

## **Executive Summary**

CIC Holdings PLC is well known as an agriculture related company. In fact it grows with several pillars and Agriculture have been the initial and a vital pillar of it. Therefore been the market leader is so crucial to CIC in each sector they are in operation, and it has been their philosophy.

The main objective of the study was to raise the market share of weedicides in Anuradhapura and Puttlam Districts to double digits, which were at a decreasing trend throughout the past few years. Weedicide market share is a critical determinant in the agrochemical industry.

The project targeted based on three key products Solito, Sofit and Profit. Firstly the current situation was analyzed using the tools of SWOT, PESTEEL, Porter's five forces and cause and effect diagram. The secondary data for the study was collected through team members, from top management of the company, peer level of the company, competitors, and from stakeholders such as government officials, dealers and farmers. Then the root causes were addressed using the basics of marketing theories. The process was supported by identifying and rectifying a major cause of delay of promotional materials. Theories of supply chain management was vastly used in addressing the said issues. Another key factor was to train and develop the human resources, in order to get things done with process improvements and continuous monitoring and corrections.

It was a success attempt to reach the market share of 12% (target was 10%), with the weather conditions been so unfavorable. The weather factor was not within the reach of control of author, and it affected one of the objectives, which was the target turnover of Rs 55 Mn and ended with 25% achievement. But in making the promotional materials available on time, author had targeted the 50 odd days to be brought down to 30 days and it was successfully reduced down to 15 days with complete turnaround. The planned human resources was acquired and trained to get the best results out of them with monitoring using dashboards and technology. The follow-ups and corrective actions played a vital role in the success of the project.

The author would recommend the company to build standard operating procedures of tasks such as printing of promotional materials as the new system helped to eliminate certain waste and improve on the process. And in future sales and promotional activities, it is important to look at uncontested spaces as the industry is becoming bloodier in the red ocean. CIC also should look to fill the portfolio gaps in order of looking ahead. That would help CIC to sustain their market leadership and grow further towards success.