

[41]

## MARKETING STRATEGY OF MSMES IN POST WAR MARKET: A CONCEPTUAL FRAMEWORK

S.Vaikunthavasan<sup>1</sup>, T.Velnampy<sup>2</sup> and S.Rajumesh<sup>3</sup>

<sup>1,2,3</sup> *University of Jaffna*

### **ABSTRACT**

**Purpose-**The reason to produce this paper is to better understanding why many SMEs in Northern Provinces produce poor results and propose a model of marketing strategy for struggling MSMEs in the postwar situation, in Sri Lanka.

**Design/ approach-**This is a conceptual paper which discuss a new insights of Marketing strategic model with considering the factors combined effect of varying degree challenges on performance of SMEs in this postwar environment.

**Findings:** We develop a conceptual framework that identifies three dimension of strategic alternatives of marketing in post war situation as marketing mix, diversification and environmental strategy.

**Research implications-**This conceptualized framework model revealed very practical, realistic and applicable strategic insights of marketing strategic and instead of recommending any common strategies for post war SMEs.

**Practical implications:** There is vast differences in marketing strategic application between the developed and developing countries. Still Northern Province in Sri Lanka has been sustaining the war wound of local war, there is huge need to develop the marketing strategies to face dynamic, competitive world and postwar environment. This marketing strategic framework will contribute some extent to improve the SMEs.

**Keywords:** marketing Strategy, MSMEs (Micro, Small, Medium Enterprises), Post war situation