

Executive Summary

This entrepreneurial project expects to integrate three main disciplines of packaging, information technology and marketing into an overall packaging solution provider. The phase one of the project is confined only to finding the entry mode into the industry where a private company will be formed to supply blank label, printed label, label printers and other printer equipment.

The success of any business depends on the sustainable competitive advantages intended to be created by its business model. In an attempt of developing a sustainable competitive advantage over rivals in the market or industry, the resource and capabilities accompanied in the business organization make a significant contribution. The long term strategy of becoming an overall packaging solution provider in the industry requires an accumulation of necessary resources and capabilities adequately within the company and this project expects to lay the foundation for this attempt.

The local label market mainly consists of printed label and blank label. The printed and blank label are produced by utilizing different material varieties. The blank labels are required to be printed with necessary information as per customer requirements and printers and printer equipment are also part of the label business. Sri Lankan label market is catered only by few suppliers and it reflects around 10% of overall packaging market of US \$ 1 billion. Since adhesive label and printer equipment market is substantial, the entry mood into the packaging industry was selected through this market by introducing innovative world leading solutions with greater convenience for local customers.

The phase one of the project consists of seven project components and Work breakdown structure (WBS) was utilized in managing the project with required project controls. The writer acts as project manager and all project components except last two was achieved within the planned time schedule. The commercial production of the business venture was commenced from April, 2014 onwards with successful execution of lean business startup model.