

2.61 Marketing Strategy, Sales Growth and Factors Influencing on Them

A.R.N.D Ramanayaka
Department of Sport Science and Physical Education

ABSTRACT

Today we are facing a huge market competition in and out side the country. The whole world has come under one roof, and a situation which determines every thing on money is created in the world. A lot of companies in the world compete for consumers, the companies have started to use effective marketing strategy in the globalize arena the firm in "Oligopoly" market use advertising and promotions, much more my effort is to find out the scale of influence of market to sales growth.

Marketing is considered a major influence in the modern world. And it is the discipline that specializes in the exchange process. Marketing includes the development of goods and services, the distribution of the goods and services, the promotion and advertising of the goods and services, and deciding price to exchange for the goods and service. Moreover, it is also the best available methodology of introducing a product to the customer

Comparing with the socialistic economy, market economy tries to maximize their profit by multiplicity methods. As the competition is at a higher level, marketing plays a major role in the market economy. In oligopoly market, they cannot attract the customers by changing the price. So they use marketing / advertising as the perfect method in this process.

A squash and cordial dealer named "Sunquick" was choosen for the research. Fifty people who were buying the "sunquick" in various super markets have been randomly sellected and questioners distributed among them. According to the finding data, raw and secondary data were analyzed statistically. In the mean time Squash and cordial market is totally, dependent on private sector. They always use the strategies at advertising and promotion such as TV commercials, paper ads..ect. The consumer's taste has been changed by marketing strategy. The research finds out "How marketing strategy influence sales growth of the company" The relevant of Cultural event such as "Sinhala & Hindu Awurudda", Christmas and climate, income range, attitudes of there influence on sales growth. This is apart from the influence of marketing strategy

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