

EXECUTIVE SUMMARY

Aromat offers the experience of pleasant naturally scented environment and emotional wellbeing through air-freshener diffuser and essential oil blends. This fulfills the needs of the customers to get the household freshness, relaxation from naturally fragranced environment and emotional wellness through an aromatic atmosphere.

The business operates in the household fragrance market of Sri Lanka. This market consists of the products and offers that help to keep the households smell sweet. Fragrances have been a major element in the life styles of Sri Lankans as a cultural heritage. But, today is drowned with chemical and other harmful synthetic products. However, with the increasing disposable income and awareness of the people, they demand for quality and healthy products to fulfill their requirements. Hereby, entrepreneur identified that essential oils could address the gap in the market through providing pure natural aroma with health benefits. In order to address this gap a unique value proposition is offered under the name of Aromat.

The target market was determined through discussions with expertise and a market survey. Hence Aromat offers the product to a niche market segment of the fragrance market of the country. These customers are looking for healthy solutions to fulfill the fragrance requirement. Firstly, it consists of the family caretakers, professionals, health conscious individuals belonging to the middle and upper level income class. Secondly, corporate customers who are looking to give their customer an exceptional experience through happy and relaxed environment, such as hotels and spas.

The project performed under six stages. In order to conduct the implementation and monitor the progress of the project every key area was well documented under work break-down structure (WBS). First stage of the project was initial planning stage. Then modifying the production facility, setting the workstation and corporate office occurred. After that sourcing the raw materials and equipment, project initiation, developing operational and marketing strategy and the implementation of production process, marketing strategy and launching the brand was done accordingly.

Practical implementation of the project had variances differed from the projected once. They were recorded accordingly in order to identify the impact over the project. One of the critical parts of the practical implementation was setting up the purpose, vision and mission

without being myopic in order to grow the start-up sustainably over the years to come. Throughout the project each task was monitored according to the WBS and planned time line of the project. Capability to use suitable tools and achieve results will be one of the key strengths of Aromat in the future endeavour.

Finally, the output and the outcome of the project was identified under key deliverables of the project. Costing and financials of the project also calculate where Aromat had been successful for the past three months as a start-up. Most importantly, throughout the entrepreneurship journey entrepreneur displayed the conceptual skills by building up the start-up from the zero level, innovation and creativity by finding solutions to each and every problem of the project, interpersonal skills by working with different people under different circumstance to carry out the project.