

Executive Summary

“People don’t want to buy a quarter inch drill, they want a quarter inch hole” – Theodore Levitt

It was said that consumers don’t know that they have a hidden desire for products or services. But, they only feel the vacuum. When we consider home décor market in Sri Lanka, there is no specific interest shown by general public. But, everybody has a hidden desire to hang something on the wall. For some, it is a colourful calendar and others it can be a wall hanging. When consider the far eastern or the western cultures, they actually use paintings for this purpose.

In Sri Lanka, there is a handful companies who are engaged in selling or promoting paintings. Even for them, the ultimate goal is not so beneficial to the painter. There are several categories of artists. Some are commercial painters who are focused on the monetary benefit than the quality of the product. Another category is the quality driven painters, whose products are affordable only to the upper class of the country. Availability of quality, economical paints are lacking in the market. Further, there is very less reachability for the available sources.

Sithroo.lk is an online art gallery which awakes the hidden desire inside people and provides quality, affordable paintings. Even though there are other e-commerce sites, Sithroo will provide special features like demonstrating how the painting would look like when it is hanged on their own wall, Door-step delivery and fair price policies. Underline goal of Sithroo is to provide better quality of life to artists, while providing a quality product to the consumer.

Based on few researches done on social media, it was found that the new immerging upper middle class young generation of Sri Lanka has not been exposed to this market. The target market of the project is a virgin market which is seen as a blue ocean. Market awareness is the most focused activity of project owners, because it creates the demand.

Even though project idea was a result of Project Management course in the PIM curriculum, it is believed to be a social cause that the authors have under taken.