

EXECUTIVE SUMMERY

The Gulf region is the largest LPG exporter, whilst Asia is the world's largest importing hub for LPG. The selected company is the market leader in industry sector and sole private sector operator in the distribution of LPG in Sri Lanka. The theme of this case study is continuous revenue growth through transformational leadership. The objective of this study is to explain how company was able to achieve continuous revenue growth through transformational leadership and the effect of other support drivers such as diversification and global expansion subsequently. The scope of the study is continuous revenue growth and to that I have selected LAUGFS gas PLC as unit of analysis. The main limitation is time management with office work and the location of the office premises, factory and the authors' home.

An extensive literature review is carried out to exhibit the existing knowledge and findings with respect to the outcome .I have studied nine authors' articles to recognize the continuous revenue growth and out of that I have selected five major authors to support this outcome and to recognize main driver of transformational leadership. Similarly I have gone through thirteen number of journals and I have selected four major authors to support this main driver. With respect to the second driver, diversification strategy, I have gone through nine authors' articles and I have selected two authors and the last driver, global expansion, I have gone through five authors and I have selected two authors in drafting my IGS.

The outcome of this study is how LG was able to get a continuous revenue growth and to support this I have selected one major driver such as demonstrating transformational leadership. Other two supporting drivers are adopting diversifications strategy, implementing global expansion subsequently. By summarizing all these factors, a case framework was developed with one moderating factor which is duopoly market impacts. In order to gather data to support the outcome I have carried out an extensive data collection process which includes five in depth interviews and one focus group discussion. Alongside primary and secondary data have been collected through company annual report and web sites.

The company started operations in 1994 with a master plan of entering to LPG industry breaking the monopoly market from government and the multinational pressure. The company started zero market share with insignificant revenue value but currently they are achieving closer to 30% of market share and a turnover of closer to 15 BN. Further achieving a successful IPO is a major turning point of LG. Throughout the company success story transformational leadership has played a vital role and diversification and global expansion strategies have been supported equally. Hence all these factors have made sheer case of turnaround story in the industry of LPG.

Keeping in line with literature findings, LG revenue has increased their revenue over 100% from 2005 to 2018. By identifying employees as important asset in achieving its outcome LG was able to increase their human capital to 3,000 employees in 2019 from 250 employees in 2005. Similarly LG total asset base has improved to 20 bn in 2019 compared to 1bn in 2005. As purely 100% Sri Lankan company all these were possible because of the leadership style exhibited by the leaders now and then, the best practices practiced by the LG, willingness to take the risk and bring innovative ideas to the company.

The author concluded that the transformational leadership, which is identified as the prime driver along with other supporting drivers such as Diversification and global expansion have led to higher level of employee satisfaction, increased asset base and finally increased revenue. With the current economic and political context there is lot of learning to grab out of this study. Many Sri Lankan companies start businesses without having a proper determination. Due to that they fail half way through and exit from an industry with massive losses. Hence learning and instilling transformational leadership characteristics give better opportunity to be success in any field.