

ABSTRACT

The utmost objective of the In-Plant training is to expose the industries training which assists to work any company. This training exposes the opportunity to work with the various people in the industrial world and get experience from them.

The In-Plant training was carried out for a period of five months at the Chilaw Plantation Private Limited in Chilaw.

Chilaw Plantations (Pvt.) Limited is a coconut processing company which is manage under the Wayamba Plantations Limited. In order to satisfy consumer needs more effectively and efficiently than competitors and to be self-reliance in Sri Lankan copra market, the company must understand its external and internal situation, including customer, the market environment and the company own capabilities. So that Situational Analysis for the Chilaw Plantations (Pvt.) Limited was conducted as a personal assessment to investigate current situation of the company. The Situational Analysis consists of product situation, environment of the company and opportunity and issue analysis of the company.

In this modern world consumers demand for quality on the agriculture and food system has increased, as well as some consumers are more aware and more sensitive to the potential risks and benefits of different patterns of food consumption.. So that obtaining a quality assurance system for the product is more important for the demand of that product.