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ABSTRACT

This analytical study mainly focuses on performance measurement of Lean Supply Chain Strategy in the naval uniform distribution system. LSCS is emerged as a modern business concept. Most of the business and academic researchers have proved that application of LSCS is a dynamic approach to enhance the efficiency of the naval uniform distribution system by minimizing the waste while increasing the quality. The new approach of centralized naval uniform distribution system of Sri Lanka Navy is mainly in lined with the lean principles. But, new system has been created numbers of issues and perceived objectives have not been achieved so far. Therefore performance evaluation is needed to understand the current situation for setting the initiatives to reach its prime objectives. This study is based on the non-financial performance measurement which has measured the customer satisfaction by using KPI of main SC attributes as quality, delivery, flexibility and information sharing of the naval uniform distribution system. This correlational study is conducted as a field study to investigate individual, collective contribution and relative change of naval personnel satisfaction who performing the operational duties at the Western Naval Area. A structured questionnaire is used as a tool for data collection and data analyzed is done by using SPSS. All the research objectives are substantially proved by the revealed results. The positive correlation between the SC attributes and satisfaction are restated individually. When it was evaluated collectively, all the attributes are significantly contributed to the satisfaction model except information sharing. Further, naval personnel satisfaction is relatively fluctuated between deferent work settings too. During analysis, numbers of lapses are uncovered on each attributes and viable recommendations are made in line with the modern business approaches. Finally, the study results revealed a significance contribution to enhance the performance of the naval uniform distribution system and academic literature.

Key Words: - Military Logistic, Distribution System, Lean Supply Chain Strategy, Lean Application, Supply Chain Attributes, Key Performance Indicators, Customer Satisfaction, Performance Evaluation, Non-Financial Performance Measurement, Performance Pyramid.