

PROJECT REPORT ON



BUSINESS PLAN

BASED ON TOURISM

ON ENTREPRENEURIAL DEVELOPMENT

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SHILLONG COLLEGE

Li buanyo

ACKNOWLEDGEMENT:

Firstly I would like to thank the Pricipal of Shillong College, Sir K.D. Ramsiej who would allow me to be the student of Shillong College. It also goes to our Prefessor Department BBA and also to my dear teacher of our Deparetment, the HOD Miss Wanda Sohliya, Miss Iba, Miss Aiba, Sir Kipgen and Sir Tobalynti.

INTRODUCTION

Meghalaya is a well known place in North Eastern Hills which located in the Eastern part of India. It is one of the place well known by the British as its known as the Abode of cloud's which has the highest rainfall in the world i.e.Sohra that is known by the tourist as Cherrapunjee. Apart from this it has a good attractive sightseeing which attract many tourism in the world. Its attract not only physical but physically not only the tourist but even the local people also look and view such place which make them fresh up their mind. Therefore while visiting such places these tourist and local people they required a convenient food. Based on evaluation or analysing the presents of clean attractive and convenient space that will offer traditional food item, since it is very limited in many part of the area. Also the place that display cultural attraction and nature and man made which is locally. Since it has a diverse cultural practice therefore it has a great potential for an entrepreneure to open up the traditional restaurant to display all sort of cultural heritage and promote the talent of the state. It is a huge aspiring for entrepreneure as its exist the valuable oppurtunities.

TOURISM

Tourism is a collection of activities, services and industries which deliver a travel experience comprising transportation, accomodation, eating and drinking establishment, retail shop, entertainment business and other hospitality service provided for individual or groups travelling away from home

Tourism is the activity of travelling to a place for pleasure, the business of providing hotels, restaurants, entertainments, etc for people who are travelling.

EXECUTIVE SUMMARY

The business plan propose to set up a restaurant that would focus on traditional food and other refreshment. This particular venture it would promote showcase traditional and artisans. It would also display all type of local produce varieties of tea from tea garden, coffee, turmeric, ginger, mushroom, honey, flower, wood carving, betel nut and betel leaf and many other fruit like mandarin, pineapple and many other fruits. This venture would be located at Myllem which is in Upper Shillong area, which is one the most sighted visited tourism area. The business oppurtunities that is available in this area it has a great potential for the venture. The amount of investment that has been estimated for the project is Rs 11,86000.

MISSION :

The mission of the entrepreneur is to provide a unique and relaxing dining experience - Similar to dining at home. It will strive to achieve this goal by

1. By providing menu items incorporating quality ingredients at reasonable prices.
2. We will be mindful of the well-being of our customers and staff - treating each and everyone with dignity and respect - just like it were at its own home.

BUSINESS OBJECTIVE :



The primary objective of the business plan for restaurant are listed below.

1. To be the premiere traditional restaurant in Upper Shillong.
2. To make attractive for both tourist and local people .
3. To provide quality meals at reasonable price.
4. To sustain the development of the business.
5. To earn profit.
6. To display the rich culture of khasi. (Equipment of Khasi)

MARKET POTENTIAL

Sohra is a popular place tourist's destination. Being the traditional site of Khasi Culture it is the place where many caves present in this particular and wonderful nature which has the aesthetic scene of nature. So being famous of many areas in this site like Shillong Peak , Caves in Sohra, Road of David Scott, Double Decker Bridge in Riwar Area and many others ,people from across countries like to visit this famous area of its pleasant nature and so on so forth. In the erstwhile it has got a popular name as the place of "Highest Rainfall in the World".

Many tourists from everywhere visit the Upper Shillong Area which is the way to many tourist spot. Its attractive and scenic places make the tourist to visit this particular area.

MARKETING STRATEGIES

Target :

Mainly tourist from outside and within the state and others.

Positioning:

The venture would be traditionally and to viewing the khasi souvenir it would not be charge.

RAW MATERIAL REQUIREMENTS

- Land and building
- Interior designing
- Sound system
- Musical instrument
- Traditional equipments
- Refrigerator
- Oven
- Grinder mixer
- Furniture and equipments



PRODUCT :

Local Food :

A variety of rice dishes, pork, (smoked and dried), rice cake (putharo), flaky preparation from the rice flour (pumaloi) jiggery sweetened preparation (pukhleini) and steam rice flour dish (pusyep), fish dishes fresh bamboo, dried fish and meat including smoked one, mushroom, chutney from herbs, fermented, soyabean (tungrymbai) betel nut and betel leaf and many others.

Beverage :

Local and organic tea and coffee, lemon tea, coca cola, sprite, pepsi, fanta and many others. A tentative price listed has been enclosed.

Selling local produce such as varieties of organic tea, organic coffee, turmeric, ginger, mushroom, honey, flower, wood carving, betel nut and betel leaf and many others.

PRICE :

Price it should be reasonable and affordable by the target customer after taking into consideration various factor such as cost of production, competition, value demand and quality.

Place :

Myllem Upper Shillong, East Khasi Hill Distict of Meghalaya.



PROMOTION :

This particular venture would promote its service through,

- . Advertisement
- . Poster and brochures
- . Social networking
- . Customer satisfaction
- . Creation of a website

HUMAN RESOURCE MANAGEMENT

The owner will be responsible for the management of the venture. He will be responsible for responding to customer needs and orders beside purchasing, accounting, advertising and others.

Initially the restaurant would employ one manager, one cook, one skilled worker and some helper to assist the owner in the daily operations. After a period of time when the restaurant has established itself, more employees would be added.

SWOT ANALYSIS

A. Strength

- Tourist appeal
- Local cuisine
- Entertainment
- Free wifi
- First initiative in the location

B. Weakness

- Competitors
- Lack of skill worker

C. Oppurtunities

- Creating employment oppurtunities
- Networking
- Showcasing and packaging the rich cultural heritage of the state
- Promoting the tourism industry of Meghalaya

D. Threats

- Conflicion

BUSINESS PLAN ON TRADITIONAL RESTAURANT

PROJECT COST/CAPITAL INVESTMENT

SL.NO	DESCRIPTION				AMOUNT RS
1	PRELIMINARY & PREOPERATIVE EXPENSES				10000
2	FIXED CAPITAL				1186000
3	WORKING CAPITAL				800000
	TOTAL PROJECT COST				1996000

MEANS OF FINANCE

SL.NO.	DESCRIPTION				AMOUNT RS
1	BANK				1397200
2	OWNER CONTRIBUTION				598800
	TOTAL				1996000

FINANCIAL ASPECTS

A. FIXED CAPITAL

SL.NO	DESCRIPTION		QUANTITY	RATE	AMOUNT RS.
1	BUILDING				500000
2	TOOLS AND EQUIPMENT				30000
	(I) MACHINERY				
SL.NO.	DESCRIPTION				
1	SOUND SYSTEM			100000	100000
2	MUSICAL INSTRUMENT		3	100000	100000
3	KAROAKE		1	10000	10000
4	REFRIGERATOR		2	30000	30000
5	GENARATOR		1	50000	50000
6	OVEN		1	10000	10000
7	GRINDER MIXER		1	5000	5000
	(II) FUNITURE				
1	INTERIOR DESIGNING				100000
2	TAB LES		6	8000	48000
3	CHAIRS		20	5000	100000
4	ALMIRAH				20000
5	COUNTER				5000
6	WASH BASIN				20000
7	CUPBOARD				5000
8	WALL PAINTING				8000
9	TOILET				12000
10	GAS STOVE				5000
11	GAS CYLINDERS				4000
12	EXHAUST FAN				3000
13	CHIMNEY				6000
14	POTS & PAN				15000
	TOTAL				1186000

B. WORKING CAPITAL**I. SALARIES & WAGES**

SL.NO	DESCRIPTION		NOS.	RATE	AMOUNT RS
1	MANAGER		1	6000	72000
2	COOK		1	7000	84000
3	WAITER		3	3000	108000
4	CLEANERS		1	2500	30000
	TOTAL				294000

II. RAW MATERIAL (PER MONTH)

SL.NO	DESCRIPTION				AMOUNT RS
1	FOOD AND BEVERAGES				300000
	TOTAL				300000

III. UTILITIES

SL.NO	DESCRIPTION				AMOUNT RS
1	ELECTRICITY				36000
2	WATER				15000
	TOTAL				51000

IV. OTHER EXPENSES

SL.NO	DESCRIPTION				AMOUNT RS
1	PACKAGING				30000
2	ADMINISTRATIVE EXPENSES				10000
3	TRANSPORTATION				15000
4	REPAIR AND MAINTAINANCE				10000
5	MISC				5000
6	RENT				60000
7	ADVERTISEMENT				25000
	TOTAL				155000

V. TOTAL WORKING CAPITAL

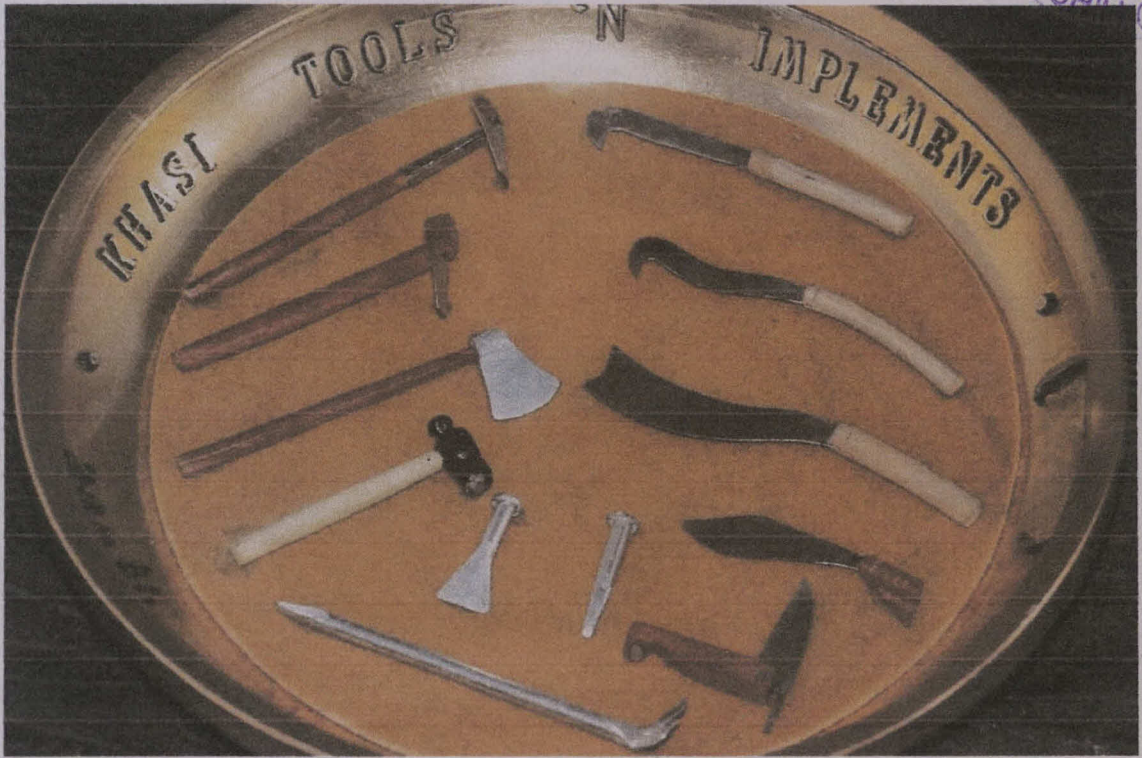
SL.NO	DESCRIPTION				AMOUNT RS
1	SALARIES AND WAGES				294000
2	UTILITIES				51000
3	RAW MATERIAL (OPTIONAL)				300000
4	OTHER EXPENSES				155000
	TOTAL				800000

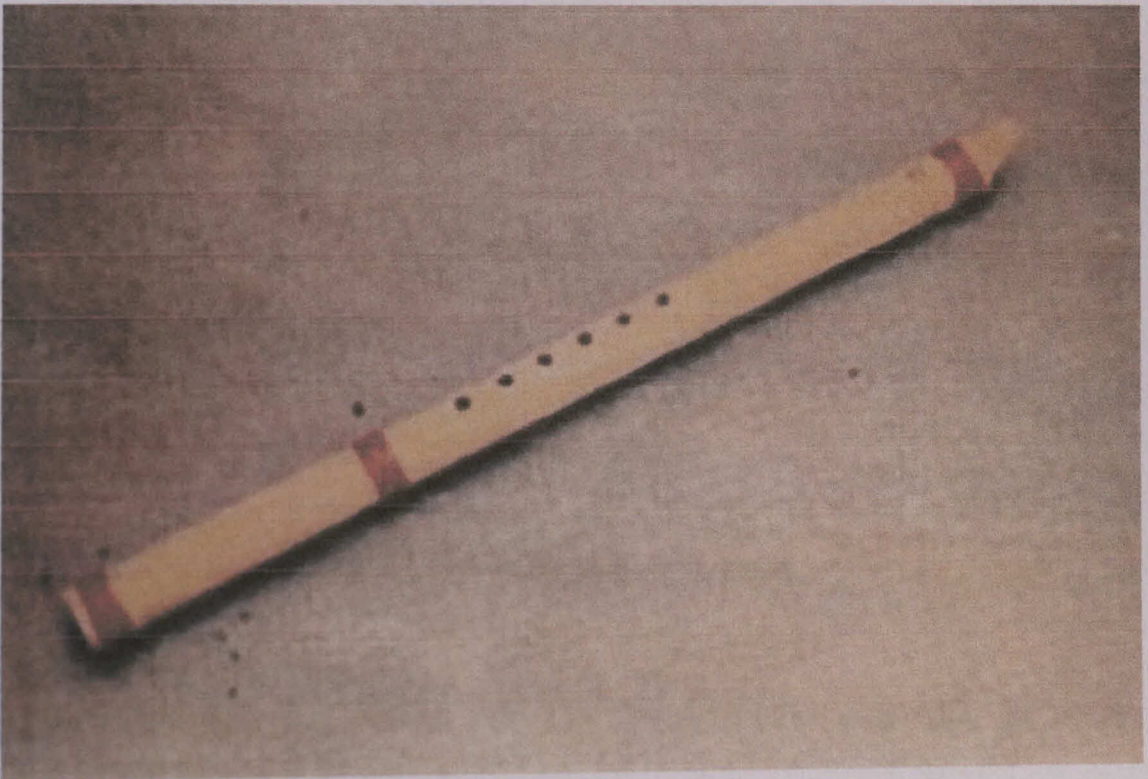
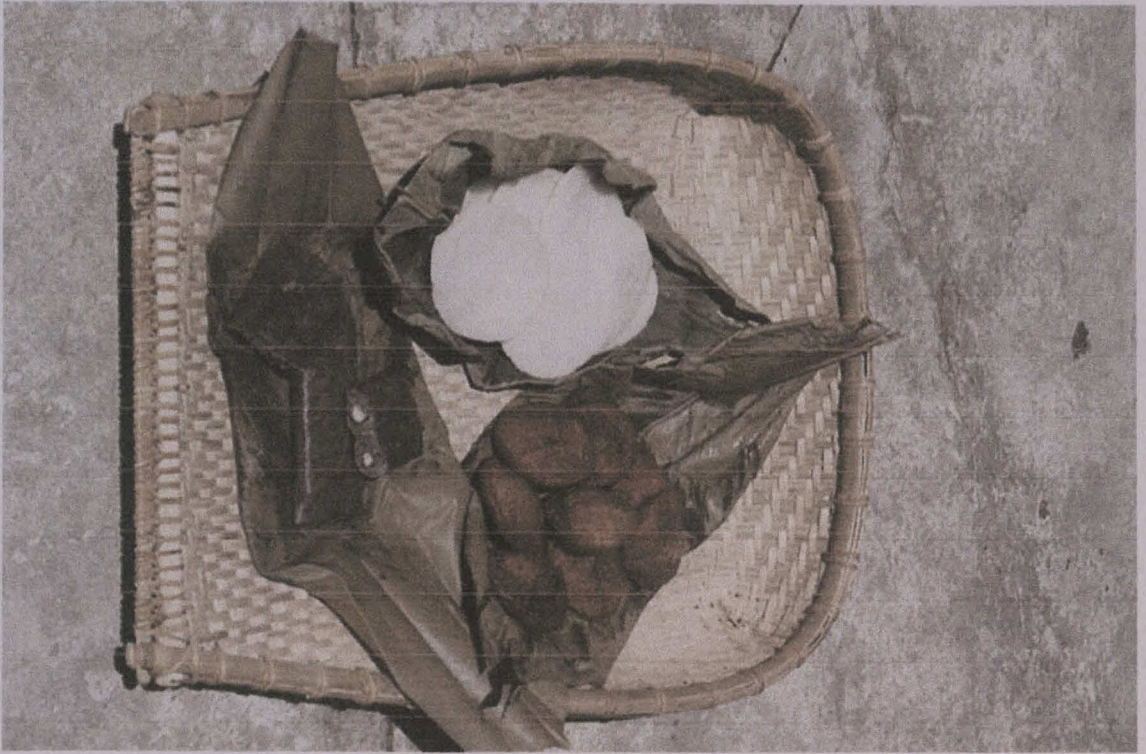
TURN OVER

SL.NO	DESCRIPTION				YEAR
1	SALES				1500000
2	LESS :COST OF PRODUCTION				800000
3	NET PROFIT/CONTRIBUTION MARGIN				700000

BREAK EVEN POINT

FIX COST/ SELLING PRICE/ VARIABLE COST	1088000	1500000	800000
	1088000	700000	
	1.6	MONTH	















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