

## **Abstract**

Lankem Ceylon Ltd was incorporated on 15<sup>th</sup> September 1964 as Privet Limited liability Company and converted to a public company on 14<sup>th</sup> November 1968. Its commercial operations began on 16<sup>th</sup> March 1970 with an initial focus on agrochemicals. With the time it has diversified its core business activities namely industrial chemicals, paints, consumer products, plantations, leisure and constructions. Today Lankem is the undisputed market leader with a 35% market share, in agrochemical industry in Sri Lanka. Lankem stands today as a fully Sri Lankan own conglomerate of stature employing over 30,000 people with an annual turnover in excess of US \$ 60 million. The organizational structure consists of top management level (Chairman and Director Board), senior management level (Business manager), Middle management level, and field staff. Production, Marketing and sales, Finance, Research and Development, Administration and Human Resource are the departments of the Agro division.

Lankem Agro chemical division focus is to produce quality products to satisfy customer. To achieve this, division employs very stringent quality control procedures, which start at purchase of raw materials and continue through until the finish products are dispatched to dealers. As far as quality is concerned they believe in prevention rather than reaction. Thus Lankem was the first agro chemical company that to obtain the prestigious ISO 9001:2000 certificate in Sri Lanka and ISO 14001 for Environment Management.

These standards are highly used as excellent marketing tools other than the marketing strategies that company carry on. Thus Lankem was the first agrochemical company in Sri Lanka to achieve Rs.1.0 Billion turnover.