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**MARKETING PROBLEMS  
FACED BY MICRO BUSINESSES IN  
SRI LANKA**

**(A case study of micro businesses in Poojapitiya-Ankumbura  
Government Secretarial Division)**

**By**

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secretarial division)

**ABSTRACT**

The thesis examines the marketing problems faced by micro businesses in Sri Lanka; the study is based on a field survey conducted in the Poojapitiya-Ankumbura Assistant Government Agent's division.

Micro businesses have played a significant role in the economic development of developing countries, especially in South and South East Asia, where the investment capital and peripheral facilities are inadequate for the effective growth of large, medium and small-scale industries. In recent years Sri Lanka, along with other developing countries, has been plagued by several socio-economic problems i.e. unemployment and under employment of youth, insufficient shelter for increasing population, low per-capita income etc. These factors have aggravated the problem of Balance of Payments. Economists view the concept of micro business development as a feasible solution to these problems. Consequently authorities have shown a marked interest in the development of the micro business sector in recent times.

The development of the micro business sector, however, has not kept in step with expectations. In fact, the sector has been characterised by instability and short-term failure. The objective of this project was to identify and analyse the factors responsible for the instability in the business sector so those appropriate steps could be taken to remedy the situation.

The available literature on the subject indicates that the majority of problems faced by micro businesses are in four major sectors-financial, technology, management and marketing. Marketing is the crucial sector; the problems in the other three sectors, in fact, appear to aggravate the marketing problems. This study, therefore, concentrates on the problems in the marketing sector. The study was an attempt to analyse the marketing problems faced by micro businesses and suggest remedial measures that could be adopted.

The information obtained through the field survey and the analysis presented in the thesis should prove useful to policy planners interested in the development of the micro business sector. It should also act as a launching pad for future research on a sector that has great potential and immense significance for future development.