

Executive Summary

Sri Lanka, given its strategic location in the Indian Ocean, is an important logistics hub for the region, mainly for emerging markets. The location has paved the opportunity for Sri Lanka to maintain itself as an important trans-shipment hub with many competitive advantages in the region. Furthermore, the author has selected to setup his business as a forwarding and clearing company specialized in Entrepôt shipments, which is a very technically specialized area in the export business. The project is to establish a fully integrated logistic service provider providing all the necessary logistic related services, mainly concentrating on two main business activities i.e. Entrepot logistics operations and Free zone logistics operations. The company will be operating inside the Free zone and make use of facilities maintained by the authors former employer, with whom a very good relationship is maintained thus full business advantage taken of. The operation about Entrepot shipments will be done on short term basis.

It is imperative that any startup company carries out its own opportunity identification and the reasoning behind the formation of the company. It is also critical to understand the strengths and weaknesses associated within the company and the external impact of opportunities and strengths. Furthermore, a key success factor for a project would be to identify the type of market it caters to and where it should be positioned in terms of market share. Thus, the author has taken great care to ensure that these business and competitive requirements will be met prior to the formation of the project, together with the project deliverables and expected outcome explored upon. A key point in this type of service, would be timing, hence Author has defined project deliverables with each step of the project from day one, together with the expected outcome, justifying the business decision.

As in any other project, it is crucial that any entrepreneur understands the literature previously done regarding similar operations and the thinking and views in the marketplace and industry, for the project to be a success. Thus, business strategies together with the external factors such as political, legal, ethical social and other related factors have been touched upon.

Furthermore, marketing mix strategies have being identified to place the company in its correct position as highlighted above, together with financial feasibility associated with the project. Project timelines are extremely important especially for a timing critical project of this nature.

Thus, the main task has been broken down into critical components and each task has been identified with a detailed breakdown structure of the work involved, together with required controls related to finance, quality, cost and timing, with start and end times, since each activity need to be performed consecutively. The costs and coordination involved in the entire process has been described in detail so that value can be added to each and every client serviced to by the author, since it is imperative in this service sector, that referrals are received, especially through word of mouth advertising. Hence, author has taken a conscious effort to give timelines to each project to describe and ensure the success of the operation.

The report then explores the implementation of the project illustrating the various stages of the project in each stage detailed above. The successful implementation of any project is based on careful timing and planning, duly supported by hard work carried out with each and every stakeholder. Furthermore, as in any business, financials are key, hence, the expected costs and revenue, together with forecasted financials have been tabulated and explored in depth. Value adding activities, such as visits made to external parties, initiatives taken by the author in improving public relations in the industry also have been touched upon, to ensure the success of the project.

Finally, the report concludes, covering the importance of the soft skills that the entrepreneur would need to have, together with the associated technical skills, for the successful growth of the company. Furthermore, the report takes a more practical approach, with a detailed analysis on Activity, Benefit-Cost Analysis and the successful adaptation to the practicality of the situation, in terms of achievable timelines. As noted in all above data, timing would be key for this logistics operation more than any other critical factor, given the time sensitivities in logistics of the operations, and the author has gone to great lengths to reflect the full understanding of the project and his capability in ensuring the project as a success.