

**SC**

**MARKETING ORIENTATION  
OF  
SMALL AND MEDIUM SCALE INDUSTRIES  
IN  
SRILANKA**

*(Special Reference to Food Based Industry)*



By

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- All the industries should collect the all type of information.
- The product modification should be done, based on consumer needs and wants.
- More attention should be given by Food based industry to modify the product regularly.
- The trend of personnel relationship between entrepreneurs and employees should be developed.
- The habit of getting feed back must be encouraged to all the industrialists.
- More importance must be given to adapt the new technological change.
- Group decision making must be taken into consideration when the product is designed.
- The habit of reading business related papers and magazine by entrepreneurs is to be developed.
- Attending training programme by entrepreneurs should be motivated.

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