



**PROJECT REPORT
ON
Da-Wan-Ki Farm and Homestay**



**SUBMITTED BY
BAIARBET DKHAR
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ROLL NO B15000327**

Acknowledgement

I have taken efforts in this project and I am highly indebted to my Management Department for their guidance and constant supervision as well as for providing information regarding the project and also for their support in completing the project.

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About Da-Wan-Ki

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, MaaMonokamanaMandir / Mawkynthei at Mawsladiang village, Shiva Mandir / Mawsawa at Umsohphoh village, KaMawhati at Khliehumwang village and MawbuhMawshyieng at Ummat village which are situated not so far from the Home Stay.

The Home Stay is located in an isolated forested 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 chicken and varieties of organic vegetables.



Activities

- *Natural pool for Children :- Air mats and Baby pools available for Rs 20.00 per child.*
- *Rope swinging from a Tree :- Safely swing from a Tree with attached harness. No charges.*
- *Picnic spot :- Cooking utensils and plates available at spot along with fire wood and water. Available for Rs 800.00 per party*
- *Camping :- Tents with sleeping bags available for Rs 300.00 per person per night*
- *Boat rides*
- *Pony rides*
- *Trampoline*
- *Trekking*
- *Fishing*

Mawbru

Mawbru comprises the male and female rocks where the male rock is situated at Sawkhlieh village (now known as Rongjek) and the female rock at Mawsladiang village respectively. The female rock is already a huge tourist attraction where people come and worship the MaaMonokamanaMandir popularly known as Mawkynthei among the Khasis. Legend has it that emergence of the rocks was the result of the following historical myth.

Mawsawa

Mawsawa is situated on the border of Umsohphoh village and Laru village. The legend is about two sisters, Umiam and Umkhen who were competing against each other in their quest to grab their fortunes. Umiam was led by a 'tham' (crab) whereas Umkhen was led by a 'wiehjarung' (big worm). They were accompanied by servants and subjects who celebrated with great pomp and gaiety on their way to the plains. However, on the way, a messenger by the name of "Umlet" (tributary of Umiam river) informed Umiam that her sister Umkhen had reached the destination first and grabbed all the riches and fortunes of the plains. The news startled Umiam who threw all her musical instruments including the 'Bom', the 'Ksing' and the 'Nakra' on the ground and sped off towards the destination by eroding everything along its way. Today, we can still see the relics of Umiam's musical instruments strewn all over the place. It's wonderful to see and hear that these musical instruments which are now rocks make musical sounds exactly according to the musical instruments thrown by Umiam. To mark Umkhen's victory, to this day we can see that Umkhenriver is an angler's paradise.

Ka-Mawhati

The significance of 'KaMawhati' is that it is a boulder which looks like a nursing elephant. It is located in the middle of the Umkhen River under Khliehumwang area. The history of KaMawhati lies in the legend of two sisters, Umiam and Umkhen who were racing towards the plains in pursuit of claiming their fortunes first. Umiam was led by a 'tham' (crab) whereas Umkhen was led by a

'wiehjarung' (big worm). They were accompanied by servants and subjects who celebrated the quest with great pomp and gaiety. However, on their way, one of the servant girls gave birth to a baby and couldn't follow the others in the race to the plains. So in this way she stayed back to nurse her new born child.

Today, the essence of the legend still lives on among the people of RiBhoi and this we can witness through the relic called 'KaMawhati'.

Mawbah Mawshyieng

'MawbahMawshyieng' is the most sacred tomb of the traditional tribes of the Khasis andJaintias. It is located in the sacred grove of the 12 (twelve) clans of Nongtung which includes Saring, Mujai, Makdoh, Lamarai, Shadap, Sten, Mapur, Lamare, Pale, Masharing, Masynting and Lyngdoh. This place is in Ummat village.

The belief is that if any member of the twelve clans die, the person has to be cremated and his remains which includes bones and ashes have to be buried in the 'MawbahMawshyieng' in order to reach heaven. If they fail to do so, their souls will get stuck on way and will never reach heaven .

Rooms

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. 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 bathroom and toilet. It is available for Rs. 1500.00 per night.3

Introduction

Da-Wan-Ki farm and homestay situated in Umpohwin village , RiBhoi District . It is about (two) hours journey from shilling beyond Bhoirymbong Da-Wan-ki was a sub-tropical area. A typical homestay involves living with a local family (often for a nominal nightly or weekly fee) and experiencing its customs, cuisine and way of life first-hand.

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

Objectives

- ◇ *To ensure that host communities have developed and experience of obtaining a fair return for their services and investment*
- ◇ *To ensure that farm and homestays contribute to conserving local cultural and natural heritage*
- ◇ *To create a distinctive, authentic, reliable, tourist accommodation and experience -in farm and homestays, measurable goals that give decisionmakers a basis for making choices and assessing.*
- ◇ *They target for most the families,host,couple partner.*
- ◇ *To ensure that the tourist love being relate with nature .*

Mission

Da-Wan-Ki mission is give nature friendly, affordable long life housing which is quick, uses minimum natural resources, safe under any natural calamity, reusable, resell-able, robust structure which will generate employment and make world a happy place to live.

Vision

Da-Wan-Ki farm and Homestay target the goal by improving their services, exceeding customers' and partners' expectations with professionalism, honesty and leadership. Da-Wan-Ki strive to be an excellent solutions provider In Pre Fabricated Farm and Homestay, Pre Fabricated Homes, Roof Top Dwelling Cottage for Resorts and other value added service.

Marketing Mix on Service(DAWAN-KI)

Marketing Mix was introduced by Professor Neil.H.Borden of the Harvard Business school Jerome MC carthy divided the marketing into 4 factors i.e place price promotion product Marketing Mix has become one of the major concept in modern marketing.

In simple words marketing mix is tailoring of the products, its price, its promotion and place to reach the target customers. Hence it has become an essential part of marketing management. But hence it is very difficult to manage to market it by adopting only 4 ps framework so they found that customer are looking for the evidence and the process hence they recommend for the manager by adding 3 ps in the forms of process, Physical evidence and paper, So now by adding the 4 ps and 3ps it comes to 7 ps.i.e

Product process:

Place, Promotion, price, product, physical evidence, people

Place: (Add) Facilities

Da-wan-ki homestay is at UmpohwinVillage. UmpohwinViallge is located in Umsning Y=tehsil of Ribhoi District in Meghalaya (india). It is situated 40 km away from district of headquaterNongpoh. It is place that has potential to every tourist to feel good whenever they visit that place with the beautiful surroundings. It is a perfect place away from the city life, that give a relaxation and free and peacefull mind. The best time to visit in the place in Summer months when the wheather in dry and travelling becomes more early.

Promotion :

Any new tourist place opening a customer must be known by everyone attract to that place. Unless and until the customer do not know about. The existence of the place they won't know and they would visit to the place. So informing a customer about the new tourist spot. In marketing, informing to customer is called promotion i.e, another element in marketing



Da-wan-ki farm and homestay as they are just started their tourist spot their advertising is not to that good level comparing with other They follow to the element of promotion i.e advertising sales promotion. Advertising is on the internet i.e facebook and sales promotion is by cutoff the price to the customer who they actually needed all it is that is depend upon that moment. If the tourist is not able to Pay they give a discount only in emergency case but not for everyone .Another advertising recovery that influence the word of mouth the communication of people someone knows already the placed they will fell to their fellow about that place and then it is like an advertising that person who hear it like an advertising and that person who hear it are getting attracted to go that place.

Pricing :

Price is the money that customer must pay for a product. In other words price is an offer to sell for a certain amount of currency or price can be defined as the interacting forces of supply and demand. A price can be determined by analyzing the cost of running the business, willingness to pay by the demand, price of the competition and customer provide to resellers .There are two types of price often is when it comes to the tourism i.e rack rate and price rack rates are the price materials without discounts and net price or net rate which is the rack rates less the commission offered to resellers C tour and other intermediaries.

Da-wan-ki farm and homestay offered good price to the customer. The following price are:

- ◇ Homestay include 2 bedrooms, a room and a kitchen and it available rent is 3000 per night
- ◇ Bamboo retreat house is rs1500 per might consist of two bedrooms attachment toilet.
- ◇ Boating- 50 each person
- ◇ picnic spot-800 per party
- ◇ Camping- Rs 300 per person over night
- ◇ Rope ranging-no charge
- ◇ Natural spot of children – 20 per child
- ◇ Trampoline – 50 per person
- ◇ Pony ride-100 per person

◇ Fishing- -200 per person

Da-wan-ki farm and homestay being a one of the tourism spot yet they follow the 2 different pricing. They are published the price to let the customer know the price but they do flow a net rate also by giving to those individuals who ask for and really need for Actually it depends upon the incident of the customer.

Tea and Snakcs

1: red tea-5.00 per cup

2. Milk-10.00 per cup

3 .Green tea- 20.00 per cup

4. Coffee- 20.00 per cup

5 .Cold Coffee-30.00 per cup

6 .puri and sabji- 30.00 per plate

7. Vegetable Sandwich- 30.00 per plate

8. chickenaloo chop-30 per plate

9. bread and omlet – price

10. chicken cutlet-30.00 per plate

11. Lemn juice-30.00 per glass

12. Momo(small/fry)-50 per plate

Chow

1.Veg chow- 60 per plate

2 egg- 70 per plate

3. pork – 80 per plate

4. Chicken -80 per plate

5. Mixed soup-80

6. pork- 80 per plate

Rolls

1. Special rolls (chicken pork)- 50 per piece

2. Chicken rolls – 40 per piece

3. Pork – 40 per piece

4. Veg – 30 piece

Chowmein

1. Chicken Chow- 120 per plate

2. Pork chow -120 per plate

3. Egg chow – 120 pr plate

4. Veg chow- 120 per plate

Vegetables

1.Potato slice -70 per plate

2.Finger chips -70 per plate

3.Green salad- 50 per plate

4.Sweet and sour veg-40 Per plate

They have biological cuisine in organic vegetables or advance order. Da-wan-ki farm and homestay comparing with other id much cheap and good even though

their business they are just started in a few months but it defends as it is very good. Wise and more development are needed into the place. A developing of human resources plans and strategies to supports between hostess and the guest.

Product :

The product is the collection of services that have feature and benefits. Standard features and benefits include normal amenities of a homestay. Da-wan-ki farm and homestay create a satisfaction to a customer because they target the people who want to enjoy the tour and who can feel the beauty of nature that make them. which they take their name from the middle name of brothers and final is unique and distinctive and can be early pronounced and not thing is that is very meaningful. In this homestay it consist of domestic need and primary need like parking lot Boar ride, and many more. Each and every facilities are change when the customer wants if there is only one person who look at.

Physical Evidence :

Physical Evidence is the element in service marketing mix and it is very important element. A services is in nature. However to create a better customer, experience tangible element are also determined with service. Physical Evidence person how to business and it product are perceived in market place. It helps the business presence and established. From physical evidence people know immediately and exactly present in market place. It also refers to the environment in which service is assemble and in which seller and customer interact combined with tangible commodities that facilitate program or communication of service.

However Da-wan-ki Farm and Homestay also leave their physical evidence like:

1. Website: that give information to the tourist and attract them to visit the place.
2. Contact number- that help the tourist to contact to Da-wan-ki. to reach and how service.
3. Email :an email taken.

People:

People is one of the element of marketing mix. People define as a service .People can be an employee on the organization. Organisation are involved into a special trained in interpersonal skill and service towards customer satisfaction .

SWOT Analysis

SWOT Analysis is business technique that an organization can perform for each of its product/service and market when deciding the best way to achieve future growth the process involved identify the s strength and weakness of the opportunities and threats present in the market that it operates in

The first better of each of their and factors creates acronym SWOT.

SWOT Analysis is popular and versatile tool but It involve let of subjective marketing at each stage .It always be a guard rather than perception and it is an interactive process.

Strengths:

A strengths is something that has implication. It add values or offer to organization, competitive advantage. S strength of Da-wan-ki homestay are as follows :

- Environment : It is a sub-tropical area. In Umpohwin Mountains the environment is very good is fresh and can feel the body of nature.*
- Place : It is a beautiful place that attract everymen because of the place is unique and far away from the city.*
- People: The people are kind , gentle and honest to the guest.*

Weakness:

It is Characteristic of service that are determined to growth Weakness of Da-wan-ki farm and homestay are:

- *Financial capacity : This homestay being new in the services industry an have a lot of limited finance , they don't have much financial capacity and the most thing is that they consist raised stock market.*

- *Transport : the main thing about transport is the road .*

Opportunities :

Opportunities can occur a variety of reason and may result from changes ,within the market . The opportunity of Da-Wan-Ki farm and homestay are :

Promote RiBhoi: To promote RiBhoi regarding new technology , water supply management , roads construction ,agricultural resource , electricity.

Agricultural tourism: Agricultural tourism regard their factor of cultivating Da-Wan-KI is a far bit of planting agriculture to make the place green and peace of nature.

Level of employment: Da-Wan-Ki farm and homestay need a level from Skill India Mission.

Threat :

Competition: Da-Wan-Ki farm and homestay doesn't want to compete with other homestay and some tourist spot.

New Technology: There is no new technology being involved by da-wan-ki farm and homestay .

Changes to consumer Behaviour: The consumer may have some changes in their situation because no advertising and the road was in a bad condition.

Environmental SWOT

Internal appraisals of the organization's SWOT, this needs to include an assessment of the present situation as well as a portfolio of products/services and an analysis of the product/service life cycle

Analysis of existing strategies, this should determine relevance from the results of an internal/external appraisal. This may include gap analysis of environmental factors

Strategic Issues defined :

Da-Wan-Ki addresses the plan in umpohwin village with the head quarter in Nongpoh. The owner of the land was Rikynti and it was a tenure land system.

Develop new/ revised strategies :

Da-Wan-Ki as they start the project 1 year 2 months from now they haven't revised their activities and facilities they have. The analysis of strategic of developing and revised is after they have complete the project later on.

Establish critical success factors :

The achievement of objective and strategies of the project was not a success factor because the project was still work on. Da-Wan-Ki was not a successful objective plan the internal place was not a beautiful creation, something need to add on the internal factor to led the organization reach the goal.

Monitoring results :

The , mapping result for destination of Da-Wan-Ki farm and homestay is via through umpohwin, Mawlasnai, Mawlasnai PHC, Homestay. The construction of the road is weakness for the traveler to reach homestay.

OPERATIONAL PLAN

1. Business Model

Da-Wan-Ki was a project passing 1 year 2 month. Rikynti was the land tenure system but the land was purchase 14 years ago. Da-Wan-Ki is a tourist spot and at the same time it was a farm and homestay. It is situated at Umpohwin village RiBhoi District. The plan for the organization was incentive.

2. Production of good and services

Da-Wan-Ki farm and homestay provide a good and service for people. Most of the tourist are from Assam , Shillong , Kolkata. They provide a service like rest house , room for staying and restaurant etc.

Marketing assessment

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Financial Statements

The financial position and performance of Da-Wan-Ki farm and homestay business can be summarized by four important financial statements.

- ❖ To make important financing and investment decisions.*
- ❖ To substantiate credit applications.*
- ❖ To derive performance measures for analyzing the farm and homestay business.*
- ❖ To develop budgets for planning purposes.*

The major statements and their purposes are as follows:

- ❖ Net Income Statement – Da-Wa-Ki farm and home stay summarise all the income profit by 8 days it covers the whole months.*
- ❖ Statement of Cash Flows – They invest a loan 1,50,000 for the project from the UCO BANK Schemes*

According to Porter

Primary activities are:

- ❖ Operations –Da-Wan-KI operation was not a successful service in transforming their outputs.*
- ❖ Marketing and Sales –Da-Wan-ki farm and homestay activities inform the customer about the services, to induce the customer to visit and facilitate the homestay*
- ❖ Service – Da-Wan-Ki farm and homestay includes all the activities required to keep the product or service working effectively for the customer .*

Secondary activities are:

- ❖ Procurement –They obtain the land as the tenure system.*
- ❖ Human Resource management – Da-Wan-Ki farm and homestay get a Skill India Mission.*
- ❖ Technological Development –Change rapidly from time to time.*
- ❖ Infrastructure –no infrastructure in shillong.*

PEST

Political

Da-Wan-Ki Farm and homestay include like environmental law ,labour tax, government policy through licensing price regulation, pollution control, safety regulation and control over raw material supply.

Economic

The exchange rates affect the organization by affecting the cost of imported and exported goods.

Social

Da-Wan-Ki Farm and homestay has different social cultural and demographic aspects of society that form the macro-environment of the organization. It includes such as health consciousness, safety awareness, population growth and age distribution.

Technological

Da-Wan-Ki farm and homestay has to be improved in most changes of the form of technology with the advent of new technology, it must be implemented in a new way of technology for their activities by improving new technology.

Environmental PEST

Ecological :

Da-Wan-Ki farm and homestay has an ecology type of environment which the nature gives the living organisms to relate each other and has

Weather climate :

Da-Wan-Ki farm and homestay is a sub tropical area. The climate was different in summer it was a nice place to visit the place gives a fresh mind of being with the nature.



APPENDICES

1. Break even

- It has a break even for revenue

2. Profit and loss synopsis

- They gain the profit just for 8 days and covers the whole one months .

Conclusion

Da-wan-ki farm and homestay it conclude many activies and facilities. Though the project was strated 1year 2months but the homestay has nice viewing because it relate with nature an its far beyond from the city. It help the toursist to stay with nice and comfort life. though the operational plan was not a succesfull objective. however Da-Wan-ki has lots of impact to promote the organization. Still the project stand in a best way of improving the place .