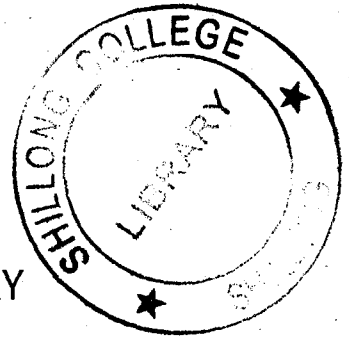


PROJECT REPORT
ON
DA-WAN-KI FARM AND HOME STAY



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3 year BBA

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Introduction

Da-wan- ki farm and Home stay is located in Umpohwin village, Ri –Bhoi district . It is two hour journey beyond Bhoi Bymbong village.Dawanki is created under the development of Meghalaya Tourism Department .It establish on October, 30th 2013.This Home stay is located in the isolated forest area and leave behind the madding crowd and come to nature to be heal and to feel the innate energies, to get get your bettery charged to live and enjoy the gift of life and in the lap of nature

This Home Stay helps to venture to the unique places of interest namely Maa Monokamana Mandir/ Mawkynthei at Mawsladiang village, Shiva Mandir/Maw sawa at um sohphoh village, Kamawhati at Khlieh um wang village and Mawbuh Mawshyieng at ummat village which are situated not so far from the homestay.

STRATEGIC OVER VIEW

AIM - 1. The main aim is to promote the village and also to provide food and accommodation to the tourist who come near and far and to see the natural beauty of that area.

2 . To provide customer satisfaction.

3 .To offer quality service for customer retention

VISSION -1. To provide excellent service to our tourist.

2. we are committed to offering a healthy healing environment for the tourist who want to enjoy and being close to nature in addition to clean, friendly and comfortable.

MISSION – And all round development in the area can be brought about through tourism.

PORTERS FIVE MODEL

- Bargaining power of the suppliers :Suppliers can bargain from the suppliers of raw materials like food, electricity etc.
- Bargaining power of the buyers: Buyers who visited frequently can bargain the products and services offer.
- Threat of new entrance: New competitors can enter the market in the long run so this created a threat to the existing firm
- Intensity of rivalry among competitors: In Dawanki farm there is no hotel except circuit house no competition among existing firm is less.
- Threat of substitute service : The coming up of new service can affect the service afford by the firm in the long run.

SWOT ANALYSIS

1. Strength

- (a). The location of the home stay is in such a place that the environment is breath taking and healthy once.
- (b). It provide sumo service form the home stay to the town for picking up and dropping tourist.
- (c). The variety of dishes provide which include local dishes, Indian dishes and Chinese dishes to fulfill the taste of the tourist.

2. Weakness

- (a). There is insufficient of skilled workers from that area so they have to recruit from the capital ie, Shillong
- (b). Transport and communication facilities is very poor.
- (c). Since it is a new business entering in the market hence there is uncertainty about its growth.

3. Opportunities

- (a) Existing of other tourist spot of attraction like Maa Monokamana Mandir/ Maw kynthei at mawsla diang village, Shiva mandir/ Mawsawa at umsohphoh village ,Kamawhati at khlieh umwang village and Mawbuh Mawshyieng at ummat village which are situated near the village where the home stay is located.
- (b). No direct competition exist at present.
- (c). It also get opportunities to gain maximum profit and generate employment to the rural people in Umpohwin village and the near village as whole.

4. Threats

- (a). Transport facilities from shillong to Da-wan-ki are almost negligible because of the bad road conditions.
- (b). There is no regular power supply in the area.
- (c). Political instability in the state is also one of the biggest threats ie, insurgency such as militants and looters.

ENVIRONMENTAL ANALYSIS



In environmental analysis we need to consider the PEST ie Political or legal factor , economic factor, social factor and the technological factor.

1. Political or legal Factor

- (1). For setting up anything we need to take permit from the government of Meghalaya.
- (2). Permission/ No Objection Certificate from the local authority and the village chief.
- (3). Indian being a democratic country provide freedom to it citizen to practice any business which legal.

2. Economic Factor

(1). Economic condition of the people to Meghalaya and those tourist who visit Da-wan-ki farm and Home stay is very important because the income distribution of the people will decide on how to position ourselves.

(2). To provide job for the unemployed and the villagers.

(3). Instability in the economy due to bad political condition in the country affect the business

3. Social Factor

(1). Da-wan- ki- farm and home stay is inhabited by the tribe known as the Khasi so they have a very strong old culture belief especially in rural area.

(2). They are very hospitable which help in development of tourism in the area.

(3). Safety for tourist.

(4). Language.

4. Technology

(1). They use of modern technology such as internet, mobile etc, for operating the business.

(2). The customer can search through the internet for booking the place to stay through the website.

MARKETING MIX

Marketing mix is very important in every marketing a product . In service industry there are 7P's they are Product , Pricings ,Place, Promotion, Physical evidence, Process, People,

1. Product- The product and services offered by Da-wan- ki farm and Home stay.

(1) Foods: Da-wan-ki farm and home stay served a multi cusine food such as,

- (a) Indian food.
- (b) Chinese food
- (c) Local food.

(2) loading: The home stay comprises of a drawing room ,a kitchen and two bed rooms, 1 double bed and 2singie beds. The tourist who comes and stay can brings their own food and cook in the kitchen. There are 4 rooms in the home stay.

And also they have the BAMBOO RETREAT it is made from a combination of bamboo and timber, in this BAMBOO RETREATE it comprise two bed and attached with bathroom and toilet.

(3) Activities : They also provide some activities which is chargeable like Boating, Horse riding, Fishing, Trampoline, Kids swimming pool.

2 . PRICING –The Home stay includes Drawing room, Kitchen and 2beds room and 1 double bed and 2bed single beds @ Rs 3000.000 per night

In Bamboo Retreat there are 2beds and it has and attach bathroom and toilet, the food can be serve at any time on order from the restaurant @ Rs 1500.00 Per night.

3.PLACE

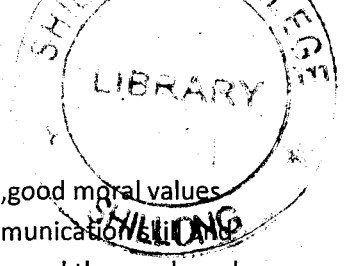
The Da-wan-ki farm and Home stay is located in Umpohwin village at Ri bhoi district. In this place there are also a place which the tourist can do for a local side seeing like Maa monokamana Mandir/ Mawkynthei at Mawsladiang village, Shiva Mandir/Mawsawaat Umsophoh village, Kawawhati at Khliehumwang village and Mawbuh Mawshyieng at Ummat village.

4. PROMOTION

Promotion is primarily focus on mass communication I,e media ,advertisement, trade publication, local duties , magazine, radio, and broad cast media and also they tie up with travel agencies .Promotion can also be done through mail advertising.

5. PEOPLE

In any service industry which include building customer relationship through meeting etc. people or employees plays a very significant roles on how they interact



with the tourist or customer .They must be very skillful, motivated ,good moral values which will required them to have good interpersonal skills like communication personal relation etc .They must also be very hospitable in providing and the needs and wants of the tourist . The total number of employees in this Home stay are 6 to 8 workers.

6.PHYSICAL EVIDENCE

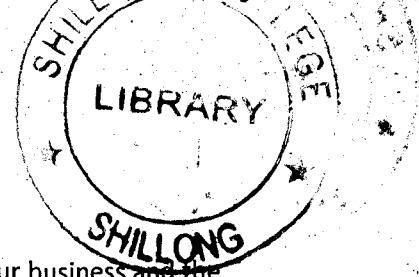
Physical evidence mean the entire decoration and layout of the home stay .We developing the entire layout and the decoration of the Home stay in tradition design with furniture table and chair and the room are nicely decorated.

7. PROCESS

Process refers to the customers or Tourist after they start booking the Home stay and the arrives at the Home stay . The customer or tourist they can booking through email ,They can also book by visit Jongphi Boutique at cherrily Duplex in Laitumkhrah Bata shop and also through phone calls . The tourist or customer after they reach in the Da-wan-ki farm and Home stay they were registered and given the key for the room and they were accompany by a person to their room.

STRATEGIES ;

1. The development of its infrastructural facilities like transport, accommodation, telecom communication etc.
 2. Development of locals.
 3. The transport and communication network needs to be created and improved.
 4. Development of transport network and transport facilities is vital for the promotion of tourism.
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CONCLUSIONS

In order to set up a business we have to look at the aims and objectives of our business and the strategies that we use. Before setting up a business we will have to give a look at the opportunities, threats, what is the strength and the weaknesses of our business too. Above all we have to look at the societal and government policies.

An over night stay can be very enhancing with its serenity, quietness and totally isolated for human habitations except for a few workers stationed there. A restaurant is also available for people who does not like to cook by themselves in the kitchen of the Home stay. The Home stay comprises of a drawing Room, a kitchen and two bedrooms, one double bed and two single beds. Tourist who comes and stay can bring their own food and cooked in the kitchen. We will be providing them the information and knowledge about our farm. Not only that we will be providing them a catalogues and these will be used in promotion too.

I would like to conclude here by saying that the customers will be satisfied with us and would like to stay in this Home stay in their future visit too.