

EXECUTIVE SUMMARY

The purpose of this new business project is to provide an on-line business platform to deliver all daily essential products at the customers door step, in this model will full fill their daily essential needs as an effective service provider with in the Colombo district, this model was crafted with the aim of meeting the challenges faced by niche market to overcome the challenges of Colombo niche market that was badly affected of COVID 19 Pandemic lockdown across the country in the first phase. Both experts from the Ready-Made Garment (RMG)sector have partnered in this project and established this new business project as a limited liability company to be able to manage project efficiently. This model is 100% on-line and operation through social media as an E-commerce platform.

E-commerce business is in a rapid growth in Sri Lanka and Asia is the fastest growing region in the global E-commerce marketplace. The biggest and the largest market share in world's business to consumer E-commerce market. The size of the E-commerce relative to gross domestic product was 4.5% in Asia and the Pacific. E-commerce enables small to medium size enterprises to reach global market and compete on an international scale. In this project study, the authors identified the underlining opportunities in Sri Lanka with trending of E-commerce platform and the growth potential of the online platform services locally as well as in globally and come up with Randelivery.com online platform to demonstrate and cater to the identified niche customer segment in Colombo and identified the market gap, with the knowledge gained through continuous guidance from MBA program at PIM.

The theoretical framework of this project focused on E-commerce platform had well emphasised the nature of not having boundaries of this business in comparison of economic benefits and the business trend in the global context. The value proposition of this business describes the products and services of this platform, pain and gain, and gain relievers and the gain creators. The business model and the business plan has been narrated according to the business model, unique value proposition, customer segmentation, key resources, channels, cost and revenue structures and marketing segmentation in order to identify the market condition and set marketing strategy.

Marketing is one of the key success factors for an organization to promote the business of the organization for its identity, the organization should provide number one quality level products & best services to the end customer. It is with absolute usage of the E-commerce apps to

enhance online marketing specially by social media, Instagram, face book, what's app, are the main tools and techniques been used other than the URL with online platform and hotline for effective communication. In order to capture wider customer base in shorter lead time and to cater the sophisticate customer needs, that cannot meet by adopting traditional marketing methods

The project and the project components have been described in stages in project initiation, planning, implementation and the project completion. This project has been developed with special approval from the PIM former Director and Overall Coordinator of the Research centre under the circumstances due to COVID 19 Pandemic situation in order to cater to the higher demand to full fill the identified marketing gap of niche market audience in Colombo to showcase an E-commerce model.

A detail analysis of output and outcome related data and the progress of this project in stages has been described and the relevant recommendations to make the project success have been stated. The importance of the conceptual, interpersonal and technical skills has been emphasized that will drive this model to e success. The management of the project and the timelines along with the Gantt chart has been tabulated for 12 months' project delivery time from the inauguration to completion and steady growth of this project.