

## EXECUTIVE SUMMARY

The scope of the project is to launch a herbal gruel brand “Smile” to the busy executives working in public and private corporations in Sri Lanka. The herbal gruel is known as Kola Kanda by Sri Lankans. It is our custom to taste a cup of herbal gruel early in the morning. The customer segmentation for the startup based on the geography, is limited to the coastal belt from Panadura to Colombo. Hence the product “Smile” for busy executives is the project business strategy.

Entrepreneur registered the business at the registrar of companies Colombo. The company name is Inevitable (Private) Limited and company number is PV 99727. It’s registered business address is 17/4, Uyankele Cross Road, Panadura where the business operates. Easy access to the customers, readily available raw material, low operating cost and entrepreneur’s residence are the key determinants to operate the business in Panadura.

The project idea was initiated by the entrepreneur at a social event. His network enabled to sense a business opportunity for this idea which was later strengthened by a customer survey. The business road map was prepared based on the finding of the survey and complemented to the capabilities of entrepreneur and his spouse who was appointed as the company secretary.

A feasibility study in different disciplines was done to obtain the green light for project execution. Cost benefit analysis further revealed that project benefit outweighs it’s cost. To generate monthly income of LKR 72,000 and to build healthy nation across the Island is the project output and the outcome respectively.

The project was funded by the entrepreneur’s savings plus a grant. It consisted with two key milestones: completion of project infrastructure development and deliver “Smile” to the target customers. Project progress was evaluated by earn value method. Fish born diagram was the technique applied to assure the project quality. A detailed work break down structure and well defined work packages helped to allocate resources effectively.

Project commenced on first of January 2015 and reached it’s first milestone in 28<sup>th</sup> of February, In March 2015 Smile delivered to the customers. A lean and agile production process was adopted to increase productivity and customer perceived value for sustainability.