

Analyzing Common Challenges for the Shipping Industry in Colombo: A Root Cause Approach

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The shipping industry in any country has a huge role to play in the development of the shipping industry. Without shipping agents, the industry is not able to remain healthy, as they are one of the major links of sea transportation. They bring vessels to a country on behalf of their principals and provide various kinds of services, which help to gain foreign revenue to the country. Although this industry is a very valuable party in the shipping industry, many people have failed to identify their importance. They face many problems while conducting their duties. There may be common problems that are common to most of the shipping agents in the country. The basis for this was to analyse whether there are any common problems for shipping agents. The objectives were to analyse the root cause of the common problems faced by shipping agents in Sri Lanka, to identify the common problems faced by the shipping agents as per the occurrence, and to analyse the root cause of the identified common problems. Thirty two sample shipping agent companies whose functions cover every aspect of the shipping agency business were interviewed and also a questionnaire was used. The data was analyzed qualitatively and some recommendations are provided with the view of improving the performance of the shipping agency business in Sri Lanka.

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