

EXECUTIVE SUMMARY

Early childhood education and child care is one of key needs in any developing country. With high cost of living in most of the families both parents (Mother and the father) need to be employed and they are short of time to look after and educate their children consistently. Accordingly with the increase of competitive educational qualification requirement in an economy, there is a high demand for effective and quality early learning education services in the market. Therefore entrepreneur has evaluated all his strengths to provide a solution for this problem. He has identified that he has all required resources to start an AMI Montessori and Day Care centre. With that he has assessed the significance of setting up this business. Methodology and limitations were precisely cognisant in carrying out the out this project.

By identifying the problem and the opportunity, entrepreneur has projected his entrepreneurial idea by analysing strengths, weaknesses, opportunities and threats. Capitalizing the issue, Kids Castle AMI Montessori and Day Care centre was established by the entrepreneur with his wife being a business partner. With the vast experience and educational qualification of the business partner, the entrepreneur has utilized all his capabilities to serve community better, while making profits. Also he has provided project background in detail of how he is going to be differentiate his business among his competitors. Such as providing parents a high quality service at a reasonable price, in order to reduce their stress levels and to improve the lifestyle of all his existing and potential customers. With a team of professionals, entity will cover AMI method of teaching and elocution with value added supplementary facilities like free mobile view CCTV, free A/C, free elocution etc. On the other hand project deliverables were defined with a clear business case. Specially, the entrepreneur has showcased project benefits to all stakeholders of the entity with a greater degree of impact.

Entrepreneur has discovered all required theoretical findings related to the project. He has focused on theories, models and AMI method of teaching that have been discussed in dissertations. By applying those theoretical findings entrepreneur has built a logical value proposition for the entity. With a superior understanding of the business, entrepreneur has come up with a business model and a plan to execute this proposed project. Entrepreneur has also done a detail study of kids castle customer segment and defined its marketing

strategies to position the entity in parents minds in a such a way where customers with think twice before enrolling their children to any other pre-school. Similarly he has identified the areas where he need to eliminate and need do better with the help of ERRC model and the strategy canvas. Furthermore he has done feasibility studies in areas of technical, economical, financial, environmental, social, political, ethical and legal aspects.

To make project implementation successful entrepreneur have defined a clear planning and management process of project components in detail. He has divided the project in to four stagers. Further, he has divided all the work that needs to be done under work breakdown structure. He has structured a project team with a procurement plan and have provided project roles and responsibilities for each activity. For better outcome, project control mechanisms were developed in terms of time, cost and quality to ensure successful project launch.

Project implementation has been executed by providing AMI early learning education and Day care services.it has been focussed on each project component and monitored project key variances against its projected versus actuals in terms of time, project delivery and financials. The project is funded by the entrepreneur from his personal savings and borrowings. Where the total investment was LKR 958,952. Financial reports were done for the period of ten months. Entity is forecasting to generate a net profit margin of closer to 31% from its initial three years' operation. There were some issues in project implementation with regarding time, operations and resources.

Finally, entrepreneur has evaluated project outputs and the outcomes by providing a clear note to its project impact. Furthermore, he has provided recommendations how he can improve it further. A comprehensive activity and cost, benefit analysis has been conducted by the entrepreneur. Accordingly, he has identified that benefits are greater than the cost that have been incurred. Entrepreneur has also managed the project by using Gantt chart. He also has gained conceptual, interpersonal and technical skills by carrying out this project. By having all the experiencers, entrepreneur is moving forward by creating a strong vision of "Improving children to be champions in their lives", as an entity Kids castle AMI Montessori is proceeding towards a successful business journey.