

EXPORT COMPETITIVENESS OF THE DESICCATED COCONUT INDUSTRY OF SRI LANKA: FORMULATION OF POLICIES/ STRATEGIES

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ABSTRACT

The major challenge facing the Sri Lankan desiccated coconut (DC) industry is enhancing its ability to cater to the needs of sophisticated, quality conscious buyers. At present, the Sri Lankan DC industry faces difficulties in maintaining its market share in the face of rising competition from both traditional and newly emerging competitors. The indigenous industry has to operate within a framework of government regulations and is dependent on State assistance. This has constrained the development of the DC industry. This paper identifies the constraints imposed by the national policy framework in enhancing export competitiveness of the DC industry and concludes by providing some policy and strategy directions for the industry, both at the micro and the macro level.

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