

PLANNING PROCESS IN SRI LANKAN EXPORT FIRMS AND THEIR STAGE OF DEVELOPMENT

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ABSTRACT

This study examined the relationship between the planning process in Sri Lankan firms and the stage of development achieved by them in export marketing. A survey of 41 firms in key export industries revealed that: (a) most firms are still at 'a lower stage of development' in export marketing, and (b) they displayed 'a short-term orientation' in conducting their activities. Unless export firms begin to think and act strategically in the context of competitive realities, they are not likely to achieve a higher stage of development or maturity in international marketing.