

STRATEGIC APPROACH TO MARKETING OF SRI LANKAN TEA

A. T. Fonseka

ABSTRACT

Sri Lanka's tea industry has been steadily losing its share in the global market, due to its inability to respond to changing customer preferences and face growing competition. This study emphasises the need for firms to get closer to the end user of the product. It compares the modus operandi of firms which have got closest to the final market through brand marketing of their tea as against those which export tea to be sold under a foreign distributor's label. The study concludes by providing some strategic directions for the industry.