

PROJECT ON DA-WAN-KI FARM AND HOMESTAY

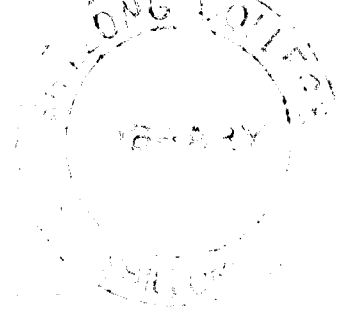


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Executive Summary

Investigation

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Project title: The Study of Management, Distribution and Functioning of Dawanki Farm

Organization: Dawanki Farm and Home Stay

Place: Umpohwin Village Ri- District Meghalaya

ACKNOWLEDGMENT

This Project is the result of contribution received from a number of people, both implicitly and explicitly.

Never can it be claimed as my individual effort.

First and foremost I offer my gratitude to Mr. Issac Marbianing, part owner of Dawanki Farm for giving me the opportunity to work for their organization. I would also be thankful to my Department guides Mr. Kipgen and Mrs. Wanda for showing me the right path about this project. I am also thankful to all the staff and employees of Dawanki Farm for giving me their time and gratitude about their organization.

Date: 20.11.2016

Samuel Lalchhanhima

Place: Shillong



INTRODUCTION

Name of Organization: Da- Wan- Ki Farm and Home Stay

Location: Umpohwin, Village

P.O Mawlasnai

Ri- Bhoi District

Meghalaya

The Home Stay was created with financial assistance from Meghalaya Tourism Department under Meghalaya Tourism Development and Investment Promotion Scheme 2012 and financed by UCO Bank. This home stay helps Tourists to ventures to the unique places of interest namely, Maa Monokamana Mandir/ Mawkynthei at Mawsladiang village, Shiva Mandir/ Mawsawa at Umsohphoh village, Kamawhati at Khikiehumwang village and Mawbuh Mawshyieng at Ummat village which are situated not so far from the Home Stay.

The Home Stay is located in an isolated area and one can feel the fresh air coupled with the beautiful surroundings. Da- Wan- Ki Farm and home stay is 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 consists of live stocks such as piggery, ponies, cows, swans, ducks, local chickens and varieties of organic vegetables.

COMPANY PROFILE

Da- Wan- Ki Farm and Home stay is an organization established on the 30th 2015 in Umpohwin Village Ri-Bhoi District in the state of Meghalaya. Isaac Marbaniang, one of the owners of the farm explained the word "Da- Wan- Ki "translates to "Siblings" in the local language of the place. Da- Wan- Ki farm is part of the Tourism Department of Meghalaya, Horticulture Department and Fisheries. The Land on which the Farm is build was bought from Shrimati Marbianiang. To this date over 22 lakhs of Rupees have been invested for the development of the Farm. One of the main policies of the Farm is detailed financial Management and Prudent Financial Management. Currently the farm employs 6 person whom all are local people. Most of the Tourists which visit the farm are from Shillong, Kolkata and Assam. The farm ocaionally have foreign tourists mainly from Turkey and Australia. As of now the Farm accommodates 8 people at once plus 4 people at their Bamboo retreat. The employees of the farm depends on their quality. Promotion of the Farm is mainly done on Facebook.

DISTRIBUTION MANAGEMENT

Distribution Management is the overseeing of goods from supplier or manufacturer to the point of sale. Distribution management is an overarching term that refers to a numerous activities such as packaging, inventory, warehousing, supply chain and logistics. The management of Resources and processes used to deliver product from a production location to the point- of- sale, including storage at warehousing locations or delivery to retail distribution points. Distribution management also includes determination of optimal quantities of a production for delivery to particular warehouse or points-of-sale in order to achieve the most efficient delivery to customers.

DISTRIBUTION

Product Distribution is one of the four elements of marketing mix.

Distribution is the process of making a product or service available for use or consumption by a customer or business user, using direct means, or using indirect means with intermediaries.

MANAGEMENT

Management in businesses and organizations is the function that coordinates the efforts of the people to accomplish goals and objectives by using available resources efficiently and effectively

Management is often included as a factor of production along with, machines, materials and money. Management includes Planning, Organizing, Staffing, Leading, Directing and Controlling.

MISSION

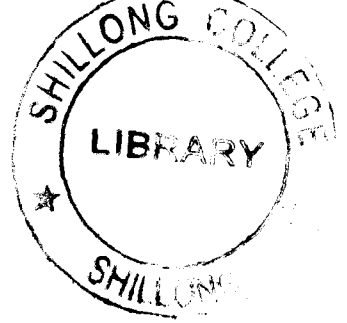
- To execute "SKILL INDIA MISSION"
- To educate and develop the skills of the local people for job opportunities.

OBJECTIVES

- To promote tourism in Rural industry
- To promote Ri- bhoi District for Tourism

VISION

- To expand the activities
- Development of Infrastructure, more entertainment, better services and Food
- To generate employment for local people
- To stop urban migration by developing Rural areas
- To be self sufficient and secure in cyclic order



SWOT ANALYSIS

STRENGTH

- The main strength is the place itself
- Location of the Farm
- Employees of the farm

WEAKNESS

- The Place itself
- Bad conditions of roads
- Situated in an isolated place
- No medical and Health care provided
- Minimal Human Contact
- Financial Capacity
- Lack of Revenue generated

OPPRUNITY

- Organic Farming
- Plantation of Tropical and Sub tropical plants
- Self sufficient
- Most of the food comes from the farm itself

THREATS

- Lack of Medical Facilities
- THRILLS FUN PARK
- First Organization in the place so no threat of Substitute
- Related to Agriculture, in threat in this segment as well

TARGETING:-

The Home stay targets different people from different backgrounds. It also operates as a place where customers are offered natural life style. The organic plants and vegetables are free of chemicals and synthetic chemicals.

PRODUCT:-

The Farm basically provides services which is intangible in nature.

Services provides such as

- Pool
- Rope Swing
- Camping
- Fishing
- Trampoline
- Trekking
- Pony Rides

SEGMENTATION, TARGETING, POSITIONING- STP MODEL

SEGMENTATION:-

Market Segmentation is the process of dividing a board consumer of business market. Da- Wan- Ki segments itself basically as tourism.

Demographic Segmentation:- The Da-Wan-Ki attracts visitors, tourist for all ages, religion, gender, family size. It focuses on customer needs and wants. By providing plenty of services like pony rides, boating, etc. for middle age and trampolines for children.

Geographic segmentation:- The home stay is situated far from the city limits, to provide better relaxation and close to nature. Where tourist can spend time with their family, friends with different activities the home stay provides.

PRICE

Price refers to the total cost a consumer to acquire a product any may include monetary and psychological costs such as time and effort expended in acquisition.

. Pony Rides- Pony Rides available for Rupees 50 per person

. Rope Swing – Safely swinging from a tree with attached rope and harness available with no charge.

. Camping- Tents with sleeping bags available for rupees 300 per person per night.

. Picnic Spot- Cooking utensils and plates available at spot along with fire wood and water for Rupees 800.

PROMOTION

Promotion includes all of the activities marketers undertake to inform customers about their product and to attract potential customers.

Here in Da Wan Ki farm promotion is done mainly done by website and facebook.

A concept which captures the essence of Meghalaya hospitality. The home stay provides visitors the feel of home away from home.

MARKETING MIX

The marketing mix is a foundation concept in marketing. The marketing mix has been defined as the set of marketing tools that the firm uses to its marketing objectives in the target market. A planned mix of the controllable elements of a products marketing plan commonly termed as 4Ps: Product, price, place and promotion. These four elements are adjusted until the right combination is found that serves the needs of the product's consumers, while generating optimum income. Sometimes the first P (Product) is substituted by presentation.

People

(People are) All human actors who play a part in service delivery and thus influence the buyers' perceptions, namely; the firm's personnel, the customer and other customers in the service environment.

People are the most important element of any service or experience. In the home stay there are six people working. Services tend to be produced and consumed at the same moment, and aspects of the customer experience are altered to meet the individual needs of the person consuming it.

Process

Process is a series of actions or steps taken in order to achieve a particular end. The DA-Wan-Ki Farm and home stay falls under tourism basically it's a serious sector. It provides several activities and food.

ANNEXTURE

1. What makes your organization different from others?

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2. How long have it been since the Farm first opened?

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3. Is your organization family based?

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4. How many people are currently working in the Farm?

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