

**THE IMPACT OF LOGISTICS OUTSOURCING ON FAST
MOVING CONSUMER GOODS ORGANIZATIONS IN SRI
LANKA: A CASE STUDY OF MARINA OIL.**

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University of Moratuwa

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DECLARATION

I declare that this is my own work and this thesis/dissertation does not incorporate without acknowledgement any material previously submitted for a degree or diploma in any other University or Institute of higher learning and to the best of my knowledge and belief it does not contain any material previously published or written by another person except where the acknowledgement is made in the text. I retain the right to use this content in whole or part in future works (such as articles or books).

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The above candidate has carried out research for the ~~PhD/MPhil~~/Masters thesis/~~dissertation~~ under my supervision. I confirm that the declaration made above by the student is true and correct.

Name of Supervisor: H.N. Perera

Signature of the Supervisor:

Date:24/12/2023

DEDICATION

In the pursuit of knowledge and the advancement of human understanding, we stand united, driven by a relentless passion for exploration and discovery. With unwavering commitment and countless hours of dedication, we have embarked upon a journey that is as challenging as it is rewarding.

To all those who have contributed their expertise, their intellect, and their tireless efforts to this research submission, I offer my deepest appreciation. Your unwavering dedication and unwavering commitment to excellence have laid the foundation for the groundbreaking work we present today.

ACKNOWLEDGEMENT

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I would also like to express our sincere gratitude to the participants and individuals who generously volunteered their time, knowledge, and experiences to make this research possible. Your contributions have been fundamental in gathering the necessary data and insights, allowing us to draw meaningful conclusions and implications.

ABSTRACT

Fast-Moving Consumer Goods (FMCG) organizations play a pivotal role in the global economy, catering to the insatiable demand for everyday products. This abstract delves into the essence of FMCG organizations, examining their distinctive characteristics with organizational performance.

The dynamics of FMCG organizations are closely intertwined with organizational performance. The influence of outsourcing in FMCG companies must possess a keen understanding of these shifts to tailor their effectively.

Strategies adopted by FMCG organizations encompass market segmentation, brand diversification, and mergers and acquisitions. The pursuit of new markets, both geographically and demographically, is a common strategy to sustain growth. Concurrently, FMCG companies often diversify their product portfolios to mitigate risks associated with relying on a single product category. Mergers and acquisitions facilitate expansion, market consolidation, and access to new technologies.

This research submission examines the effects of logistics outsourcing on Fast-Moving Consumer Goods (FMCG) organizations. Through a comprehensive analysis of industry data and case studies, we assess the benefits and challenges of outsourcing logistics operations, evaluating its impact on organizational performance in associate to the Cost, Quality, Technology adaption and Risk in outsourcing.

Keywords: Cost, Quality, Technology & Risk in Outsourcing and Organizational Performance.

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