

ABSTRACT

Keells Food Products Limited is a meat further processing company which is a subsidiary of John Keells Holdings. In order to satisfy consumer needs more effectively and efficiently than competitors and to be self-reliance in Sri Lankan processed meat 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 Keells Food Product Limited was conducted as a personal assessment to investigate current situation of the company. The Situational Analysis consists of product situation, competitive situation, distribution 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. And they are looking for means to identify safer and more nutritious products. Hence, being KFPL is meat further processing company in Sri Lanka, company has recognized that accomplished with different quality assurance systems is a must to have higher consumer demand and build up higher brand loyalty on company's products. So that already company has obtained quality assurance system certificates such as ISO 9001; HACCP, SLS product certificates. As well as now company is on the process of obtaining ISO 22 000 quality assurance system certificate.