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**APPLICATION OF MARKETING STRATEGIES OF SMALL AND  
MEDIUM SCALE CURD PRODUCERS**

**(With the special reference to Trincomalee District curd producers)**

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## ABSTRACT

Application of marketing strategies of small and medium scale curd producers of which was studied with the purpose of identifying marketing knowledge and practices of curd producers to develop marketing strategic practices to improve curd production by recommending possible solution similar to an established organization with special reference to Trincomalee District. The research was designed to analyze marketing mix strategy through univariate analysis. The data were measured by using descriptive analysis and evaluated by five point likert scale method. This research gathered information regarding each marketing mix element strategic practice in making market effectiveness. It was interpreted by tables and graphs with descriptive measures. Manufacturers are mainly practicing quality and designing strategy but not branding strategy. Pricing decisions are not stable position in curd industry. The placing strategy implementation is being complex to make effective market. Low level of promotion strategy used to communicate product to market. Further this research was studied the operation regarding Department animal production of Trincomalee District. There were several influences make manufacturers into critical solution 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.

Key words: Marketing strategies, Small and Medium Scale, Marketing mix, Market effectiveness