

ABSTRACT

The Supply Chain Management is most widely used concept in the all the production and service industry in worldwide. The principle of SCM has been applied by many firms to get the competitive advantage in a competitive market over the years. Hence, the supply chain strategy has become a mandatory part of the competitive strategy of the firm in the modern scenario. The fish industry in Sri Lanka significantly showed negative improvement, especially in the export fish industry. The gradual declining of export fish quantities and revenue indicated that Sri Lanka export fish products are losing the market shares in the international competitive market. The empirical study conducted to hypothesis testing one which to investigate, how supply chain driver indicators individually and collectively effect on overall performance of the process fish industry and further investigate the relative importance of the each supply chain indicator to optimising the supply chain performance of the process fish industry in Sri Lanka. The study is based on a field study and conducted in fish processing firms situated in Colombo, Negombo and suburb areas by selecting the study sample using random sampling methods. The structured questionnaire which aimed to the managers, entrepreneurs and firm owners who involving process fish industry and gathered data analysed by using SPSS package to substantiate and explore the significance of established the objectives of the study. Data analysed methods involved are One Sample T-Test Method to determine the mean values of each supply chain indicators, correlation analysis to determine the relationship between each driver indicator with the performance of process fish industry, regressions analysis to determine collective contribution and ANOVA test to determine which driver indicator prioritised by firms. The results revealed that most influential and implemented supply chain indicator was Cost and followed by Quality, Responsiveness, Innovation/variation and Productivity as per the firm's perspective. Further revealed that all the supply chain indicators were individually influenced by the performance and quality, cost and innovation/variation are collectively influenced by the performance of the process fish industry in Sri Lanka. Finally, it is revealed that highest mean outcome received for quality factor followed by Productivity, Innovation, Responsiveness and cost. The study indicated the fact that cost leadership strategy not supportive to the competitiveness of the export fish industry in percent day scenario. With the aggregate support of quality, productivity, innovation factors lead to the product differentiation strategy which is paramount important to the process fish manufacturers to reach the competitive advantage in export market which is a highly competitive and turbulent nature. The article contributes to the literature on how effective implementation and application of the SCM principles on the process of fish industry in Sri Lanka.

Key Words: - Supply Chain Management, Supply Chain Strategies, Supply Chain Driver Indicators, Competitive Advantage, Performance Measurements, Export Fish Market, Process Fish Industry, Economy of Scale.