Executive Summary

The focal point of initiating a project in this nature was to provide a high quality and branded purified hydraulic oil to customers who were facing difficulty in finding out properly purified trustworthy purified hydraulic oil in used hydraulic oil industry in Sri Lanka.The identification of business opportunity was done by Menaka Abeyrathna, who was a core partner/author of this project and engineering professional working as a Product Support Service Manager at Diesel and Motor Engineering PLC(DIMO).Damith Weerathunga,the next partner of this project came to the picture to manage marketing communications, distribution channels and customer relations of the project with his practical experience as Assistance Brand Development Manager at CEAT Kelani International Tyres Pvt Ltd.

In order to implement this hydraulic oil purification project, authors of this project report have formed a private limited company called MEDA Engineering Private Limited under Sri Lankan companies Act, No.7 of 2007 and located its factory at Padukka,SriLanka.The business objectives of MEDA Engineering private limited were to provide customers a chance to **Reduce** their operating cost while providing a quality alternative to original/brand new hydraulic oil, let them to **Reuse** the hydraulic oil and encourage them to contribute toward the **Recycling** process in order to utilize limited resources in a much more productive manner.

Basically the hydraulic oil purification process at MEDA Engineering mainly focused three main areas when it comes to the operational level. Collection of used hydraulic oil from fleets which follows the standards of original equipment manufacturers, Process of purification and Distribution of final purified hydraulic oil under the brand name of MEDA are those three main elements of this project which has discussed in detail throughout this project report.

Further, in addition to the fulfilment of fundamental requirement in Management Skills Project (Entrepreneurship), this project report has further elaborated the key areas such as introduction to the selected project, problem and opportunity identification, theoretical framework for diagnosis, components of the project, implementation with project outputs and skills developed in future chapters with a broader perspective.