

# REASONS FOR LOW SALES OF NUTRI PLUS OF NUTRILINE PRODUCT RANGE IN CBL FOOD'S (PVT) LTD: AN APPLIED MARKETING RESEARCH

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**Abstract :** *The CBL group is a Sri Lankan conglomerate specializing in the food industry. Ceylon Biscuits was founded in 1968 and CBL commenced its operation with the manufacture of Hi-protein biscuits for schools under the mid-day meal program of CARE international. The main purpose of this study is to identify the reasons behind the sales drop of Nutri Plus sales produced by Ceylon Biscuits Limited. To identify the correct reasons behind the sales, drop important building blocks of marketing such as, Product, Price, Place, Promotion related to this products, and these strength and weaknesses were analyzed. Through the Quantitative methodology, data were collected from 100 consumers, who have recently shifted from the consumption of Nutri plus biscuits. Data analyzes by using the mean values, percentages and standard deviation and presented the data by frequency table and percentage tables. This is an applied marketing research, where the researchers tried to give the marketing problems of a manufacturing company, which struggles with low sales. Compare to other three promotional mixes, Product mix contributes more to sales drop of Nutri Plus, lower agreements with taste quality, design, Product presence, awareness and energy, but there have higher agreement with packaging, Price, Promotion and Place. CBL needs to make awareness about the Nutriplus as benefit related messages. Taste, design, quality ingredients should be change according to the agreement of the consumers. Consumers prefer the products which gives good taste compare to competitors' brand. It is a time to fine tune the product to modify the product mix as a main building block in sales successes.*

**Key words:** Marketing Mix, product Mix, Price Mix, Promotional Mix, Place Mix.

## 1. Introduction

The CBL, a Sri Lankan country based organization, now days has expanded its manufacturing in India and is looking to have an active presence in the region. After establish as Hi-protein biscuits manufacture it expand its operations by ventures into manufacturing of