



**IMPLIMENTING GREEN WAREHOUSE PRACTICES
TO THE WAREHOUSE OF A LEADING
MANUFACTURING COMPANY IN SRI LANKA**

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A Dissertation Submitted to
**GENERAL SIR JOHN KOTELAWALA DEFENCE
UNIVERSITY, SRI LANKA**

In partial fulfilment of the requirement for the award of the degree

of

MBA in Logistics Management

20th July 2024

ABSTRACT

This study investigates the implementation of green warehouse practices at leading manufacturing company in Sri Lanka. A mixed-methods approach was used, combining qualitative methods to understand employee attitudes and quantitative methods to gather data on green warehouse practices. The sample included all 55 employees of the warehouse division, encompassing five executives and fifty non-executives. Primary data were collected via email questionnaires, and secondary data were sourced from web articles, journals, and books. Based on the findings of the Thematic Analysis, the SWOT was conducted. The SWOT analysis reveals significant strengths, such as financial capability, geographical advantages, and a strong brand image, which support the adoption of green practices. However, challenges such as the lack of comprehensive feasibility studies, high initial costs, and negative employee mindsets pose significant barriers. To address these challenges, the study recommends investing in feasibility studies, training programs, and leveraging regulatory incentives to facilitate the adoption of green logistics. The integration of green transport, green packaging, and green energy is essential for enhancing sustainability within warehouse operations. Green transport strategies, such as optimizing routes and utilizing alternative fuels, reduce emissions and improve efficiency. Green packaging practices minimize waste and promote recycling, while green energy solutions, like solar power, lower carbon footprints. These initiatives align with the increasing consumer demand for environmentally responsible practices and contribute to a positive brand image. Overall, the study underscores the necessity for ABC Company to adopt a strategic approach that addresses identified weaknesses and threats while leveraging strengths and opportunities. By embracing green logistics practices, ABC Company can achieve sustainability goals, enhance its competitive advantage, and contribute to environmental preservation. Future research should explore other aspects of logistics, such as green purchasing and transportation, to further support the implementation of green practices. This comprehensive approach provides a pathway for businesses to navigate towards a more sustainable future, balancing operational efficiency with environmental stewardship.

Keywords: *Green Logistics Practices, 3R concept, Green packaging, Green Energy, Warehouse Management*