

Executive Summary

Information systems are vital in today's businesses due to the complexity and volume of the transactions. The software industry is growing fast to meet these system requirements. This entrepreneurship project is an attempt to fill some gaps which had been identified in information system industry. As well experienced business system analysts, the two entrepreneurs, have capitalized their knowledge and experience to succeed this project.

After deep analysis of the several industries, two entrepreneurs have decided to start their entrepreneurship journey from Sri Lankan wedding industry. The purpose was to deliver a comprehensive enterprise management system for wedding industry. The product was named as "h-bizpac". The project has been started with a comprehensive market analysis and that study revealed two market segments as an attractive entry point. Studios and florists have been selected as potential segments in the wedding industry for product h-bizpac. Two entrepreneurs have performed a deep analysis about these segments through a prototype solution. After performing a competitor analysis and SWOT analysis, the project viability has been assessed by a detail feasibility study. The feasibility study revealed that the project was viable in all aspects. It has a positive Net Present Value (NPV) and a shorter payback period.

Once the project viability was confirmed, the system development phase has been started. The project management techniques have been highly used to manage the project. Resource allocation has been performed using a Gantt chart and a detail work breakdown structure (WBS) has been prepared in order to manage the project smoothly. Further, business strategies for the company Holistic Business Solutions (HBS) has been prepared in parallel to the product development. The Marketing plan has been prepared by focusing product, price, place and promotion. The plan was to deliver a high quality product to the selected market for an affordable price as a web based solution.

Few customers have agreed to test h-bizpac product as early adopters and the company HBS expects the recommendation of them to expand the business in the selected markets. With the high focus for the product h-bizpac, the company will do more R&D activities to identify the markets gaps and offer cutting edge products.