

The Marketing Trends of Sri Lankan Tea Exportation

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Sri Lanka has been positioned in the world market as the best tea culture since 100 years ago. Tea is the major foreign agricultural money making crop in Sri Lankan economy. Sri Lanka exports tea to the world market with diversified product range. Anyhow, the competition of the world market in terms of aggressive marketing strategies is rapidly increasing with the concepts of value added tea and developed tea. With this background, this study focuses on identifying the problems of increasing net gaining out of bulk tea exportation under the rapidly increasing market competition in the value added sector.

This research has been based on secondary data revealed by the Sri Lanka tea board, Central bank reports, relevant journals and some newspaper articles. This study strategically reviews the structure of Sri Lankan export tea production with their relative importance. In addition to that it has been analyzed the Sri Lankan position in the world market compared to other competitive tea suppliers in last decade and the trend of market capturing. The research has led on to critically analyze the strategy of re-exporting of imported tea with value addition followed by Sri Lankan tea manufacturers and its relative importance compared to local components. Further it goes to identify the corporate strategies followed by Sri Lankan tea authorities to develop innovative value added and branded tea.

The researchers have concluded that Sri Lankan value added tea exportation has gradually developed relatively to bulk tea exportation. They have recommended a product development strategy parallel to brand development as an effective marketing strategy

Finally, researchers pointed out some critical implementation issues of Sri Lankan tea development strategies.

Key words: Value addition, Product Levels, Developed Tea, Brand Promotion, Market competition,

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