

Potential Marketing Strategies for Export Floriculture Industry with Special Reference to Nuwara-Eliya and Badulla Districts

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Floriculture has been identified as one of the most profitable agro enterprise. Netherlands is the leader for floriculture industry. They use marketing strategies highly for floriculture industry. In case of Sri Lanka limited peoples are growing flower as enterprises. In upcountry area like Nuwara-Eliya, Badulla and Kandy districts people are highly involving in this industry. Even favorable climate condition, peoples do not export flowers. The use of marketing strategies is one of better solution to this problem. The study is mainly focused on identify marketing strategies which can use in floriculture industry and to find potential go for export market through help the marketing strategies. Theresearch was conducted using flower growers in Nuwara-Eliya and Badulla districts as primary data. Secondary data and other data were collected from agricultural research centers and provincial agricultural departments. According to the collected data, identified some strategies can use in floriculture industry such as market development and product development. The study attempted to identify the potential go for export market help through the marketing strategies by performing a statistical analysis (descriptive analysis) on the data collected in the survey. Some recommendations were made for the peoples who are involved with the floriculture industry to achieve ability to go for export (foreign) market by using marketing strategies.

Key words: Product Development, Market Development, Marketing Strategies