

Executive Summary

The main objective of this project is to start up a construction business based on container conversions. The idea for this business was conceived after looking at the increasing demand for real estate and the boom in the construction industry. Reusing, containers for the purpose of construction is an eco-friendly, low cost and time saving solution. Since container conversions are considered as temporary or semi-permanent constructions, customers would have the benefit of building in areas that otherwise would not have been permitted. Modularity, mobility and efficient utilization of space are other advantages of using container conversions for constructions.

This project involved a feasibility study on the business, negotiations with potential investors, partnerships with third parties, set up of the business and project-wise construction of container conversions. A significant difference in this project compared to others of its kind is that the business follows a lean model that outsources most of the business functions. Further, the business is conducted in a project basis.

The main outputs of this project can be considered as the setup and registration of the company In-A-Box (Pvt) Ltd, agreement between the shareholders to setup the company, designing of container conversions, building of the prototype and documentation of the process followed and the events that unfolded during the course of this project. In addition to that a comprehensive market analysis was done, in which first-hand information was obtained from the current market leader in the industry.

All outputs were achieved, except for building of the prototype. The reason for this was a change in the client's schedule which postponed the first project till June of 2017. This issue was overcome by expanding the business into other applications of container conversions. A commitment for a second project has already been undertaken by the company and an advance payment has been obtained from the client. The new project would be completed in the beginning of 2017. Hence, it can be perceived that this project is a success.