

A case study on the effectiveness of the process, services and products provided by a popular fresh vegetable outlet in Kandy

**J.M.C.N. Jayasundara^{1*}, P.M.J.R. Piyatissa¹, K.M.M.N. Meddegoda¹,
P.W.I.S. Arampola¹, A.R.G.A.M. Abeykoon Menike¹ and P.R.K.A.Vitharana²**

¹*Postgraduate Institute of Science, University of Peradeniya, Sri Lanka,*

²*Department of Education, University of Peradeniya, Sri Lanka*

**chathunilushi06@gmail.com*

The vegetable and fruit subdivision is the most imperative in the Sri Lankan agricultural sector after paddy. Consumption of fresh vegetables and fruits enhances the nutritional level in the body. The aim of this study was to gain an in-depth understanding of the consumer satisfaction, types of vegetables, services provided, supply channels, problems prevailing and to recognize the opportunities for further improvement of the vegetable outlet. The qualitative research approach consisted of participant observations, interviews, document reviews, photographs, and videos were used to collect data on site with the consent of the relevant parties. Sixteen hour observations were taken at different times and on different dates. Grounded theory was used to analyze the data. Good customer satisfaction, good and quality store management with continuous supply chain, identification of problems, and attractions of different customers were identified. They belonging to different age groups, genders, cultures, ethnicities, economic levels and different regions were observed in the stall on different days. It is important that customer services adapt to meet customer expectations to ensuring customer satisfaction. For this purpose, the vegetable outlet provided the customers with a wide variety of high quality food products, efficient services and customer care at the stall.

Monitoring and awareness programs on the proper maintenance of well-organized soil conservation programs to develop marginal lands, continuous supply by the registered farmer societies without intermediates, and proper store functioning activities with the involvement of top management enable the organization to provide good-quality products and services. Limited space, improper functioning of cashiers, lack of staff members, dissatisfaction of staff with the salary and other benefits, lack of parking and other facilities and damages to products caused by customers were the problems prevailing. Suggestions for further improvements include enlargement of the stall, creating alternative parking space, and supplying required benefits to the staff members.