

EXECUTIVE SUMMARY

With the busy lifestyle, people tend to use more processed food especially due to the fast and easy preparation, though it is known that the excess amount of carbohydrates and sugar in fast food leads to health hazards. During last few years there was a new trend towards the healthy foods in Sri Lanka. However, there is a less availability of healthy food varieties that can be purchased for a reasonable price and the taste of such foods are not matching to the local taste. The objective of this report was to fill this market gap producing high quality nutritional snacks, beverages and supplementary using dehydrated fruits and vegetables which matches to local taste with a reasonable price.

The authors spent months to finalize products that matches to the local taste. Products were made using new technologies and techniques to preserve the nutritional facts during the fruit processing. Moreover, the products were mainly made using mango, banana, pineapple and jackfruits. Authors planned to produce products in many varieties such as sweeten, spicy and sugar less serving the need of the target segment.

The project was implemented in several phases begin with the project idea, followed by 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 aspects were considered and conducted during the implementation of this project. The project was implemented and established with due registration with local government authorities under the brand name Nutri House with the supervision by PIM supervisors and PIM Genesis.

The project was planned and carried out taking the planet and people factors into the consideration not just the profit of the business. There were some challenges faced during the implementation due to these considerations. Furthermore, fruits are sourced from small farming community for a reasonable price. This will help the poor farming families to establish a reliable relationship with a responsible fruit purchasing company.

Moreover, the project was implemented with taking 5S and lean practices into consideration. There was a huge labour efficiency increase as result of practicing these theories. Production processes and the waste management were planned and implemented with the knowledge gained through the MBA.

The success of the project and the progress of the operations were monitored in both economic capital and customer feedback while taking the environmental capital and social

capital into the consideration. In order to measure the actual performance in operational terms and financial terms, actuals were measured against the plan. Finally, the lessons learned, and skills gained throughout the project were discussed though some of the experiences and skills were evidence only to authors and supervisors themselves.

Finally, it was an enlightening journey authors went through while implementing this project, facing many challenges and passing unforgettable milestones, two years of knowledge wealth gained through PIM MBA were applied and discussed in detail in each chapter.