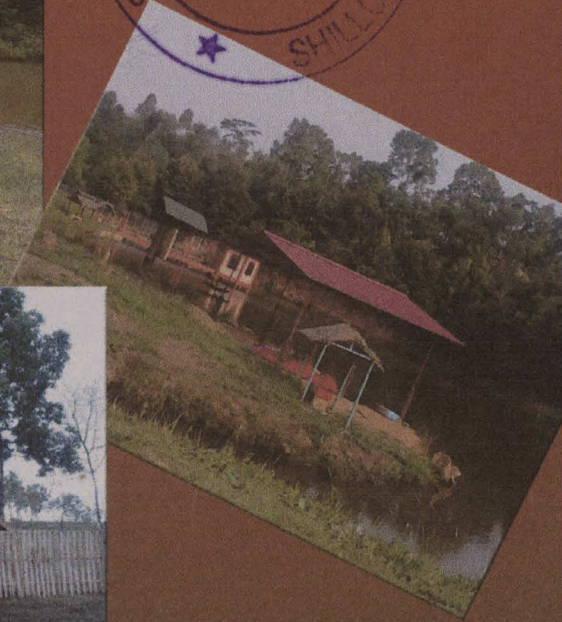
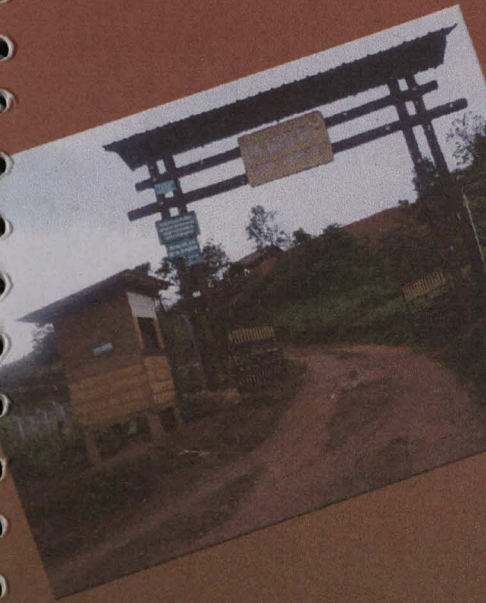
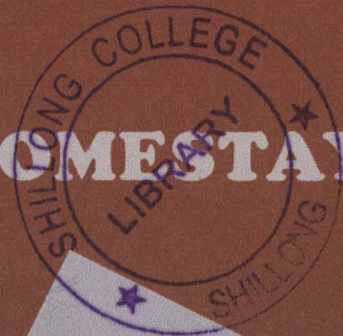


PROJECT ON "DA-WAN-KI FARM AND HOMESTAY"



Submitted in partial fulfilment of the
requirements of the completion
of 3rd BBA
NEHU UNIVERSITY

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Segmenting: Dawanki form is segmenting into

Income: High income and middle income.

Good habit: Indian cuisine, local (Khasi) Cuisine

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Thank you

1.INTRODUCTION

1.1.ESTABLISHMENT:-Dawanki Farm was established on 30th October 2013.

Since they had been established this farm just few years ago, but still they are in progress for improving and developing this farm.

1.2.COMPOSITION:-This farm within the organisation are flying to compose different parts of things in order to make most comfortable and interesting for the tourism.

1.3Why Bhoirymbong and guest house?This Da-wan-ki farm has chosen in Bhoirymbong at Umpohwin Village because most of the natural resources are available which they can easily run their business.

The Home Stay is made for the tourism those who want to stay overnight, relax themselves and feel the quietness, calmness of the place which make them to get free away from the bustling life of the cities. By making this Home Stay, so that tourist can stay there to get chance to visit all the unique places. An overnight stay can be very enchanting with its serenity and totally isolated from human habitation exception for a few workers stationed there.



1.4. About Dawanki Farm :-The home stay was created with financial assistance from Meghalaya Tourism Development under Meghalaya Tourism Development and investment promotion Scheme 2012 and Financial by UCO Bank. This home stay helps Tourists to ventures to the unique places of interest namely; Moo MonokamanaMandir. Mawkynthei at Mawsladiang village, Shiva Mandir/ Mawsawa at Umsohphoh village, kaMawhati at Khliehumwang village and MawbuhMawshyieng at Ummat Village which are suitable not so far from the home stay.

The Home stay is located at in an isolated forested area and one can feel the fresh air couples with the beautiful surrounding .Dawanki farm and home stay in the perfect get away from the bustling city life. The



location and serenity that nature offers will give you the relaxation you much needed. Basic requirements such as water supply electricity and solar water heater are available.

The farm consist of live stocks such as piggery ponies, cows, swans, ducks, local chicken and varieties of organic vegetables

Activities:

(i). Natural pool for children: Air mats and baby pools available for Rs 20.00 per child.

(ii). Rope swinging from a tree:- Safety swing from a tree with attached harness-No charges.

(iii). Picnic sport:- cooking utensils and plates available at sport along with firewood and water. Available for Rs800.00per party.

(iv). Camping:- Tents with sleeping bags available for Rs. 300.00 per person per night.

(v). Boat rides (vi). Pony rides (vii) Trampoline (viii). Trekking (ix). Fishing



CONSERVATION

A Restaurant is also available for people who does not like to cook by themselves in the kitchen of the home stay. Local Sumo can be arrange to transport tourist to the different places of intersect where ever they chose.



ROOMS

The Home stay comprises of a drawing Room, a kitchen and two bedrooms, one double and two single beds. Tourist who comes and stay can bring their own food and cooked in the kitchen. There are four rooms available for rent Rs 3000.00 per night.

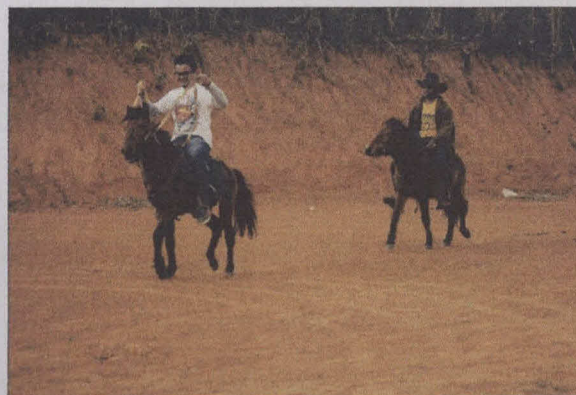


THE BAMBOO RETREAT

The bamboo Retreat is 6 feet elevated 15 feet by 15 feet bamboo Retreat is made from a combination of bamboo and timber. There are two beds and food can be served any time on order from the restaurant. It has an attached bedroom and toilet. It is available for Rs 1500.00 per night.

Things to do

1. Boats rides (Boat house of the two paddle boats.
(Two seater each foot rides to the boat house)
2. Pony rides
3. natural pool for children
4. Rope swinging from tree
5. Swing and slides
6. Trampoline
7. Camping
8. Picnic sport
9. Trekking
10. Fishing from Monday till Friday



Dawanki Farm and home stay is situated at Umpohwin village in RiBhoi District, Bhoirymbong, Shillong, Meghalaya it is about 60 kms from the city

Children hammock

1. Pony rides Rs 50 per person for 15 minutes
2. Boat rides Rs 50 Per person for 15 minutes
3. natural playing pool strictly for children with air mats and baby pools available Rs 20 per child for 20 minutes
4. Rope swinging from tree free
5. Cow boy outfits , Cow boy huts, gun belts scarf, leather water pouch and ways coats with badger available during pony rides

The above stay comprises of a drawing room, a kitchen and two bed rooms one double bed and two single bed tourist who come and stay can bring their own food and cook in the kitchen. Available for rent Rs.



3000 per night. Discount 10% for those who stay more than three nights people can also use the home stay during day time and half the about rate.

Name of the Farm:-

The name of the farm is 'Da-wanki' farm. The term Dawanki is derived from the Jaintia words which means 'the three sibling'. Why they have choose this words? Because they wanted that all people would become aware that this family are sharing this opportunity equally among their family members.

About Dawanki farm and Home Stay:-

Dawanki farm and home stay is situated at Umpohwin village in Ribhoi District, Bhoirymbong, Shillong Meghalaya. It is about 60 kms from the city.

The route is via UmiamMawbri-Liarbang-Mawshut-Umpohwin-Mawlasnai-Mawlasnai PHC – Home stay. It less than two hour from Shillong.



Signboard is available at BhoirymbongShillong by pass junctions- Liarbang-Umpohwin-Mawlasnai. Tourist can take to Umpohwinby Tata sumo from ShillongGarikhana Sumo

stand which can carry them up to the Home Stay. The Sumo leaves Shillong from 02 – 04 Pm and leaves for Shillong at 07 – 08 Am daily. The Tata Sumo can pick up tourist from the home stay prior to the departure Shillong.

2. STRATEGIC OVERIEW

2.1. Mission:To provide the best Services to the tourist.

2.2. Vision: A purpose for the set up of a home stay is to earn profitable long terms growth and to create one of the best Homestay in Meghalaya.

2.3. Objectives:

- i. To bring tourism to subtract area.
- ii. To let people know about Ribhoi District.
- iii. To provide job opportunities for local people
- iv. To promote the locality by covering new developments.
- v. To introduce to others about the beautiful places in Ribhoi District.
- vi. To provide profit to the local people.

2.4. Key belief and value of success;

Even there numbers of places to visit such as Mawbru, Mawhati, Mawsawa, Mawbah, Mawshyieng, ShiraMandir , Moo Manokamanamandir is available in this farm.

2.5. Goal:

To stop urban migration

2.6. Aim:

The main aim of Da-wan-ki Farm is it should be a self sufficient place, secure, and every thing that tourist want or need is it should be from that Farm itself and it will be a cyclic order.

3. ENVIRONMENTAL OVERVIEW

A. PEST ANALYSIS

3.1. Political Environment.

- i. Permission from both DorbarShnong and the state Government by receiving a No Objection Certificate from them.
- ii. Government scheme such as Meghalaya Tourism Development and Investment promotion scheme 2012.

3.2. Economic Environment:-

- i. **Environment protection**: Protection of an environment is an important role of the farm. To avoid deforestation, air pollution, water pollution is the most important step to keep the environmental clean and green.
- ii. **Economic growth**:- In relation to economic growth, Dawanki Farm faces a lot of problem how to balance their income as there is no tourist coming to their Farm every day.

3.3. Social Environment:-

- i. **Life style**: People out there are very simple. Therefore the farm needs more modernization improvement.
- ii. **Attitudes towards tourist**: People here are well respect towards the tourists from different states. They used to help the tourist but they are poor language especially the outsider because most of them are illiterate
- iii. **Safety for tourist**: The place is safe to all Tourists. There is no place which is dangerous and there is no effect to the tourists, only the road conditions are quiet bad.
- iv. **Language**: The popular language that most of the people use to talk is Khasi and very few people know Hindi and English.

3.4. Technology Environment:-

- i. Technologies used in the farm are such as communication and infrastructure to bring development in the farm.
- ii. **Communication**: Telephone or internet such as face book, phone card to communicate between the farm and the tourists, for the purpose of advance booking rooms. These create a relationship between the farm and the tourist.
- iii. **Infrastructure**: Transportation is the most important factor to the firm which will help the farm to bring new things for the development and for the supply of resources and to make easy each of the Tourists.

B.SWOT ANALYSIS

3.1. Strength:

- ❖ Good environment with so many beautiful places to visit and spend time relaxation.
- ❖ Ability to make something for the next generation
- ❖ Having a skill for improving and maintaining the farm to be a beautiful place

3.2. Weakness:

Shortage of capital: The farm Dawanki and Home stay has very low investment plan where it cannot provide more facilities for the tourist.

Lack of skill labour: As the local people are illiterate and it may take time for the farm to develop.

- ❖ This farm, Home stay is very far away from the city. It is about 60 km from Shillong so it is the weakness of the farm.
- ❖ Lack of proper skill for improving and maintaining the farm to be a beautiful place

3.4. Opportunities:

- ❖ Natural resources such as agricultural, organic foods, woods are easily available in the locality itself.
- ❖ The place is free from congestion and traffic jam.
- ❖ The farm can borrow money from different schemes such as Meghalaya Tourist Development and investment promotion scheme which is financial by the UCO bank.

3.5. Threats:

- ❖ It is very hot in summer
- ❖ Road Condition is very bad from by pass to Dawanki Farm. This makes Home stay to be very poor due to road condition. This leads tourist to not interesting to come and visit again.
- ❖ No proper human resource management, there is no competition with the farm at present it may be in future.
- ❖ They do not have proper skill.

4. MARKETING OVERVIEW.

4.1. Segmentating Dawanki Farm/Homestay is segmented into

Income: This farm aims high income in order to cover up all whatever they had spent and plans for further improvement.

Food habits: Goods are provided like Indian food such as rice, chicken, chowmain, egg rolls, pork and even local Khasi food.

Age: swimming pool is provided for children. Boat riding for young people, Horses ride for both young boys and girls.

4.2. Targeting:

The farm is targeting to all types of tourist within the states and outside the states. It is also targeted the family groups.

4.3. Positioning:

The firm is positioning as on extra comfort with attach bathroom, bedrooms, good environment and hygiene food and organic food to all tourists.

4.4. Marketing Mix:

Price:- Price is the amount of money charged for a protect as service in the Dawanki farm.

In this farm price charged is not too high or too low it is affordable. For instance here at Dawanki farm price to be paid by the tourist for the homestay is Rs 3000 per night. The home stay is comprises of a drawing room, a kitchen and two bedrooms one double bed and two single bed. Tourist who comes and stay can bring their own food cook in the kitchen. Other activities provided by the farm to the tourists with affordable price are like horse riding swimming, swimming boat rides, natural pool for children, fishing, picnic, etc.

Place: Place includes company activities that make the product available to the target consumer place may include like location

Pricing strategy: Good pricing strategy helps you determine the price point at which you can minimize profits on sale of your products on service.

❖ Dawanki farm used penetration strategies which is mainly to attract buyers by offering lower prices on goods and service which is available in the farm.

Coverage and transportation: Here what we can see in Dawanki farm its location is too far from the city or where there is no good network coverage to keep in contact. The road condition in this place is still under develop where there will be problem for transportation of goods or services especially for the tourist who visit their farm.

Products:

A product is anything that can be offered to a market for attention, acquisition use, or consumption that might satisfy a want or need, we can say even service are products that consist of a activities, products benefits or satisfaction for offered for sale. Where as in this Dawanki farm products or services/ provided to the consumers and tourist are both tangible and intangible. For instance Dawanki farm provides good services in term of activities like horse riding, swimming, boat rides, natural playing pools, rope swinging good rooms with good service.

Promotion:

Promotion is a very important component of marketing as in the form of face book and email. The reason behind is that Dawanki farm is situated in such rural areas and it has a low budget where it can not effort good advertisement for its promotion.

People:-

When we talk about people as one of the marketing mix it is important to discover whether there are enough people in your target market that it is in demand for certain type of product services.

Dawanki farm has very less no of labour, employees, who will deliver service or who will take care and make the farm develop faster, Dawanki farm has only eight numbers of employ and the management group is only two to three.

Process:

unsystematic and processes of the farm / organisation can being a bad result to the farm or organisation. So we have to make sure that we have a well tailor process in place to minimize lost such as a pay system, distribution system and others systematic procedure and step to ensure a working business that is running effectively. The process use here by Dawanki farm is that about how to get there is through the route is via Umiam Lake to UmroiBhoirymbong, Mawtneng, Mawbri, Liarbang, Mawshut, Umpohwin, Mawlasnai, Mawlasnai PHC – Homestay. We can do one week advance looking in required or book through email address.

Physical evidence:

So Dawanki farm is one of the best in term of physical evidence where we can get good environment, good places as a part of physical evidence. Also there is a small restaurant where we can get juices, tea, coffee, egg roll, chow, etc and in its every corners there's a sitting arrangement for both couple and individually. Dawanki farm also have got a contact no website and email address which gives information to the tourist to visit this place as part of physical evidence.

Price skimming:-

This help business to minimize sales on new products or services. Dawanki farm is a place which is surrounded by good environment such as good places to visit like Maweit, Mawbah, Mawshyieng, Mawkynther, Mawsawa, Mawmanokamanamandis, etc, good rooms comprising of drawing room kitchen and two bed rooms Bamboo Retreats is a kind of room made out of bamboo and timber as a part of their products or services provided to the tourist which help the farm for maximize costs and profit of the firm.

5. HUMAN RESOURCE MANAGEMENT.

As already mentioned in the Dawanki farm/Homestay there is no proper management facilities the season behind is that.

(i). Less educated people where it gives pressure to some people who are educated because they are less in numbers.

(ii). The Farm is very far away from the city and the road condition is to lead which in another season why will trained individuals are not feeding like working there.

(iii). Financial is too weak in this farm .Therefore it cannot bring any well trained person to manage it.

(iv). No training is given out here plus number facilities to be given training.

6.FINANCIAL ASSISTANCE AVAILABLE FROM BANKS/UCO BANKS FOR DEVELOPING THE FARM/ HOMESTAY:

UCO Banks is an apex institution for all matters relating to policy planning and operations in the farm. It bears all the investment for various activities for ensuring integrated rural development.

Bank loan is one of the very important instrument of this farm or homestay where the person incharge of this farm should apply loan to the nearest branch with the prescribed application form which is available in the office. Necessary help/guidance can be obtain from the branch manager in preparing any project report which is a prerequisite for the loan.

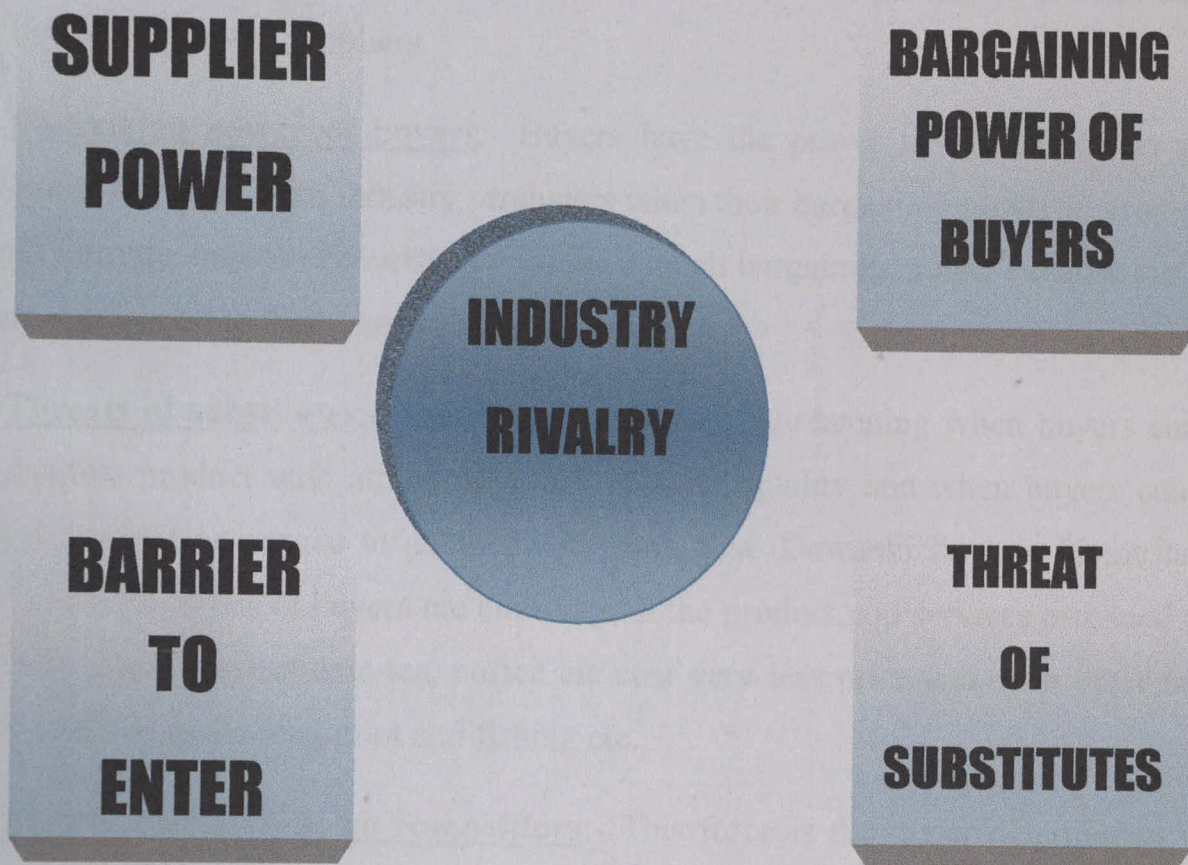
Items such as land development, construction of guest house and to make other development are considered under bank loan.

7. STRATEGIES:

- Natural lifestyle is one of the main strategies to attract more customers.
- Provide high quality services at a reasonable price.
- Services are very well differentiated from others.
- More features are added.
- Government support advertising.
- Build a good relation with the tourist agencies so as to get more customers.
- Use online booking tickets from its websites.

Marketing strategies:

Marketing strategy means understanding the needs and preference of the customers will be taken as a prime consideration in crafting the marketing strategy and plan for the business. This will also form competitive edge for the farm. Along with the above mentioned developing the brand equity and degree of customers loyalty will form part of key marketing strategy for our business.



DEFINATION

Porter's five forces model is an analysis toll that uses five industry forces to determine the intensity of competition in an industry and its profitability level.

Threat of new entrance:- these forces determines how easy is to enter a particular industry. If an industry is profitable under are few barriers to enter, rivalry soon intensifies. When more organization compete for the same share, profits starts to fall. As for Dawanki farm is a new entrance and less competition in this area so Dawanki Farm will soon be able to raise profits. Dawankifarm start its industry with a sum of Rs.1,50,000 by taking a loan from UCO bank and it takes one year and two months to complete its project.

Dawanki farm for its entrance as a new industry it got an order both from the Government and the RangbahShnong.

Bargaining power suppliers:- Strong bargaining powers allow suppliers to sell high price or low quality raw materials to their buyers. As we can see Dawanki farm is situated in a remote place where there are few buyers and not much raw materials so in these case there is less bargaining power suppliers.

Bargaining power of buyers:- Buyers have the power to demand lower price or higher product quality from industry producers when their bargaining power is strong. In this Dawanki farm the buyers or tourists do not have much bargaining power because the product or services provided to them are accordingly satisfied

Threats of substitutes:- This force is especially threatening when buyers can easily find substitute product with attractive prices or better quality and when buyers can switch from one product or service to another with little cost. Dawanki farm or Homestay is an exactly to the point where buyers are enjoying all the product and services provided to them with a less price. For example tea, coffee etc cost very less price and even other activities like horse riding, swimming pool and fishing etc.

Rivalry among existing competitors:- This force is the major determinant on how competitive and profitable an industry is in competitive industry, farms have compete aggressively for a market shares. Dawanki farm is one industry or homestay which does not have much competitors in comparing to other industries or farms.

10. CONCLUSION:

Although, Da-wan-ki Farm and Home Stay ha been establishing since 2013, just few years ago, but its growth is increasing more and more from one year to anther year and also gives an opportunities to local people for getting chance to work there as an employees, especially to the poor people for their survival. I wish that this Farm will remain and continue to go ahead for further improvement and provide jobs not only for the local people but also the whole of Meghalaya. The main aim of dawanki Farm and Home Stay is to provide self sufficient place, security and everything from the place itself. Dawanki Farm is trying to create a city in the middle of a jungle which is an isolated area and one can feel the fresh air coupled with the beautiful surrounding. Dawanki Farm and Home Stay is the perfect to get away from the bustling of the city life. The location and serenity that nature offers will give you the relaxation you much needed



8. Suggestion

- Construction of road
- Increase the number of employees
- Improvement of employees
- Better parking lots
- Improvement of farm
- Toilet should be available
- Seating place must be well modified
- Proper human resource.

9. QUESTIONNAIRES:

To whom you target the most?

1. Local Tourism
2. National Tourism
3. International Tourism
4. All of the above

To whom is segment?

1. Children
2. Family
3. Youth
4. All of the above

What is the mode of transport need here?

1. Private driver
2. Local driver
3. All of the above
4. None of this