

EXECUTIVE SUMMARY

Rapid development of the tourism industry in Sri Lanka noticed domestic and foreign market both move ahead with some good signs. As a result of that various tourism related investments are established and currently mass scale several projects are going on throughout the country. As well as domestic market also booming so effectively last couple of years due to various reasons such as 30 years war ending and as a consequence of that stability of the economic conditions and political conditions. However price fluctuation of the major commodities and Forex rates are also directly engage with the tourism / hotel sector development.

Vinreka is a small scale guesthouse project which is planned to started in Kataragama. Project is consisted with 3 phases of constructions. Currently focusing only for the phase 1 and which is included 3 chalets. Each cottage is having attached bathroom, walking closet and other furniture. Per cottage is having 550sqf floor area and there for it is allowing for the guests to moving inside without any complexity. Vinreka's basic concept is based on ecofriendly design/structure and via that I needed deviate from the typical guesthouse concept. Kataragama is the place where annually large no of pilgrimages/ tourists are visiting. Therefore throughout the year except few months other days are fully occupying the most of the accommodations in Kataragama.

Viability of the project measuring in various aspects such as commercial, financial, marketing, economics, technical, environmental and legal so on. Through the feasibility studies checkup and specifically the financials feasibility encouraged to move ahead with the project. Accordingly gathered the data which are in macro environment and as well as micro environment since all these factors are directly/indirectly influencing for the growth of the project/business operations.

As above stated Vinreka is located in Kathragama and land size is 1 acre and which is facing for the Kataragama and Sella-Kataragama (Raja Mawatha) main road where plenty of hotels and guesthouses are available. Since that advantage, guests are always giving first priority to find a accommodation in Raja Mawatha. in case if that is not success only they moving beyond that area. Since the land is facing for the main road I built the chalets in rare side of the land to avoid any disturbances from the vehicle sounds and other.

Basically the identified blue ocean opportunities are applying to capture the market while introducing the Vinreka for the clients. Based on the new opportunities has identified the target market enhancing process while moving ahead with other operations too. Business operations are carrying out by myself as an entrepreneur and as permanent employees recruited a caretaker/manager and 1 labour temporality. However depend on the work load planned to obtain service from the temporarily workers