

overall marketing strategy. Disciplinary admiration is devised to enhance the productivity by maintaining the trustworthiness and adopt the rules and regulations. Integrity and ethics are considered as the most significant factors in the field of business as well as at organizational culture.

This case story is about how to manage all negative aspects of an organization towards the positive direction. The new management has immensely contributed their tireless extra energy for the success of the organization. CFC has been functioning as a profit making organization since December 2016 slowly but steadily. CFC achieved the highest net profit in July 2017 reaching the best milestone of the corporation.

This case story proved that the closed supervision of the activities, leading through the grass root level, managing with the shared ideas of the members, minimizing the corruptions in multi directions of activities, working with the team spirit can change the entire organizational culture to improve the employee performance and organization productivity. The top management believes that the leadership should set example for followers, rather than insisting to perform.

The Chairman's experience in the field of highly unionized and various kind of work force, the Managing Directors intellectual knowledge in the subject of Finance and Accounts. The General Manager's experiences in Sri Lanka Navy devised immensely to manage the organization especially during the critical situations aroused. The major concepts of the Principles of War equipped to apply as and when required in the field of Marketing Management and Human Resources Management. The top management is being working as a team having a common goal to achieve a competitive advantage. Today CFC is functioning without any financial grants from the government and running as a profit making corporation in Sri Lanka.

Finally the Cabinet of Ministers commended the task accomplished by the Top management and advised to take measures for sustainable growth of CFC wishing a fair winds, calm weather and enough water underneath of "the CFC ship". Bon Voyage.