

PROBLEMS IN EXPORT MARKETING - AN OPINION SURVEY OF CASHEW NUT EXPORTERS IN CUDDALORE DISTRICT

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ABSTRACT

The present study titled “Problems in Export Marketing - An Opinion Survey of Cashew Nut Exporters in Cuddalore District” has been conducted among the cashew nut exporters in Cuddalore District to know the problems in export marketing. In this study the researcher has studied the various aspects of Socio-economic Profile of the Cashew Nut Exporters, Activities related to export marketing, Average Export Marketing Cost incurred by the Cashew Nut Exporters per Kilogram and Problems faced by Cashew Nut Exporters in International Market.

KEY WORDS: Cashew nut, Export marketing, Cost, International market and Financial problems.
