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Core Objectives. Kotler & Lane (2009) Emphasizes The “matching” Between Organizational Form And Market Opportunity From A Process Perspective. In The A-Z Model, Kotler (2003) Defines Marketing Strategy As “a Process Of Delivering Corporate Values To Established Customer Groups, Helpi Feb 10th, 2024

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385, Rev. Baddegama Wirnalawansa Thero Mawatha, Colombo 10, Sri Lanka. This Is An Amendment To My Letter No. DQ/06/2020 Dated 2020.12.04 Titled Quarantine Measures During And After Man Jan 24th, 2024

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