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TECHNOLOGY ISSUES IN SRI LANKAN COCONUT INDUSTRY WITH SPECIAL EMPHASIS ON MARKETING AND SALES PROMOTION ASPECTS

By

M.N.M.B.Mendis



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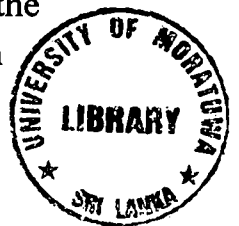


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The Dissertation was submitted to the Department of Management of
Technology of the University of Moratuwa in partial fulfillment of the
requirement for the Degree of Master of Business Administration

Department of Management of Technology
University of Moratuwa

December 2010



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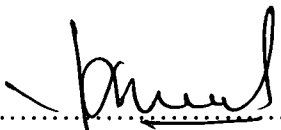
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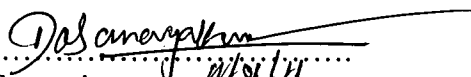

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ABSTRACT

Coconut is one of the major plantation crops which play a pivotal role in the economy of Sri Lanka. The industry is one of the country's major pillars in the employment generation and foreign exchange earning. It has been performing by contributing in average 1-2% to the country's GDP. This tree has become a part of the Sri Lankan domestic life by not only using many parts of the tree for their day to-day activities but also mainly use it as a food commodity for their daily consumption. 2009 Coconut Statistics emphasis, year 2009 annual consumption is 2.7bn nuts and from the production 65% is used for house hold consumption and only the balance has been used for industry purposes.

The coconut industry has been in the forefront of debating and controversy for over many decades. It has been proved even after the above high consumption and industrial use by having a deficit of an average 1bn of nuts annually. The situation steams from many sources and one major concern is not by implementing appropriate technological solutions to improve product and process efficiency but by focusing market requirements.

The research study attempts to identify relevant technological issues in the industry by giving special emphasis to Marketing aspects to gain the competitive edge in the global market. The study utilizes Porter's Value Chain Model to identify the main industry sectors such as Plantation, Processing and Marketing for the purpose of covering all related sectors in the coconut industry. The conceptual model designed around the above primary model is by taking to consideration Technological Competency and Marketing Orientation as the two main inputs to derive the competitive edge of the industry with value addition to Sri Lanka economy.

The information of plantation and processing sector was gathered mainly from the Coconut triangle, consist of a major part of the industry and marketing sector data collected mainly from the greater Colombo area which takes most of commercial transactions. Primary data collection has been done by meeting and having in depth discussions mainly with industry experts such as planters, production/processing and export directors and many authorized personals covering all three sectors in the industry.

Collected data will be analyzed through the combination of quantitative and qualitative methods to achieve the research objectives in a comprehensive manner. Since most of the products are made out of nuts and as a result problems begin with nut shortage. This leads to resist the discussions to drive to many directions. This is one of the main limitations of the study.

The research findings explore the greater importance of overcoming primitive traditional use and convert to modern effective state of arts and industrial practices with the support of new technological applications. This will provide a high impact to meet the current global market needs under stiff competitive situations.

Finally the recommended policy and strategies imply more emphasis on developing productivity effectiveness and cost efficiency with the support of suitable new technology acquisition, which will support not only to take the industry to a positive direction but also to promote the coconut sector as a viable sector in the Sri Lankan economy.



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ACKNOWLEDGEMENT

I would like to acknowledge and extend my heartfelt gratitude to the following, who have made this MBA study a success.

I am grateful to the Department of Management of Technology, University of Moratuwa for giving me the opportunity to conduct this research as a part of my MBA program in Technology Management. I am deeply indebted to my project supervisor Prof: Sarath Dasanayaka of Technology; University of Moratuwa for his valuable, vital encouragement and support. Mr. Dinesh Samarasinghe Lecturer of Management of Technology whose help and stimulating suggestions and offered me guidance and advice in numerous ways at all times of my research and writing of this thesis. As well as all the staff of MOT, who department deserves a big “thank you” for their great assistance through out.

Special appreciation goes to Mr. Anil Seneviratne Senior Coconut Planter, who shared his enormous experience and also helped me in many ways to make this research a success. I am grateful for the support and encouragement given to me by Mr. R.J.A.Fonseka: Director – Marketing Development Research, Mr. P. Edirimanna: Assistant Director – Processing Development, Coconut Development Board.

Mr. Suresh Siva: Chief Executive Officer Silver Mill Holdings, Mr. K. Dayaparan Per Pro Stassen Exports Ltd, Mr. M. B. R. Perera; General Manager Dunagaha Coconut Producer’s Mill and Mr. Namal Amunugama; Assistant Manager NEDB Maradavilla Coconut Estate in Bingiriya and staff of the Coconut Research Institute thank you for sparing your time with long interview sessions by providing valuable information.

Mostly to my mother for her encouragement, my wife and two little daughters for lending their continuous vital support in every possible way is greatly appreciated.

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LIST OF ABBREVIATIONS

CRI	-	Coconut Research Institute
CDA	-	Coconut Development Authority
SWOT	-	Strength, Weakness, Opportunity and Threats
PEST	-	Political, Economical, Social & Technological
GDP	-	Gross Domestic Product
GNP	-	Gross National Product
SL Rs:	-	Sri Lankan Rupees
US \$	-	United States Dollars
PCA	-	Philippines Coconut Authority
Tech:	-	Technology
Mkt:	-	Marketing
Val:	-	Value
Vol:	-	Volume
Ker	-	kernel
DC	-	Desiccated Coconut
Cop	-	Copra
COGENT	-	Coconut Genetic Resources Network
APCC	-	Asian and Pacific Coconut Community
Eff:	-	Efficiency
R&D	-	Research and Development
Ha	-	Hectares



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