

## **Executive Summary**

Landscaped gardens have never been out of trend. Records on landscaped gardens track back to 350 BC. Landscaped gardens have always been a mode of expressing creativity, taste, style and sometimes as a mean of displaying status of life. In Sri Lankan context, history vouches for creativity and exceptional taste of Sri Lankans for landscaping. Sigiriya is the best example that highlights advanced landscaping techniques used by the creative Sri Lankan designer.

Peoples' taste for gardens has been undying. Even with the rapid decrease in number of households with gardens, still people who have the smallest garden would invest on a landscaped garden that is designed to their need and taste. Presently majority of households are owned and maintained by the busy Y generation. Y generation's need to release stress has been highest of all generations, as they are constantly in a battle with successful X generation and highly tech-savvy Z generation. Less time spent with family members due to their busy schedules, increase in number of working members in a family has created a need for convenience to save time in every aspect of their life. The strong need to release stress is achieved through a peaceful household garden. However, the time spent on maintaining this garden needs to be relatively low in order to compensate for their busy lifestyles.

This need has shown an opportunity for the entrepreneurs to develop a product to bridge the need gap. The entrepreneurs have thereby developed their product as a, creative landscape solutions with customized paving blocks.

Considering exterior decorating as a profession, the market need for landscape solutions has created job opportunities. Though in past domestic landscaping was done as a hobby, present day it has moved beyond a hobby to become a mode of income generation.

Investment on a business venture such as a landscape solutions provider to the household market is not a huge investment and the investment is long term. This has paved way for entrepreneurs to invest in "Palitha Creations", a creative, durable, landscape solutions provider with customized paving blocks and other garden accessories. Entrepreneurs of Palitha Creations hope the company to be known as an eco-friendly service provider who delivers customer need with minimal impact on nature. Entrepreneurs aspire a sustainable business venture by inviting the customers to "*Dream it, Design it, and create it with us*"