



Application of marketing practices of fish whole sellers in Mannar district

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ABSTRACT

“Application of marketing practices of fish whole sellers in Mannar district which was studied with the purpose of identifying marketing knowledge and practices of fish wholesalers to develop marketing strategic practices to improve fishing industry by recommending possible solution similar to an established organization with special reference to Mannar district. The research was designed to analyzed marketing mix strategy through thematic analysis. This research gathered information regarding each marketing mix element strategic practice in making market effectiveness. Fish wholesalers are practicing quality and technology but branding strategy, pricing decisions are not in stable position in fishing industry of Mannar district. The placing strategy implementation is being complex to make effective market. There is a poor level of promotion strategy used in communicate product to market. Further this research was studied the problems faced by fish wholesalers apart from the above reasons. There were several influences make manufacturers into critical situation to apply marketing strategies to create an effective market in this industry. Furthermore this research concluded why this industry should be protected, how can be strategically improved were also discussed.

Keywords: *Marketing strategies, fishing industry, marketing practices, marketing mix*