

Marketing Development Unit

Objectives

Improve packaging, branding, and providing market information to enable SMEs to access to local and global market and Improving the skills and knowledge of entrepreneurs.

Main Activities

- Make readiness of SMEs' product and services to local and international market
- Enhancing new market opportunities of SMEs to both local and international markets
- Facilitate buyer-seller meetings in order to assured market for SMEs
- Provide training in marketing and customer service
- Marketing plans preparation
- Arranging regional, national trade fairs and exhibitions
- Coordinating digital marketing opportunities
- Brand development of SMEs
- Promoting business linkages
- Providing product packaging advices and services for small and medium scale entrepreneurs, designing logos and labels
- Entrepreneur evaluation and awarding
- Support SMEs to participate international market

Programs Organized by Marketing Development unit according to the requirement

- Marketing need analysis
- Customer Services
- Packaging
- Branding
- Marketing plan preparation program
- Marketing development program
- Buyer Seller Meeting
- Regional, national trade fairs and exhibitions
- Logo and Label preparation program

Marketing Training Program



“WIWASAYA” Trade fair and Exhibition

