

## **ABSTRACT**

Kelani Valley Canneries Ltd.(KVC), a manufacturer and exporter of processed tropical fruits and vegetables, is the brain child of the late Mr. R.L.P Senewirathne who established the company in 1969, as a result of a marketing feasibility study conducted by him.

KVC is equipped to offer both thermally sterilized and frozen products. Their products range from fruit juice, fruit pulps, canned fruits, canned and packeted vegetables, cordials, jams, chutneys, sauces and spicy range products. The KVC factory was the first fruit processing plant in Sri Lanka to be certified for organic production.

In 1999, KVC went into partnership with the DSI Samson group. Afterwards they launched their entire range of products into local market under the brand name of KVC. Now it has become second largest fruit processor achieving 10 percent market share. The company with 80 employees has generated Rs. 101 million turn over for the year 2007.

The management of the company consists of Top management (Chairman and Board of Directors), Senior management, Assistant management and Supervisory levels. Production, Research and Development Raw material and Cold room stores, Finished goods stores, Maintenance, Accounts and Administration are main departments.

During my in-plant training period, I was able to familiarize and acquire knowledge on major activities undergone from fruit purchasing to dispatching finished goods to the market, while gaining all possible experiences from all departments of the company.

This report contains a basic introduction of the company, present situation, management structure, production procedure, marketing aspects, quality assurance system and future trends.