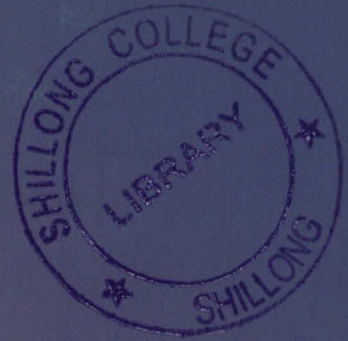


A

PROJECT REPORT



ON DA WAN KI FARM AND HOME STAY



**Submitted in the partial fulfillment of the requirement of
the completion of 3rd BBA**

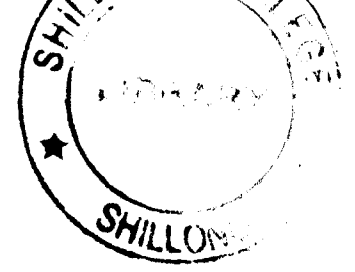
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Content

1. Introduction
2. Strategic overview
 - 2.1. Objective
 - 2.2. Mission
 - 2.3. Vision
3. Environment overview
 - 3.1. SWOT Analysis
 - 3.2. PEST Analysis
4. Marketing overview
 - 4.1. Segmentation
 - 4.2. Targeting
 - 4.3. Position
 - 4.4. Marketing mix 7ps
5. Human Resource Management.
 - 5.1. Organization structure.

5.2. Tourism Security.

5.3. Manpower planning.

5.4. Feedback and control.

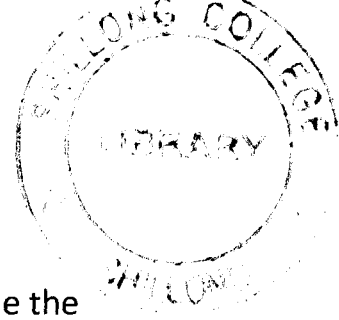
6. Business strategy.

7. Financial plan.

8. Suggestion.

9. Conclusion.

AKNOWLEDGMENT



The first thing that comes to my mind is to thank to God for giving me the opportunity to be a part of **SHILLONG COLLEGE** and more so of the **BUSINESS ADMINISTRATION DEPARTMENT**.

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The last but not the least I thank to all the staff of the **DA WAN KI Farm** for allowed us to do a research based on tourist department.

Project summary

Name of the project: **DA WAN KI FARM AND HOME STAY**

Address of the project: **Umpohwin, village, Ri-bhoi district, Meghalaya**

Email; **dawankifarmandhomestay gmail.com**

Face book A/c: **Da-wan-ki farm and homestay**

Website: **www.Dawanki.com**

Contact No; **708533095/8974889376**

Name of promoter: **THREE SIBLINGS {three members of family}**

Address of promoter: **Umpohwin, village, RI-bhoi district,**

Pin no:793103



1. Introduction

The name of the farm that I have visited is "DA WAN KI". This name is originated from Jaintia Hill which is situated in Meghalaya. The meaning of these three words is that "they have arrived ". It is symbolizes that to make the dream to become true. The farm is taken care by three members of a family that is [three siblings]. The main aims of the entrepreneurs are to promote tourist place. It was established on 30th October 2013 and is located in Umpohwin village Ribhoi District ; the distance from Shillong to Umpohwin village is about 2 hours. The tourist spot is located beyond the village called Bhoiryembong. The tourist spot was financially supported by the Meghalaya tourist department which is under the Meghalaya tourism development and investment promotion scheme 2012 and also finance by UCO Banks.

The tourist spot is a huge area which also consists of a Guest house with two bedrooms, a living room and also a kitchen. The tourist spot also has the facilities like boat riding, fishing, a natural swimming pool for children, a rope swing, trampoline , small restaurant, horse riding etc.

This Guest house helps tourist to venture to the unique place of interest namely Maa Monoka mana madir/Mawkynthei at Maws Ladiang village, Shiva mandir / mawsawa at umsohphoh village and mawshyieng at ummat village, ka mawhati at khliehumwang village. These tourist spots are located little far from local area in order to free from noise created by human beings.

The location and serenity that nature offers will give you the relaxation you much needed. It is also surrounded by the beauty of nature such as mountain, forest, water, and good air condition which creates at tourist free from tension. The tourist spot also breeds animals like pigs, ponies, cow's swans, ducks and verities of organic vegetables.

2. Strategic overview

2.1. Objective

- To develop the local area.
- To promote the area as a tourist place.
- To provide unique and exclusive services to the tourist.
- To make customers satisfied with the services and the products provided and would surely visit again in the future.
- To achieve customer royalty.
- To provide self sufficient to the tourist that is to provide the flooding and lodging from the farms itself.

2.2. Mission

“To provide self sufficient to the visitors who are willing to cook by themselves “

“To earn profit”

2.3. Vision

“My vision would be the development of this place. It would be once of the key factors for revenue generation to the state and to the district as well”

3. Environment overview

3.1. SWOT Analysis [Strength, Weakness, Opportunities and threat]

Internal Analysis:

Strength:

- ✓ It is because of the air condition only.
- ✓ They provide good information through website, face book, PCN, Newspaper, to attract tourism.
- ✓ They provide some activities which is not available in other park like horse riding, rope swinging, trampoline etc.
- ✓ They provide a vehicle to the tourist to visit different part of tourist place and the farm also provide transportation services for the tourist from shilling to DA WAN KI farm.
- ✓ It is a huge area which surrounded by the forest and good air condition.
- ✓ They provide self sufficient for thus who are willing to stay and cook for themselves.



Weakness:

- ✓ Lack of infrastructure.
- ✓ Lack of planning, new idea.
- ✓ Transportation problem that is road problem.
- ✓ Financial problem.
- ✓ Lack of skills workers.
- ✓ Fewer tourists especially during summer season.
- ✓ Some activities are charge high price.
- ✓ No competition.
- ✓ It is located far from the cities.
- ✓ Fewer workers who are working in the DA WAN KI farm.

External:

Opportunity Analysis:

- ✓ Opportunity to promote home stay with the help of tourist department and UCO Bank.
- ✓ It is because of the agriculture tourist which is easily to grow organic foods.
- ✓ It is located in Rib hoi District which is falls in sub- tropical ozone.

Threat Analysis:

- ✓ Increasing of terrorist in North East like HNLC, GNLA, it is one of the threats which block or stop the inflow of tourist.
- ✓ The rise in price of activities.
- ✓ The temperature is very high during summer season.
- ✓ Because of lack skills of human resources development.
- ✓ There are many resorts and farms which are have entered in the market and they can be our huge competitors.

3.2. PEST: [Political, Economic, Social, Technology]

Political Analysis:

This DA WAN KI farm and home stay falls on the tourist department. Therefore they have to pay taxes to the government in order to be of the government and they have to follow the rule and regulation provide by the government. It is very important to cooperate with the government for they provide security and safety for example in road scheme is supported by the government.

Economic Analysis:

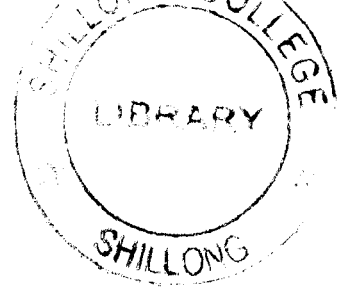
According to DA WAN KI farm and home stay, the economic growth are still on the lower level because, they are still improving and developing on the demand of the tourist. They have to incur a huge amount of money for developing some activities which are more attractive to the youths. Therefore DA WAN KI farm is earning less profit. The profit which is earned from the tourist/visitors is mostly expenses that are paid to the workers and the expenses for improving of new activities.

Social Analysis:

It is a very helpful for the people who sty in the locality because, they provide job to the local people and they can do lot of business based on tourism. It also created a market place for the people who are interesting in selling and buying goods and services. It develops the place in many ways such as road construction, market place, availability of the job and the development of the mindset of the people in this area.

Technological Analysis:

The use of new technology, help the area to develop very fast in different activities, therefore, DA WAN KI farm and home stay are trying to apply new technology in order to provide satisfaction for the tourist. According to Human resources of DA WAN KI farm, he said “The applying of new technology it does not mean to used big machine, new machine, and new technology in order to bring the development of tourist but it is also depend on the idea generation, skills to influences tourist. Communication with tourist, explained the happening of this place of interest and to create the interest of tourist /visitors.



4. Marketing Overview

STP [Segmentation, Targeting, Positioning]

4.1. Segmentation:

Under segmentation, the market will be segmented according to the geographic, demographic, psychographic and behavioral segmentation.

Geographic segmentation:

The market is divided into different geographical units such as nation, state, and region. Therefore, this tourist place are located in hilly area which is surrounding by the forest, will attract to the tourist which not in the hilly area.

Demographic segmentation:

Demographic segmentation is divided into various group of segmentation such as age, gender, and income.

Age: based on age, this tourist place are segment mostly at the age group of 12 old to 60 years old.

Income: based on income, this tourist place is segmented both the highest and the lowest income but it depends on the demand of the people.

Gender: based on gender, it is segment both males and females.

Psychographic segmentation:

Psychographic segmentation divided the market into groups based on life style and personality characteristic.

Lifestyle: they provide some activities which create more interest for the young people like horse rider, trampoline, rope swinging from a tree, whereas the young people are likely to post picture.

Personal characteristic: they provide foods items, home stay and different activities which depend on the demand of the individual required in different price.

□ Behavioral segmentation:

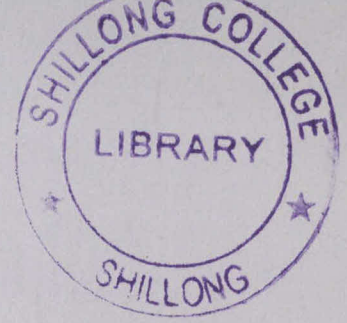
It is the useful way to segment the market as it is based on consumer knowledge, attitude to ward respond to the products and uses for. Therefore, DA WAN KI farm are segment mostly during winter season because tourism/visitors are likely to buy the products at this time and also are willing to spend time with their family during winter holidays.

4.2. Targeting

This tourist place is targeted mainly for tourist family and youth. It also targets different age of people both male and female.

4.3. Positioning

Positioning is the mental image or picture that a service provider would to have for itself in consumer^s mind. The positioning of the Dawanki farm is to provide people home stay so that they can spend whole day on the beautiful place created by nature which located little far from the home stay such as Mawbru , Mawsawa, Ka Mawhati , Mawbah Mawshyieng and significant rocks that are nearby Ummat village.



4.4. Marketing mix

1. Product:

The product is a natural product which makes a tourist more attracted with the various things like horse rider, boating, rope swinging, trampoline, fishing, quest house two bed rooms, kitchen, bathroom etc. The farm provide the products such as living stock like piggery, panics, cows, local chicken and variety of organic vegetable for those who are willing to cook by themselves.



2. Price:

Pricing is one of the most important elements of the market mix. The farm are pricing depend on different activities

➤ **Entry fee:**

Adult – Rs 10

Below 12 years – Rs 5

➤ **Fishing fee:**

Rs 200 for one fishing rod.

From Monday to Friday.

➤ **Horse rider:**

Rs 50 for 20 minutes

➤ **Trampoline fee:**

Rs 50 for ½ hour

➤ **Home stay:**

2 bed rooms, a living room and kitchen are available for rent at Rs 3000 per night. It has 2 bed rooms and attach bathroom available for rent at Rs 1500 per night.

➤ **Food order:**

It depends on what food you order.

➤ Use of cooking utensils, plates and water are available at Rs 800.

3. Promotion:

Promotion will be done through public relation like newspaper, television, posters, and magazines. It is promoted through advertisement like website, face book, and good services to the tourist. It advertises through the mouths of the people to the people.

4. Place:

It is located far from the station or village in order to free the tourist from the disturbance of the human activities. It is situated in the Umpohwin village Rebhoi District. It is about to 2 hours journey from Shillong beyond Bhoirymbong village. This people in this local area are honest and helpful and it is being surrounded by the beauty of the nature such as mountain, forest, water and good air condition.

5. People:

People come to know about DA WAN KI farm is because they tend to hear it from their family or friends that is the experience of the people who has been there and through the website.

It is because of different activities which are unique from other farms such as horse riding, rope swinging, trampoline, fishing and the forest itself would attract the tourist.

It is also because of the honest, friendly and warm welcoming of the people that increase the tourist satisfaction and loyalty. It is because of the place that wills the satisfaction of the tourist.

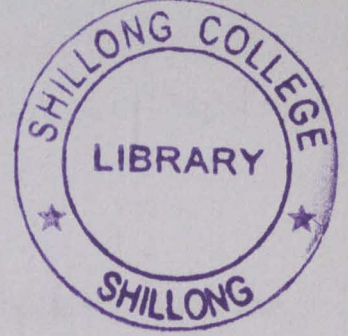
6. Process:

The study of process – the way things are actually done and the steps taken to achieve desired result. DA WAN KI farm tie up with local transport to pick up from the station/city to the farm and to the different place of interest. They provide with number plate, the name of the driver through website in order to make tourist easily to find out.

They provide Home stay in order to spend whole day and night in different activities and difference place of interest. They provide with tea corner for those who want to have tea and read some magazine which is about the story of the place of interest.

7. Physical Evidence:

As it is now the physical evidence is natural therefore I have decided to decorate with simple tools that are easily available so that it will be lower the cost of expenses to developing this place. The visitors/tourist will make judgment about the organization based on the physical evidence. Thus, physical entities can be successfully employed to describe the service product and it distinguishes qualities.

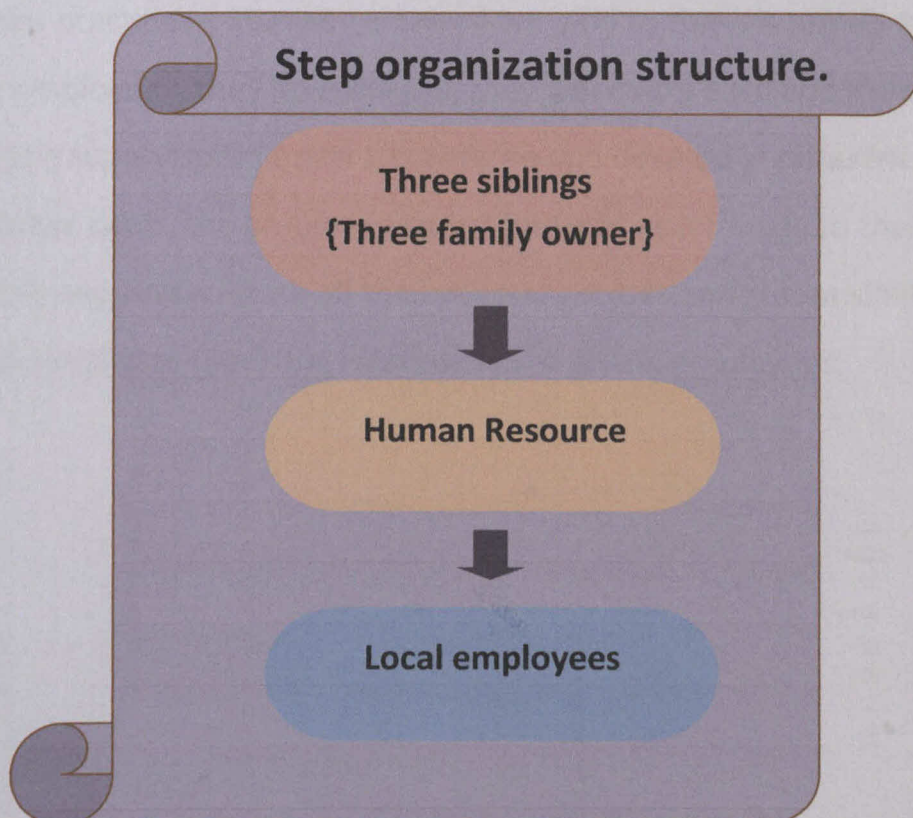


5. Human Resource Management.

5.1. Organization structure:

In engaging this organization structure intends to ensure that there is open communication between all personnel at all levels. They providing the local employees with free activities which is benefit for them like fishing, free launch and so on. This organization structure demonstrates the importance of the tourist/visitors and ensuring their satisfaction in utilizing services.

As the farm grows there will be more structure to utilizing with the new with the new employees being assigned as supervisor or subordinate. This farm is mostly target with the local employees with is ^{not} at the high demand of salary. Hence, this farm intends to promote and maintain with good workers relations, strong morale and high quality work per employees.



5.2. Tourism security:

In order to avoid any form of harassment of tourist of visiting the state, the department of tourism government of Meghalaya in collaboration with the local authorities will take care the people to treat tourist with due courtesy and decorum and also to guide and provide requisite assistance incase of any emergency need. It is because of the people, place itself providing security to the tourist. This farm are registered to the tourist department and they have to pay tax and they have to followed the rule and regulation provide by the government in order to be part of the government so that the government would take responsible for the security of tourist.

5.3. Manpower planning:

There are 6 employees which in charge in different activities. Must of the employees are recruited from the local area which is uneducated but they are skills in different activities practically. Therefore, the salary paid to them is not up to the high level. But these employees, they love the job, they work very hard and they cooperate with the supervisor in order to promote and develop in different activities of the farm. In other word, the employees must find a fit accordingly to their job specifications. Job description state all the necessary duties and responsibilities, supervisory responsibilities reporting relationship of all the employees.

5.4. Feedback and control:

- To make sure that employees understand the goals of the farms is tourist focused, proud of their work and work as team.
- Important notice and developments will be continuously communication to employees so as to keep them understand of developments and promoting a sense of belonging and honest in the organization.
- It encourages the employees to put forward any suggestion, idea in order to improvement of the farm.
- Such a culture will enhance innovativeness and creativity in turn leading to job satisfaction and environment.

6. Financial plan:

The financial plan shall be essential if we are to meet our objective.

- DA WAN KI Farm was financially supported by the Meghalaya tourist department which is under the Meghalaya tourism development and investment promotion scheme 2012 and also financed by the UCO Bank.
- DA WAN KI Farm, they balance the payment expenses of the employees by dividing the days that is in one month 8 days should be recovered all the expenses of the employees and the rest would be the others expenses.
- Financial planning helps in making growth and expenses programs helps in long- run survival of the organization.
- Financial planning helps in ensuring a reasonable balance between outflow and inflow of funds so that stability maintained.

7. Business strategy:

Business strategies focuses on improving the competitive position of a tourism or business units products or service within the specific market segment that the tourism or business units serves. Business strategy is extremely important because reach shows that the business unit effects have double the important on overall business performance than do either corporate or industry effect.

Competitive play a very important role in the improvement of the business units. Therefore, it create the mindset of the competitors to think differently and bringing new activities which is unique with others competitors in order to attract more tourist.

Porter's five force:

Industry forces	Cost leadership	Differentiation	Focus
Entry barriers	The ability of the farm to cut down the entry price by 5-10 for children and adult.	Customer loyalty can discourage potential entrants	Focusing develops core competencies that can act as an entry barrier
Buyer Power	The ability of the farm to offer lower cost of activities/products to a powerful buyers	The un interest of tourist would create less power to negotiate because of no feedback.	The un interest of tourist would create less power to negotiate because of no feedback.
Supplier Power	Better convinced from power suppliers.	Better able to pass on supplier price increase to customers	The ability of supplier to increase the price
Threat of Substitutes	Lowering the cost of activities /products in order to defend against substitutes.	Customer's become attached to differentiating attribute reducing threat of substitutes.	Core competency protect against substitutes.
Rivalry	Better able to compete on price.	Brand royalty to keep customers rivalry	Rivalry cannot meet differentiation focused customer need

8. Suggestion:

- Proper transportation facilities.
- Adequate toilet, bathroom and urinal facilities are required at a comfortable place which is easily accessible to the tourist.
- Food and restaurant: the restaurant should be able to serve a variety of food to suit all the tastes plus also have a stress for local food.
- Primary health care: every facility should be equipped with the primary health care center to provide first aid and minimum stress and fatigue relief.
- Bank and ATM facilities: Most tourist locations require Bank and ATM facilities which will help tourists easily to withdraw money.
- Communication skills: training is very important for employees in order to communicate with foreign tourists.
- Make sure that in every place, a dustbin should be available.
- Providing with a proper place for the living stock.
- Providing with all the important facilities and the proper place for those who are willing to cook by themselves.
- Proper road construction.

Conclusion:

As discussed in the project, I came to the conclusion that tourism is a vital business both in private sectors as well as government organization because it contributes greatly to the entire income of the states and the economic development at the same time. Even the rural areas with beautiful tourist places can be developed regarding the infrastructure. The location where North East tours stand is the best tourist spots among the existing famous tourist spots in Meghalaya.