Galle, Mathara and Rathnapura Districts. Based on the primary data collected there is 79.92% of Mean Adoption level of Tea Manufactures Advised by Tea brokers manufacturing advisory system. Tea Manufactures in the Low Country. According to Regression analysis there is a liner relationship between Net Sale Average and Adoption Level (5% level of significant) . Average Leaf standard in Low Country is 39.020%. Past year Average Labor reduction in low country tea factories 10.72%. 80% of Manufactures are strongly agreed to having more than one Broker is helpful to get good price. All most all Manufactures expect frequently visit by Manufacturing Advisers. 46% Manufactures were faced financial difficulty in last year.

Key Wards- Tea, Manufactures, Low Country, Advisory service, Tea brokers, Net Sale Average, Labor reduction