

EXECUTIVE SUMMARY

Entrepreneurs play a pivotal role and offers many benefits to nation a by providing job opportunities, satisfying customer needs, introducing new solutions and technologies. Therefore, Identifying the significance of a project is important to differentiate from the products and services offered by other competitors in the market and to expand the customer portfolio. In addition, Sri Lanka is renowned for being blessed with an excellent climatic conditions which provides an immense benefit to entrepreneurs involved in agricultural products and services. After a thorough consideration on above favourable factors, authors of this report have initiated an Anthurium plant nursery project under the registered name of Garden Bliss.

Garden Bliss business operation is based on an out grower business model. Mahima Plant & Nursery (MPN) plays the role of the main suppliers of raw materials required in the inception of the business and provides necessary technical guidance and know-how. The products of Garden Bliss are reached to two markets naming the export and local. Major product categories of the business are the cut flowers, potted plants and other value added services. Owning biological plants as the main assets of the business exposed the authors to few limitations as unexpected changes in environmental conditions and limited time authors could utilize in daily activities. These were identified in advance and necessary measures were taken in order to mitigate these challenges. Business operations are carried out by both authors with the assistance of a worker whilst the net house been fixed in Biyagama area.

Feasibility study plays a paramount importance in identifying and studying the environment the project operates in. Therefore, in order to support the business venture, a detailed analysis on technical and production feasibility, economic feasibility, financial feasibility, ecological feasibility, social and political feasibility are being provided. As a start-up business, the Lean business model was followed by the authors and each component of the model is being identified and discussed in detail. The theoretical background set the base for theories related to the project and entrepreneurship in large. Identified theoretical background would also be beneficial for readers to study further on the theories illustrated by the authors and use the knowledge for the improvement of learning. Authors have also identified the value proposition which provides an abstract of customer's requirements and solutions that could be offered by the business.

Any project consists a series of project components. Identifying each activity under subsequent project component allows authors to manage and monitor the activities in an effect and effective behaviour. Work Breakdown Structure (WBS) allows the authors identify main divisions of the business and to classify activities under each division. This brings froth the clarity among respective divisions and enables the ease of allocating responsibilities for each individual. Additionally, carrying out a resource allocation permits the authors to recognize the resources required for each activity, and make necessary arrangements in supplying them with less interruption to the business operation. Comprising a project control plan gives the authors ability of controlling the operations of the project in terms of cost, quality and progress.

The success of a project relies on the implementation of key activities and how well they were planned and managed throughout the operational process. Therefore, project implementation is paramount importance in achieving successful results. Authors have managed to provide a comprehensive description of the methods of implementing the key activities that has a direct impact to the business. Furthermore, key variances between the projected and actual cost, scheduled variances & variance of offering have been identified and validated with rationales. The issues and challenges faced by the authors and short term and long term initiatives taken in order to mitigate the impacts that have caused been illustrated later on. As proper financial management is also required in achieving a successful project, the financial statements such as Profit and Loss statement and Balance Sheet has been provided along with a ratio analysis to further validate the business.

Overall management of the project is discussed finally on this report. While identifying the output and outcomes and its impact to the business, an activity-cost benefit analysis has also been illustrated by the authors. Each output and outcomes has a value to the stakeholders of the business thereby making it important in identifying them. The impact created has to be managed promptly and effectively which are validated by the recommendations provided by the authors. Each activity is attached with a cost, therefore identifying these costs and evaluating them against benefits generated by these activities enables the authors make proper decisions regarding the business as and when required. Beside, various skills including conceptual skills, technical skills and interpersonal skills were benefited in managing the business and to differentiate the business from competitors. Hence, the skills displayed by the authors have been discussed in detail. The Gantt chart provided summarizes the projected time lines of the key activities and the actual time taken when completing them.