



IMPACT OF DISTRIBUTION CHANNEL ON COMPETITIVENESS

(With special reference to floriculture exporters industry in Sri Lanka)

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ABSTRACT

Impact of distribution channel on competitiveness; with special reference to floriculture exporters industry in Sri Lanka

The Study was conducted by myself, K.K.Y.S.Jayasooriya with the registration number of UWU/ENM/12/0026 as a partial fulfillment of the Bachelor of Business Management in Entrepreneurship and Management degree programme. The export floriculture industry has the potential to contribute Sri Lanka's economic development through foreign currency. Floriculture industry is a potential sector to enhance socio-economic development as further is one of the emerging industries. This study took place to find the impact of distribution channel towards firm competitiveness. The objectives of this study are to identify the relationship between distribution channel and firm competitiveness of export floriculture industry and to recognize the most influencing factor that has an effect on firm competitiveness. Structured interviews were used to collect primary data in export floriculture industry and researcher obtained 48 responses from export floriculture companies in Sri Lanka. Distribution channel dimensions such as cost, quality, flexibility, dependability and utilization were considered as the independent variable and firm competitiveness was considered as dependent variable. Data were analyzed using the SPSS 23 package. The result of the study identified that there is a positive relationship between the distribution channel on firm competitiveness and cost and utilization as key influencing factors. Study recommends when selecting a distribution channel, exporters highly aware of cost factors; administrative, warehousing, inventory and transportation cost as well as the utilization factors; cube, weight and vehicle utilization. On-time arrivals, on-time departures, different entrance times, multiple dedicated lanes, reduce the damages and complicated form fillings, rules and border clearance checking processes has been highlighted.

Key Words – Distribution channel, Firm competitiveness, Floriculture, Export Market and Quality