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**A PLANNED MARKETING SYSTEM FOR
APPROPRIATE PRODUCTS FOR DEVELOPING THE
QUALITY OF LIFE OF THE COMMUNITY AS
A WHOLE**

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“Quality of life” is taken as the amount of cash spent by an individual on the purchase of appropriate products for living. To measure quality of life a reference value was derived and it was taken as the amount of cash a person is required to spend at a given cost of products to obtain the required material benefits for living. The mean value of the cash spent per person was taken as the mean quality of life of the community at the particular cash flow considered. Probability ratio, in marketing was taken as the quantity of appropriate products required to be sold during a given time containing in the quantity sold during that time. Production systems, marketing, probability ratio, in marketing and the quality of life are analysed using mathematics. This analysis shows that for an urban rural balance it is necessary to fix prices for products so that the total value of the appropriate industrial products required for the rural population are supplied to them for exchange of rural produce. It also shows that an increase in the quality of life is brought about only through the increase in the development of new appropriate products, increasing production to meet requirements, and maintaining the probability ratio in marketing at unity for appropriate products in such a marketing system.