

Winning the Market by Reforming the Capitalism: A Case of DAMRO

Gangodawilage, D.¹, Punchibandara, M. M. T.², Wijayanama, P. T. C.³,
Liyanage, P. W.⁴, Kannangara, P. D. C. T.⁵ and Madushanka, J. T. D.⁶

A humble man who believed in himself and fearless in taking risks created one of the most successful furniture businesses Sri Lanka has ever seen. DAMRO today is a well-known brand in the households and corporates alike. With manufacturing facilities in Sri Lanka and India and over 190 showrooms, DAMRO dominates in a highly fragmented market with the competitive advantage of high quality products with simple designs and good customer service at an affordable price. In India DAMRO is one of the top 10 furniture brands. DAMRO is built with unique culture where humbleness, hard-work, integrity, no-nonsense approach seem to be undeclared values. As a high-touch leader Chairman knows his people well. He is involved in every aspect and detail of the organization. While that created a well aligned family business so-far, DAMRO is outgrowing where systems, controls, structures and empowered managers are needed. This context has been studied by researches based on case story analysis along with secondary sources.

Keywords: *Family Business, Innovation Diffusion, International Business, Leadership, Market Strategy, Supply Chain*

¹ Faculty of Commerce & Management Studies, University of Kelaniya, Sri Lanka
(damithlk@gmail.com)

² Faculty of Commerce & Management Studies, University of Kelaniya, Sri Lanka
(tharaka.bandara@abbott.com)

³ Faculty of Commerce & Management Studies, University of Kelaniya, Sri Lanka
(wijayanama@gmail.com)

⁴ Faculty of Commerce & Management Studies, University of Kelaniya, Sri Lanka
(prasanna@telsara.com)

⁵ Faculty of Commerce & Management Studies, University of Kelaniya, Sri Lanka
(chandana.thilanka@yahoo.com)

⁶ Faculty of Commerce & Management Studies, University of Kelaniya, Sri Lanka
(jdtmadhusanka@gmail.com)