

EXECUTIVE SUMMARY

Floriculture is a fast emerging competitive industry and cultivation of flowers for commercial purposes is common to many developed and developing countries in the world. Having the best suitable temperature, climate and land, Sri Lanka has the potential in developing floricultural sector to great extent.

The entrepreneur has chosen floricultural farming industry, for the entrepreneurial skill project and registered the business with the brand name of “Good Luck Plant Nursery”. The main objective of the proposed floriculture project is to address the gap identified in supplying of commercial quality flowers and young plants to meet the existing demand in the Export as well as the local market.

The selected project location in Kirindiwela in Western province is ideal for the floriculture industry, since the availability of suitable soil, water resources, the growing media coco peat and an excellent climatic condition. The promoters selected to grow popular varieties of anthurim in the nursery under controlled environmental conditions using the latest available technologies and quality control measures.

The main target customer segments of the project is the exports of cut flowers and young plants operating in close proximity in the Western province. As part of the marketing strategy the promoters have already build up relationship with exporters in order to learn the technologies and sell their products. The project also cater to the local retail, whole sale customers, and the local growers. The presence of social media, link with the local grower clusters, and flower exhibitors are the strategies to be adopted.

The location of the project at close proximity to the established exporters is a competitive advantage for the project since the capability of coordinating and supplying the products for exports to meet their delivery commitments. The adaptation of lean manufacturing practices, enable the promoters to manage the nursery keeping the cost of production at a lower level and supplying high quality products.

The volume of commercial quality flowers and young plants harvested at the end of six months of operations were below the projected figures since some of the plants have not reached the

matured stage. Therefore project will reach the projected cut flower output soon since all the plants are reaching maturity stage. Currently young plants are the highest revenue earner in anthurian business due to the existing demand for popular varieties of plants for exports and locally. Therefore a higher revenue is expected based on the current prices for potted plants, from the first batch of young plant of popular varieties consist of cut flowers, Lady Jane and Bangkok varieties ready for sale.

The successful implementation of the 1st and 2nd stages of the plant nursery and the subsequent registration of business as a partnership was completed as planned. The project was able to sell the harvest the first harvest of cut flowers within 6 months of operations and potted young plants are also ready for sale.

Building up a successful business relationship with the exporter, Mahima with an assurance of purchasing the nursery outputs was one of the successful implementation of marketing strategies of the project. Link with the flower farmer group “Suwahas Mal” and the flower exhibition organizers are some of the strategy to enter local market. The advertising through social media, using the Face book account was successfully implemented and the responses are encouraging.

The business operations and the financial performances were measured against planned periodically and make changes to the planned if required in order to assure a profitable operation of the business. In view of the above, and with the experience and knowledge gained the promoters are capable of in managing business profitably creating a sustainable return for the investors.