

## EXECUTIVE SUMMARY

Sri Lanka being a country with a civilization evolved around agrarian roots, had to itself a unique food culture that conformed to the local conditions and hence provided the society a diet that adeptly served the local nutrition demand. Colonization and globalization, together with the free market economy, exposed the Lankan society to food types that were drastically different from the ones the society had already been accustomed to. In a such a backdrop, authors took upon themselves an entrepreneurial challenge to address the underlying social issue with a sustainable business model that was developed on the concept of lean startup.

The local traditional foods fell out of consumer favor and the foreign brands begin to dominate the supermarket shelves. Loss of retail space and the shrinking share in the dining table created ripples of repercussion for both the consumer health and local food processing industry. Sharp rise of non-communicable deceases (NCDs) over the last several decades and the lack of depth and width of the local food processing industry stand as rigorous proof of the aforesaid effects. This has resulted in development of a considerable market opportunity for healthy and local food brands. Consumer market eagerly waits for the local products that can provide solutions to the rising NCD risks while acknowledging and accustoming to the changing consumer trends.

Horse gram and kithul treacle are two local food products that are widely underutilized in the local food industry. Despite the products having a extraordinary healthy benefits in terms of providing soothing solutions to the consumers who already suffer with numerous NCDs and helping others to minimize and mitigate the risk of NCDs. As per research, horse gram, a produce that could stand adverse weathers, require minimum maintenance as a crop and provide a nutrition rich millet, is cable of be appealed as a product that could work as a food source that could solve nutrition related deficiencies in the developing nations. Kithul treacle in the other hand is a product with a potential to be a healthy sweetener with its low GI index. The smokey dark liquid produced by heating kithul fluorescent extract, is both healthy and sweet and could take the Sri Lankan name to the world competing against maple syrup and cries the potent to dominate the culinary industry with its unique taste.

Authors design a project spanning across forty-four (44) weeks to take their ambition, establishing a healthy food brand in Sri Lanka along with an ecosystem that supports and helps more healthy products to reach the market, from a notion to a successful realization.

Authors discuss each stage of the project namely initiation, definition, execution, and closure and form proper and conceivable limits for each stage to comprehend the inputs required and results expected off each segment. Project plan and the work breakdown structure are formulated to guide the authors through the defined path of actions and ensure that authors achieve the critical objectives within the scheduled frame. Further to that the authors discuss the on the supply and recruitment plans and the controls that will be used to monitor the progress of the entire project in the aspects of quality, costs, and time.

Implementation naturally is the most challenging episode of any project and especially in a circumstance where the external environment is both disrupted and goes through a challenging phase due to the COVID-19. Authors found their project timeline being challenged in an unfathomable manner as the challenges that rose were beyond being predicted at the time of planning. Despite the lockdowns, travel restrictions, rising cost of production, authors pursued the objectives with agility and perseverance while being creative with the way they brought the products to the market. Variances are a normalcy in an environment where the conditions are volatile. Yet the proper analysis of a project needs to take into account the variances occurred to capture an accurate snapshot of the project, actions taken, and decisions made to rationalize the entrepreneurial efforts of the authors.

Cost benefit analysis of the projects provides both quantitative and qualitative perspective to the entire project. The outcomes and outputs of the projects provides a look into the momentum business accumulated across six months. The varying and unforeseen challenges that kept on coming at the authors largely due to the COVID19 had a considerable impact on the expected outcomes and outputs and resulted in significant variances. Yet, with these challenges came certain some opportunities that helped the authors in their cause of establishing Panwila as a brand among the urban consumers. Outcome base learning and mastering skills in one such opportunity authors cherished as the new venture demanded versatile set of skills starting from something simple as an IG posts/stories to designing a robust marketing plan for the brand and products.