

EXECUTIVE SUMMARY

Today, the Sri Lankan agricultural sector is struggling in many areas such as maintaining steady crop production, exporting adequate quantities, maintaining productivity and food quality, and securing the national food requirements. Government launched a major campaign enforcing the farmers to use compost over the chemical products considering the social and health factors. As a result, the present demand for compost fertilizer from the farmers is rising steadily. Furthermore, consumers are more and more health conscious and demand healthy agricultural products. Accordingly, the organic farming is attracted by the farmers.

Making organic fertilized is a trending business opportunity in Sri Lanka. To grab this opportunity, PST Compost (Pvt) Ltd was incorporated and registered under the Companies Act No. 07 of 2007 on 6th May 2022 and domiciled in Sri Lanka. The registered and the principal office of the Company is located at No. 49A, Galwala Waththa Road, Bombuwela, Kalutara South. This opportunity was confirmed through qualitative approaches and quantitative survey using the viewpoints of the farmers in the area. The main idea is that there is an identified organic fertilizer requirement in the market and the PST Compost was incorporated as a problem-solving opportunity options in the sector. Also, the Company has identified the intended beneficiaries of the project as farmers, employees, Government institutions, livestock farmers, banks, financial companies, and society.

To understand the theoretical views, the Author has strongly reviewed and discussed the literature related to the industry. The Author has used Maurya's nine blocks business model and discussed three key problem areas such as low availability of quality compost, high cost, and delivery issues. Also, the Author discussed the value proposition with its relevant literature. It crafts a compelling value proposition which is the key value that PST uses high quality raw materials and provides high contain of Nitrogen composts to farmers. The Author has graphically illustrated the Maurya's nine block model to bring the all nine quadrangles including cost structuring total of LKR 27/- per Kg and revenue streaming of LKR 35/- per Kg. Also, the Author has discussed details in the area for marketing strategies, strategy canvas, and ERRC.

This report has covered the project and methodology where the project components were identified. The methodology is all about delivery of pre agreed objectives like a launch of a brand in a company. The PST team identified business milestones, deliverables, and communication channels as the key project components and those initiatives were helping to understand about the project aim and boundaries in the compost business. In the business planning process, the total project duration is estimated as 26 weeks and it will be covered within 6 months from the start-ups. “Shared growth” is the company’s main strategy which is sharing values with the community. This is a win-win situation and all partners are expected to receive benefits by actively participating in the process.

Implementation process is constantly evolving and the companies’ future depends on the successful implementation of the strategy. People involved at the commencement worry about the performance because there is lack of “productivity” which is not easily achievable. Technology helps in many ways to achieve productivity and the Author has expressed how PST Compost makes-sure its project implementation, key variances, issues in project implementations, three months profit and loss accounts, and balance sheet. Those areas show failures, weaknesses, inefficiencies, and improvements of the business. Also, the Author identify the benefits of good production and marketing processes. In the PST’s production process, there are limitations such as raw material collections, transportation, bed processing methods, availability of historical data, less forecasting, and time availability for compost maturing.

Also, this report has discussed a final project outputs and findings where PST Compost activities were conducted as a startups business for first six months. It covers the area of outputs and outcomes accordingly project deliverables. Total ten deliverables were analyzed with the details. Also, benefit and cost analysis were discussed and discussed the business model and components accordingly. Further, the Author’s sort-term and long-term skills gained are analyzed. Analyzing such skills can be taken to the next level of the business and skills gained displayed. Finally, Gantt chart is provided for plan vs. actual highlighting the management of the project.