



## ABSTRACT

The Coca Cola Beverages Sri Lanka Limited is the leading manufacturer of carbonated soft drinks in Sri Lanka. Once the finished products are produced, they should be stored in warehouses and eventually they should be delivered to customers. Therefore warehousing and distribution play an important role in the operation of the Coca Cola Beverages.

Since the distribution is a key aspect of CCBSL, it is necessary to pay attention about the Truck Turnaround Time. The total time that a truck stays in the CCBSL premises is concerned as Total Truck Turnaround Time. But this study concerns only about Truck Turnaround Time in Loading operation. Time taken for unloading operation and total turnaround time are not taken into consideration.

Number of trucks to be loaded, Number of forklifts available for loading, Number of loading bays utilized, Number of employees available at the staging area and Number of SKUs loaded are the factors identified as relevant for the truck turnaround time for loading operation.

After collecting data relating to the identified factors, they were analyzed by using SPSS statistical tool and a model was developed by using regression analysis.