

## **Executive Summary**

Service Station industry can be identified as a growing industry in Sri Lanka due to the continuously increasing number of vehicles in the country. Sri Lankan consumer's mindset to have a vehicle of their own drives this automobile industry and this growth is reflected in the service station industry as well. Due to the rapid advancements of technologies in the automobile sector, vehicle manufacturers continue to innovate new designs with new mechanics. In such kind of a scenario, it is rapidly becoming difficult to survive for traditional technicians and service centers that use traditional strategies, techniques to cater for the customer demands.

Asith Service Station in Nikaweratiya is a business entity started in 1993 who continues to provide basic vehicle routine maintenance services in the area. Financial data for the last couple of years proved that the business is struggling to earn operational profits irrespective of its slight annual profit growth. Company's profits growth rate was being decreased and the management had not taken any significant action to mitigate this upcoming crisis. This management skills project was initiated with the prime objective of improving the operational profits of the business. The situational analysis carried out on the service station revealed important aspects of the business and the respective solutions were built up on the theoretical framework supported by the literature. Project mainly focused on four aspects in achieving the project objectives. i.e. Value added services, operation management, employee development and process optimization.

Project was planned to achieve a 7% reduction of controllable operational expenses and to reduce the customer service delivery time by 15%. An integrated billing, inventory and customer relationship management system was used to improve the operational efficiency and the effectiveness of the management. Technical training programs carried out by the professional trainers improved the knowledge and the self-confidence of the employees to provide a quality output for the customers. Standard productivity improvement practices such as 5S concepts were implemented within the service station to further improve the efficiency of the operations. All these techniques facilitated Asith Service Station to deviate from the backward path it was going on and to proactively take measures to face and compete with the risks available in the automobile service industry.