

Comprehensive Study of Marketing Strategy Applied in Handloom Industry with Special Reference to Kalmunai District

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Marketing strategies have become decisive tools in any industry in their way towards business excellence. Handloom industry is an industry with greater development potentials. The study was designed to identify marketing knowledge and practices of handloom product manufacturer to develop marketing strategic and to giving suggestions to improve handloom industry by recommending possible solution. This study consist 54 sample selected by using stratified random sampling technique. Data were collected by using questionnaire and analyzed by using univariate analysis. Manufacturers apply quality and designing strategies but not practicing branding strategy. Pricing decisions are not in stable position in handloom industry. The placing strategy implementation is being complex to make effective market. There is a poor level of promotion strategy used to communicate product to market. Further this research was studied the operation regarding Department of Industries Development in promoting handloom industry in Kalmunai. There were several influences force 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 at this movement.

Key words: Marketing strategy, Product, Price, Place, Promotion