



## ABSTRACT

FMCG industry is highly emerged and very dynamic in Sri Lanka whilst contribute to the country's economy in great heights. Future of the industry is fast growing, innovative and attracting and it is very essential to agile accordingly and respond fast to grab the opportunities to build more shares in the market. It needs to concern the educational qualifications and competencies of supply chain professionals and would they qualify enough to enhance company performances. This research aims to find the results of a study focusing on the competencies and educational qualifications of supply chain professionals, their abilities to use supply chain technologies and how these competencies affect to company performances including customer satisfaction, operational time performances and product quality. The basic purpose is aiming to find the relationship between competencies and supply chain performance.

**Methodology:** This research based on an online questionnaire survey system using Google forms to collect data from supply chain professionals who are currently occupied in management level roles in FMCG companies in Sri Lanka.

**Practical implications:** The study provides insights for firms, industry associations related to the FMCG industry by identifying the competencies, skills and education that are required to be developed for supply chain professionals to enhance the supply chain performances of the company.

**Significance/Value:** FMCG industry in Sri Lanka was extremely dynamic and many companies are competing to achieve more market share and to supply quality products to increase the satisfaction of customers. So it is important to use right knowledge with essential education in the right position of work to deliver a high value output.

Results of the study reveal the significance of each variable and concluded with justifying the relationship between the variables based on a theoretical discussion based on research findings.

**Key words:** Supply Chain Professionals', Competencies, Supply Chain Performance