

Executive Summary

Sri Lanka is a vibrant country with endless opportunities for businesses. In the semi-urban cities of Sri Lanka, a market gap was identified where lack of clean, hygienic places with upscale looking ambiance providing quality tea, coffee or a snack at an affordable price for the customer segment comprising the professionals who work or pass through the cities and the parents, children and the public. The objective of the project was to fill this market gap by setting up a coffee shop in the semi-urban city of Piliyandala, to provide quality tea, coffee or snack in a place that is clean, hygienic and having the look of an upscale ambiance.

The project was implemented in several phases beginning with the project idea, followed up with the business case and identifying the value proposition and business model. Marketing strategies, wedges of entry, feasibility studies on economic, financial, environmental, socio-political and legal were conducted. Having defined the project and its components, The Hideout coffee shop project was implemented and established with due registration with local governmental authorities. The establishment of the coffee shop in Sri Lanka was supervised by the PIM supervisors and the PIM Genesis.

The progress of the operation was monitored both in financial terms as well as from customer feedback and comments. Social media-based marketing campaigns with customer review and comments were implemented and monitored and responded. The financial performances of the business have also been properly documenting and prepared. To ensure performances both in financial terms and business operation terms, the actual financial and business performances were measured against the plans.