



ABSTRACT

The purpose of this research is to analyze the business performance of Crown City Developers (Pvt) Ltd as a seaborne freight forwarder based on the CCD Company's past 2 year data. CCD is the one of the Sri Lankan Freight Forwarder which resided in Sri Lanka Freight Forwarding Association. They participate for the Sri Lanka Export and Import trade and play the some important role in the Sri Lankan GDP.

The input and output variable related to the business performance of the Crown City Developers. The Enterprise Environment Factor, Input & Output variable and profitability are main considering factor in this case study. In relationship between Enterprise Environment Factor and Input and Output variable and profit to examine the how effect for the business performance of CCD. Region and Month are the independent variables considered in this case study. The world divided in to 11 regions and consider the 2 years monthly data in this study.

Input and output variable consider as working hours of business staff & operating staff, Full container Loading or discharging quantity in TEU and Less than Container Loading or discharging in cubic meter(CBM) all data was consider the monthly wise in last two year data records. And also consider the last two year profit data monthly wise.

To using the Fisher's Least Significant Differences (LSD) test analyze the all input and output variable and profitability. Then consider the how to effect the all input and output variable and profitability among 11 regions and 24 month in last two year. According to the LSD method identify the most profitable and high business performance regions and CCD can develop those important hypothesis and increase their business performance and efficiency and profitability with maximum customer satisfaction.