

Abstract

Supply Chain Management and Logistics are the most significant factors for the commercial marine fish supply chain, which supplies wild-caught seafood for local and export markets. Fish being a highly perishable commodity, needs immediate disposal after harvested. The study has considered only the Marine Fish Supply Chain (MFSC) for local markets in Sri Lanka. This is a heavily stagnated supply chain, caused by many constraints recognised as bottlenecks of the supply chain. The Supply Chain helps to assess the efficiency of the marketing and distribution system while finding ways to improve well-performed and efficient supply chain management. For the purpose of the study, objectives were established to analyse marine fish supply chain, its main aspects, and actors and bottlenecks in the local market, understanding and analysing of preventive measurements of bottlenecks to give recommendations. Main bottlenecks are lack of marketing strategies, market structure constrains, lack of proper information flow, and inadequate infrastructure facilities. The study used two data types for the analysis as primary data and secondary data. Primary data was gathered from the responders, i.e. fishermen, consumers, and locations such as primary, wholesale, and retail markets. Primary markets were in Negombo, Tangalle, and Kudawella, and wholesale market was the Peligoda Central Fish Market. The study selected 20-private retail market outlets in Colombo and Gampaha Districts. Secondary data were gathered from government institutions' reports, text books, printed journals, e-journals, and web sites. Recommendations were made according to the findings, which can be used as the corrective and preventive measures. The study analysed data using most suitable analytical methods including fishbone analysis, marketing margin, marketing efficiency index, average net share of the consumer price, and fisherman share of one consumer rupee. Accordingly, the results are; encouraged competitive market replacing existing oligopolistic market structure, and removal of bottlenecks from fish supply chain with proper supply chain management model. Fishermen are assured of a fair price for harvest, best quality preferred species for affordable prices for consumers, consumer satisfaction, elimination of stagnant position of supply chain, and higher contribution for the Gross Domestic Product (GDP).

Keywords: *Marine Fish Supply Chain, Marine Fish Markets, Supply Chain Bottlenecks, Logistics*