

Director/CEO of Kelani Cables. In brief, those initiatives strengthened the value chain of the company to deliver premium brand value proposition via differentiation.

Likewise, the event of ACL acquires Kelani Cables was not just a matter of acquisition but left a proven corporate lesson. Conclusively, this is one of the greatest success acquisitions in Sri Lanka. It is important for management students to learn how competitive advantage is created as a group to develop successful growth strategies through acquisitions. Out of different types of integrations, this can be treated as an example for “preservation approach” where high degree of autonomy and low level of interdependence. The overall content of its case story provides insights to navigate in finding answers on how transformational leadership practiced in an organization and how people motivation delivered exceptionally well results whilst it invites learners to explore how acquired company grown better than the acquiring company during the last 17 year period.