

## **Executive Summary**

Founded in 1971, UHE Group focused only on the commodity tea market until 2010. Chamara Abeyrathne, the eldest of the second generation, observed that, although Ceylon black tea was marketed at a premium price in the commodity market, the full benefit or the value hasn't been captured. In view of exploring a blue ocean, Halpe Tea was launched in 2010. Eranda Abeyrathne, provided the impetus for the Halpe Tea brand using his marketing acumen, in order to thrive in the global luxury tea market.

Trends in the global tea market suggested that over reliance on tea would be risky. Thus, owners decided to move into hospitality sector after they saw the under catered market in luxury tourism in Ella. 98Acres Resort and Spa was an exclusive hotel which catered the high end customers who preferred luxury experiences. The eco-friendly hotel provided exemplary customer service while creating unique experiences. As a result, the hotel won the wide acceptance of customers who preferred personalized unique experience and recorded over 95% average occupancy while bagging international awards. Apart from the commendations received, 98Acres contributed towards uplifting the lives of the local community in terms of financial and non-financial aspects. Buoyed by the success, owners established the Secret Hotel Chain to enhance the geographical presence while maintaining the luxury service.

Chamara was capable of seizing the hidden opportunities to thrive in the market as well as creating new opportunities in the market. Ethical business conduct didn't hamper the pursuit of capturing opportunities. Valuing of employees, carrying a shared vision, respect, and organizational support, has contributed immensely to build engaged employees at UHE Group. Effective training resulted in developing a disciplined staff which provided excellent service to direct 98Acres and Secret hotels to global recognition. 98Acres, Secret hotels, Halpe Tea and Ceylon Tea Factory Restaurant, complemented each other well to strengthen the corporate strategy of UHE Group. The corporate strategy has been instrumental in expanding the business horizon of UHE Group. Further, the expertise of the senior management helped Chamara to strive in unfamiliar conditions. The leadership style with minimal interference provided the support to the experts to fulfill their responsibilities in attainment of the goal of expanding the business horizon of UHE Group.