

## **“A CASE STUDY ON MODERN SUPPLY CHAIN MANAGEMENT PRACTICES”**

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### **Introduction to X Company**

The electrical-accessories sector in Sri Lanka is valued at approximately 3% of the total construction market. The boom in the construction industry over the past five years or so has simultaneously driven significant growth in the electrical accessories market as well. As a result of rising demand for electrical accessories, the local market has become a competitive and crowded arena dominated by several large players.

The core business of X Company is the manufacturing and trading of electrical accessories. The brand of X Company offers a wide range of electrical products from electric meters to light bulbs and everything in-between. It operates in four strategic sectors – namely Electrical, Lighting, Industrial and Intelligent. In recent years, the brand X has become a household name by providing a total solution ranging from switches, sockets, bulbs, low- voltage switch gear, cables and industrial plugs and sockets. Consequently, the X brand enjoys a leadership position in the switch and socket market as well as the bulb and cable market – which, in turn, form the bulk of the electrical accessories market.

A part from establishing itself strongly in the domestic market commanding 80% market share, X Company has made inroads into