

Executive Summary

The purpose of the project is to establish a company which is operating at minimal cost with high quality differentiated features identifying the gap between the present existing markets in the field of water supply & drainage sector. Initially project scope is limited to one contract (Project) for supplying water to a community in Peellakadura village between Ampara and Bibila which was received from Ruhunu Engineering Company. Final goal within five years is to register as Grade C1 in ICTAD Company. In the path of the journey, receiving at least Rs.2 to 3 m as revenue, anticipating profit of 15% to 20% profit, building up a brand name for the company by 20% within 5 years, building up fixed asset value by Rs.3m, maintain zero corruption and disputations with stakeholders and meeting project schedules are the main outputs of the Peellakadura Project.

Being an engineer with more than 23 years of experience, myself as author, was looking for an opportunity to start a business. As an undergraduate MBA student, the author was encouraged by the lecturers and the course content of MBA at PIM to start the new company. With the past experiences and keen in searching of opportunity the author could recognize that projects in the current market of Water Supply & Drainage Sector where there is market gap among the service providers in terms of timely completion, corruption, lack of control & monitoring, usage of unskilled labor, use of low quality material and lack of financial strength, lack of knowledge and competency etc. Author could find a partner, Mr. Niroskana Peiris, who had experiences in this field to address the market gap by starting a company called INMEC Engineering (Pvt) Ltd during March 2018.

The main entry wedge of new company is “Parallel Competition”. To being in the distinctive competitive advantage, main strategies that going to employ are operating at low financial investment/resources, well experienced staff and with high quality. Professional input; well skilled quality job; highly monitoring and controlling systems for wastage and corruption management; best costing, and success completion on time are the propositions of the company. National Water Supply & Drainage Board, associated project funds such as World Bank funded organizations, JICA, ADB and Private sector main companies are the customer segment of the new company.

The first project at Peellakadura is scheduled to complete within one year which will be scheduled to handover by January 2019. The report details are limited to first 6 months progress to satisfy the PIM requirement of the final year project.