

EXECUTIVE SUMMARY

Evask International Private Limited is established by the author as the output of entrepreneurial skill project. The company managed by two directors, L. G. N. Kulasooriya and U. Alwis. The company is in to fashion industry targeting womenswear segment and operates in online mode.

Current womenswear industry is very competitive and still there are unmatched user needs and requirements where a new business can capitalize and can create value. With the busy lifestyle of the nowadays women, online purchasing requirement is in place, but due to unavailability of trustworthy and user friendly online services, consumers are reluctant to purchase online. Consumers do not want to spent additional amount for delivering, exchanging and they require refunds if they do not like the product. At the same time, there is a requirement of high quality, uncommon innovative designs and faster delivering of products.

With the above business idea, author has done extensive feasibility study based on marketing, technical and production, economical, financial, environmental, social, political, ethical and legal aspects. All these studies have proven that the proposed business idea is a viable business opportunity where the entrepreneurs can create value.

With the objective of developing a flexible business model which can be easily changed according to user requirements, the entrepreneurs have built up the business capitalizing the above opportunities. The supply chain of the business should be well integrated so that changes can be implemented with minimum effort and cost. Business has started with the model of 'make- to-stock' and has developed 'make-to-order' concept. 'Make-to-order' concept is not functioning in Sri Lankan market at the moment and it is a lean initiative that the business has successfully implemented. With the two business models, business has achieved interactive online platform, quality and innovative designs, free exchange and return policies, payback option, faster delivery service and unmatched customer service.

Another long term objective is to establish a well-known brand which can be utilized to many other entrepreneurial start-ups. The generic name 'Evask' was selected to achieve this objective. As a result, the entrepreneurs are planning to start reed product initiative in year 2017 January as an extension of the project.