

## Abstract

Through the concept of outsourcing introduced few decades back still its plays a major critical and overwhelming role in modern supply chain management. In Sri Lankan scenario the outsourcing and 3PL operation industry are still developing in to some extent while Opening to the outsourcing concept of 3PL, 4PL etc. So with this study main touch upon on how Ceylon Cold Stores PLC which has gone for the outsourcing strategy to increase mighty and value creation of the supply chain using 3PL providers and with that study try to identifying key critical factors and driving factors those linking to soft drink manufacturing company to decision making on outsourcing the logistics activities basically the distribution.

This whole research area will be depending on the research question of.” Investigation of the efficiency of engaging outsourcing in supply and delivery of their products by the Ceylon Cold Stores PLC” .To make aware of the significance of the outsource strategy relevancy for the people who get the 3PL services from 3PL providers as well. And 3PL companies who do the service provide for the customers of 3PL providers to identify new opportunities as well as be ready for the future challenges. And with the findings and analysis found that the relationship of outsourcing strategy and the use of 3PL logistics providers in managing the activities which are related to logistics operations in soft drink manufacturing company since the analysis base on the Ceylon Cold Stores PLC. According to these analyses there is a correlation ship between outsourcing cost and the company profits and clearly can see there is a clear difference between the profits before outsourcing and after outsourcing.

As the limitation of the research is mainly lack of prior research studies available within Sri Lanka on the similar type of topic and some data collection issues. And to find the information about this research mainly used following words as the key words 3PL, outsourcing, strategy etc.

