

EXECUTIVE SUMMARY

Clothing and fashion is a basic need for the human beings. And everyone deserves to have a high quality attire for a reasonable price and a unique store to buy such an attire without having to waste a lot of valuable time that can be used for a greater development of one's and societies' benefit.

This report reviews the idea and the beginning of a local brand, LAKDINU CREATIONS which brings together local clothing and accessory suppliers and customers in Padukka area to gain individually as well as collectively by selling their products and by buying high quality fashion needs of their desire. An opportunity was identified to establish a full range clothing store in Padukka area which serve all the family members with high quality garments and accessories under one roof. A comprehensive feasibility study was carried out to evaluate the practicality and the attractiveness of the idea. This clothing store provides high quality garments to the residents of Padukka area, sometimes only available in high end stores in Colombo and suburbs. A unique value proposition was recognized and a business model was established using the Lean Business Model Canvas.

LAKDINU CREATIONS obtained the business registration on 27th of August 2018 and all the activities were discussed which took place during the six months project period following the launch of the business. The project was planned and executed on lean start-up principles with a bank loan and authors' personal savings. Key project deliverables were set and achieved during the project period with some variances in terms of timelines, costs and offers. Issues in project implementation was discussed along with the recommendations and steps taken to mitigate such issues.

The project deliverables were discussed in terms of outputs, outcomes, and their impact on relevant stake holders and recommendations. Activity benefit-cost analysis with justification was illustrated which they have come across during the project period. During the project life cycle, the gained skills were described and separated the skills gained into conceptual skills, interpersonal skills and technical skills and have described them extensively. Management of the project, functions of management, growth and expansion strategy, risk assessments and risk mitigating initiation were discussed along with strategy to solve short term liquidity issues.