

## **Executive Summary**

Ocean freight is one of the main sources of transportation in international trade to Sri Lanka by way of imports and exports. This consists of both full containers as well as loose cargo which is known more commonly as LCL cargo. Famous Pacific Shipping Lanka (Pvt) Ltd is a part of a group of companies in Sri Lanka named SAS Holdings which is engaged in the transportation industry and having operations in shipping, logistics and freight forwarding business. The company's main focus is on LCL imports and exports which is the group's main brand proposition. However it was identified that the contribution of LCL cargo was not as it should be to reflect the status as a dominant player in the market.

The key purpose of this management skills project was to develop the LCL sales volume of FPS Lanka. The project was about exploiting the LCL market and increases the Market share for FPS Lanka. The significance of this project was that the main contribution of FPS Lanka profitability being from LCL cargo. In addition the project was also significant as it made an effort to understand the customer behaviour in the process of market penetration as well as the issues encountered with the sales team when pushing them to achieve more sales. The author who was the project leader did a comprehensive analysis and worked on four key areas identified for development in order to increase sales in the LCL arena which was also the criteria and methodology of the project which was implemented.

This project spanned over a period of three months from December 2013 to February 2014 and will be ongoing as the sales team of the company will be continuously working on the planned agenda. The author gained remarkable practical knowledge in the industry as well as enhanced his skills substantially by implementing the project. Once the main project components were done and implemented the company was working on a formula to success while increasing their shipments and market share which was the ultimate objective of the project. This must be done on an ongoing basis with review and control to achieve more market penetration and reach the company's ultimate objectives.