

## EXECUTIVE SUMMARY

Sri Lanka at the moment is experiencing a significant economic growth stimulating impressively in terms of rising per capita income, massive infrastructure development, speedy communication and easy transportation etc. Relentless economic rise together with post war dividends have contributed to change the lifestyle of people, resulting in them moving away from traditional food to a western diet which is largely driven by fast food. At the same time, it must be noted that the Sri Lankan community faces the highest rates in non-communicable diseases (NCDs) and become victims of obesity mainly due to unhealthy and bad nutritional habits. However, it will not be exaggerating to say that it is difficult for people to avoid fast food from their day-to-day lifestyle. Fast food culture has become part-and-parcel of the urban community. Yet it has become a real challenge for everyone to find a well-balanced meal in a fast food restaurant. At present, there are no famous restaurants that either provides low calorie fast food or ones that include healthy options in their menus, except typical salads. So, there is a gap in the current market for low calorie, relatively healthy, fast food. This entrepreneurship project has been embarked to meet the nutritious and low calorie fast food need of the health-conscious community, especially in suburbs of Colombo.

The start-up named Healthy Feast serves customers who are residing and working in the suburbs of Colombo with four products: burgers, submarines, wraps and sandwiches. All these products are less than 600 calories, with the advantage of 30-40% reduction in calories, trans fat, and sodium compared to other generic fast food restaurants in Colombo. Accordingly, low calorie and relatively nutritious fast food are the most valuable offering to the customers. Furthermore, food will have a sensorial appeal as it is made of firewood stove bread and buns. Additionally, food items will be priced at a lower price than similar top competitors, enabling customers to enjoy value for money. Accordingly, the ultimate value customers gain are convenience, low calorie and nutritious food at an affordable price. The main customer segments that HF serves are Inactive Weight-Conscious People, People on Special Diets (excluding patient diets) and Active People. In addition, HF tends to employ focused differentiation as a competitive strategy for pursuing its objectives.

In order to provide this service, HF set up its business premises in Thimbirigasyaya as a kitchen outlet format and food will be served in the afternoon starting from 2.00 p.m to 10.00 p.m. At the initial phase of the business, take away and delivery facility will be

available for customers. However, the venture is designed to have 6 phases and the final step is to develop a unique healthy low calorie fast food restaurant in the theatre format, where customers can see the food making process. The project seems to be feasible and attractive in terms financial and non-financial aspects. Moreover, the entrepreneurs together with the project team are competent enough to carry out prospective business activities and as a result positive outcomes such as unique brand development, expected revenue and profit generation, and employment creation are certainly achieved. Accordingly, the entrepreneurs' dream of creating a convenient, healthy living for the Sri Lankan community will become a reality.