

LIBRARY



KRANGSURI

BUSINESS

PLAN

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## **Declaration**

I hereby declare that the project has been prepared by me during the year 2018. The project was done under the supervision of Smt. W.C.K Sohliya of Shillong College, Shillong , Meghalaya in partial fulfillment of the requirement for the degree course (BBA) in this college.

I also hereby declare that the project is the results of my own studies and researches with the help of my teachers.

## **Acknowledgement**

At the very beginning ,it is a great pleasure for me to express my sincere thanks and deepest sense oif gratitude to all the individuals who gave me full guidance and support while making the business plan.

I am extremely thankful to ma'am Wanda ,Head of Dept of Management ,Shillong College and all the other faculty member who supported me in carrying out this project.

## **Methodologies**

The methodologies that I used are both primary data as well as the secondary data.

The primary data that I have gathered are through my own researches and studies on the sites of the Krang Suri waterfall in West Jaintia Hills, Meghalaya.

The secondary data that I have gathered are through the internet and the local people from Am Larem village.

# **Introduction**

## **Krang Suri**

Location: Jaintia Hills District

Krang Suri is a majestic waterfall. It is the one of the most beautiful falls of Meghalaya. Tucked in a peaceful green landscape, it has breathtaking beauty.

As water drops in multiple streams, the falling stream breaks into water droplets forming a blue pool at the base. The crystal clear blue water mass adds to its beauty. Over and above, you may notice a rainbow forming on the water droplets before they plunge onto the 'blue'.

Located in the Amlarem Civil Sub Division, KRANG-SURI has carved out a special position in the list of popular destinations worth seeing in MEGHALAYA. Chiselled and gravel footpaths enable visitors to get safe access to better appreciate the beauty of the waterfall and its surroundings. The footpaths are hewn from the natural multi colored stones available in the area, no cement has been used and stones have been placed symmetrically to enhance the aesthetic appeal of the area.

Considered one of the top five waterfalls to see in Meghalaya, Krang Suri Falls is the most exotic waterfall in the Jaintia Hills District, Meghalaya. It is located about 84 kms from Shillong.

## Business Plan

A **business plan** is a formal statement of *business goals*, reasons they are attainable, and plans for reaching them. It may also contain background information about the organization or team attempting to reach those goals. A business plan is used for the following objectives:

- Management by objectives (MBO) is a process of agreeing upon objectives (as can be detailed within business plans) within an organization so that management and employees agree to the objectives and understand what they are in the organization.
- Strategic planning is an organization's process of defining its strategy, or direction, and making decisions on allocating its resources to pursue this strategy, including its capital and people. Business plans can help decision makers see how specific projects relate to the organization's strategic plan.
- Total quality management (TQM) is a business management strategy aimed at embedding awareness of quality in all organizational processes.



## **Business Plan**

Setting up of Cafes & Restaurants : Due to its location being on the outskirts of Jowai, there are very few places for tourists people near the fall itself to have a place to refresh themselves. So setting up of cafes and restaurants will be a very ideal in the business.

Setting up of low cost hotels and tents : For people who love to spend their time outdoors , a tent is what they look for when on a vacation to natural beauties and to keep it cost efficient would appeal them to more.



## Description of Business

The waterfall though not that famous to the outside world has the potential to be a big ecotourism spot of Meghalaya due to its beautiful scenery, waterfall and pleasant weather .So if it is properly boosted by the government and private sectors ,it can become one of the big attraction spot in Meghalaya in terms of ecotourism.

- **Transport** : When tourist visits the waterfall ,being far from the city ,they usually take a cab which in turns makes a source of income for the drivers.
- **Market** : During tourists visit ,as a remembrance of their visit they usually buy many locally made items which in terms boosts the market of the area ,increases the employment rate and economy of the state as a whole.
- **Development** : As tourists visits more often or increases,it is inevitable not to see the development in the area as the government and private sectors see the place has the potential to make the economy grow by attracting with proper roads, drinking water and proper food and lodging , etc.
- **Tourist Guide** : The local people with multi-linguistic talent can become guides to tourists who are visiting the area for the first time and can bring employment to the youth and experience meeting new people from all over the world.

## Marketing Plan

IN general ,communication is how people change meaningful information. Sender must know what they want to reach and what responses they want .They must encodes their messages in a way that takes into account how the target audience usually decodes messages .They must also transmit the message through efficient media that reach the target audience and develop feedback channels to monitor the receiver's response to the message.

The most effective way of communication would be door to door and face to face talk to the customers to inform them of the benefits of our service, as much as possible to decrease the misunderstanding and is an effective way to maintain the customers relationship by regularly visiting to the customers.

Traditional ways of promotion such as advertising in newspaper ,in magazine ,TV shows ,etc are always the option for promotion.

In addition to those mentioned above ,cross promote with other business ,joining with other business who are not direct competitors in promoting ,display and distribute each others publicity materials ,speak well of each other at community events , activity Ask for referrals whenever a business executes successful projects for clients ,are all good options in promoting for the company.

Add websites that are optimized for the search terms people usually use to search ,create a site map of the pages and submit it to search engines like Google , yahoo ,etc

# MARKETING PLAN

The importance of a detailed marketing plan can't be overstated. Marketing is as important as the product or service you provide. Without marketing, consumers and clients can't find out about you. If they don't know about you, they can't buy from you, and as a result, you won't make money.

A marketing plan:

- **Gives clarity to who your market is.** It's easier to find clients and customers if you know who they are.
- **Helps you craft marketing messages that will generate results.** Marketing is about knowing what your product or service can do to help a target market. Your messages need to speak directly your market.
- **Provides focus and direction.** Email, social media, advertising, guest blogging, direct mail, publicity, and on and on. With so many marketing choices, you need a plan for determining the best course of action for your business.

A typical small business marketing plan covers many elements including a description of competitors, demand for the product or service you offer, and strengths and weaknesses from a market standpoint of both the business and its competitors.

A marketing plan is a tool you need to use daily to help you reach your market and your profit goals. As you make your marketing plan, focus on what you need to understand and reach your market. Marketing plan includes the following:

**1. Knowing the details about your business' current situation:**

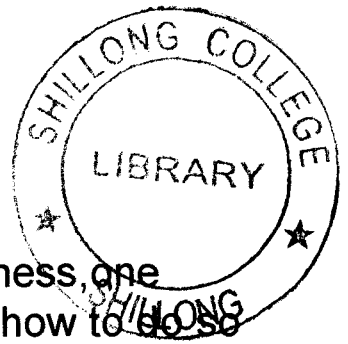
First of all to start a business, a person has to know almost about everything there is about the market he or she is in be it tourism or trade. If they are well informed about their market there is a high probability that the business will become successful.

**2. Know your Target Market :** When it comes to the type of market ,a person should know the type of people that he is going to attract as not everyone have the same type of preference.

For example, if your business is about ecotourism and landscapes, your target markets could be nature lovers and explorers who enjoy the natural beauty of the environment. Knowing your market and its needs helps you to create market specific messages and place them where they'll be seen for greater effectiveness.

**3. What are your goals for the time period of the plan?**

Based on the financial resources that you have ,you should know what your goals are for the upcoming year or for even a longer period of time. It's important that you're able to measure the effectiveness of your marketing plan by having a quantifiable goal.



**4. Marketing tactics:** To grow or expand the business, one must know how to attract customers and knowing how to do so will widen the customer base and grow the business steadily.

**5. How much will it cost?** This is where you make a budget for your marketing plan. There are many free marketing strategies, although they require time, which is a type of expense. Will you do home parties and if so, what will be the cost of travel, mailing of invites, purchasing door-prizes, etc? Will you pay for advertising or for a mailing list service? Of all the places to spend money in your home business, marketing is the priority, as long as you're investing wisely

## Strategies

- ✓ Marketing Strategy : Under the marketing strategy , the ability to create clear brand message which often outweighs product or service quality is utmost important prior to any promotional strategies. Nice marketing approach is a good fit for small businesses.
- ✓ Pricing Strategy : Generally speaking , pricing strategies are three folds , which are ,
  - I. Cost based pricing
  - II. Value based pricing
  - III. Activity based pricing

Pricing are typically more complex in services than in manufacturing .To make a profit , a firm must set its price high enough to recover the full cost of producing and marketing the service and add a sufficient margin to yield the desired profit at the predicted sales volume.

In the context of tourism related services value based pricing could be more beneficial rather than other methods because in value based pricing methods ,no customer will pay more for a service that he or she thinks is worth it. So that we can mainly focus on improving the service value and quality so as to meet the desired customer satisfaction.

- ❖ Promotional Strategy : This could be done through advertisement ,newspaper ,journals ,etc moreover generating buzz , word of mouth ,and directories could also be effectively used in this context.

## Financial Plan

Business budgeting is one of the most powerful financial tools available to any small-business owner. Put simply, maintaining a good short- and long-range financial plan enables you to control your cash flow instead of having it control you. The most effective financial budget includes both a short-range, month-to-month plan for at least a calendar year and a long-range, quarter-to-quarter plan of at least three years that you use for financial statement reporting.

Basically, the financial plan section consists of three financial statements, the **income statement**, the **cash flow projection** and the **balance sheet** and a brief explanation/analysis of these three statements.

The first step is to set up a plan for the following year on a month-to-month basis. Starting with the first month, establish specific budgeted dollar levels for each category of the budget. The sales numbers will be critical since they'll be used to compute gross profit margin and will help determine operating expenses, as well as the accounts receivable and inventory levels necessary to support the business.

All the costs of getting a business up and running go into the start-up expenses category. These expenses may include:

- Business registration fees: The fee which you pay to the government to register your business
- Business licensing and permits: Costs for the licensing your business and the permit to run the business.
- Starting inventory : The raw materials that you need to start a business.
- Rent deposits
- Down payments on property
- Down payments on equipment
- Utility set up fees



## Starting Balance Sheet

The opening balance is the balance that is brought forward at the beginning of an accounting period from the end of a previous accounting period or when starting out.

The opening balance is the amount of funds in a company's account at the beginning of a new financial period. It is the first entry in the accounts, either when a company is first starting up its accounts or after a year-end.

## Income Statement

The overall objective of financial statement analysis is the examination of a firm's financial position and returns in relation to risk. This must be done with a view to forecasting the firm's future prospective.

Financial statement analysis involves a study of the relationships between income statement and balance sheet accounts, how these relationships change over time (trend analysis), and how a particular firm compares with other firms in its industry (bench-marking). Although financial analysis has limitations, when used with care and judgment, it can provide some very useful insights into a company's operations.

## Balance Sheet

The balance sheet, also called the statement of financial position, is the third general purpose financial statement prepared during the accounting cycle. It reports a company's assets, liabilities, and equity at a single moment in time.

## FINANCIAL PLAN

For better implementation of the service, Firstly an office is needed. However, as a start, for saving money to the best extend, the company can have the office at the owner's own apartment. The next, the company needs to buy a computer, or use the personal computer as a start-up, a telephone maybe or personal cell phones. It might does not need to have an independent office and to buy all at the beginning, but after the success launch of the business.

The owner is going to contribute a van which worth of Rupees 280,964 as a long term asset to the business, which appears as non cash assets in the Table given below . There will be Rupees 120,531 cash towards to purchase the short term assets (Some necessary equipment, uniform, gloves etc.). In addition, the company also seeks for government support or from any other types of organization and sponsoring to fund the start-up requirements if possible.

As a start-up, the company seeks for the least cost the possible 401,771 rupees is the total investment and funding the company puts into. There will be zero liability, but the capital of 120,531 rupees.

## Start-up Funding

Total Funding Required	401,771
Assets	
Non-cash assets from start-up	281,239
Cash requirements from start-up	120,413
Total assets	401,771
Liabilities and capital	
Liabilities	
Current borrowing	
Long-term liabilities	
Accounts payable	
Other current liabilities	
Total liabilities	
Capital	
Planned investment	
Owner	401771
Other	
Additional investment requirement	
Total planned investment	401771
Loss at start-up(start-up expenses)	281239
Total capital	120413
Total capital and liabilities	120413
Total funding	401771

# OPERATIONAL PLAN OPERATIONAL PLAN



✓ Legal formalities:

- I. Collect a hard copy of the Tourism Investment Application Form from Meghalaya State Tourism Development Corporation (MSTDC) or download a softcopy from [www.mstdc.meg.nic.in](http://www.mstdc.meg.nic.in)
- II. Fill in the Application Form with assistance from the One Stop Unit (OSU) if required.
- III. Submit the application to mstdc, whose staff will carry out a primary appraisal and liaise with necessary officials of relevant line agencies on the investor's behalf.
- IV. A joint site inspection will be scheduled by MSTDC and the investor notified. The joint inspection will be carried out by officials of relevant government organizations such as Urban Development Authority, Central Environmental Authority etc., together with relevant local authorities.
- V. Upon completion of the inspection the investor will be invited to attend a Scoping Committee meeting of the Meghalaya Tourism. This meeting will be attended by relevant government agencies.
- VI. Scoping Committee will consider issuing of a preliminary clearance.

- VII. Subsequent to granting the preliminary clearance by MSTDC ,will facilitate obtaining clearances from relevant line agencies.
- VIII. Upon adherence to all condition given by relevant line agencies the investor to submit business plans for approval by tourism Development Authority / Local Authority
- IX. MSTDC will issue final approval for implementing the business plan within that specific location.
- X. Final approval will also include the BOI incentive scheme if applicable.
- XI. The investor to implement the business plan only after obtain the final approval of Municipality. This will include all relevant line agency approvals.

## ORGANISATIONAL PLAN

In a big picture, there will be five functional departments set up in the organization. Marketing and sales, Customers care, HR employment, Administration and Accounting form up the core management functions.

However, it is a small company with a nice market, management functions can be simplified according to the responsibilities. StarwellSwer, the owner, is mainly responsible for customers' relationship. Manager will be responsible for personnel and management, i.e. taking care of employment and internal management affairs, exchanging ideas, making marketing decisions and strategies in favour for the company.

- ✓ Manpower planning: different caves have different number of employees depending upon the nature of the business. For this proposed project on kremliatprah the manpower planning is as follows:

DESIGNATION	NUMBER
◆ Receptionist	2
◆ Guide	8
◆ Cleaner	4
◆ Maintenance	2
◆ Search experts	2
◆ Security	2
TOTAL	20

## Responsible people of business

Responsibilities	Responsible person
Sales	Starwell
Customer care	Nathan
Personnel	Tynshainlang
Management	Venimalang
Marketing and Strategies	Justin

# SWOT Analysis



**SWOT is an acronym for Strengths, Weaknesses, Opportunities and Threats.** By definition, Strengths (S) and Weaknesses (W) are considered to be internal factors over which you have some measure of control. Also, by definition, Opportunities (O) and Threats (T) are considered to be external factors over which you have essentially no control.

**SWOT Analysis** is the most renowned tool for audit and analysis of the overall strategic position of the business and its environment. Its key purpose is to identify the strategies that will create a firm specific business model that will best align an organization's resources and capabilities to the requirements of the environment in which the firm operates.

In other words, it is the foundation for evaluating the internal potential and limitations and the probable/likely opportunities and threats from the external environment. It views all positive and negative factors inside and outside the firm that affect the success. A consistent study of the environment in which the firm operates helps in forecasting/predicting the changing trends and also helps in including them in the decision-making process of the organization.



An overview of the four factors (Strengths, Weaknesses, Opportunities and Threats) is given below-

1. **Strengths** - Strengths are the qualities that enable us to accomplish the organization's mission. These are the basis on which continued success can be made and continued/sustained.

Strengths can be either tangible or intangible. These are what you are well-versed in or what you have expertise in, the traits and qualities your employees possess (individually and as a team) and the distinct features that give your organization its consistency.

Strengths are the beneficial aspects of the organization or the capabilities of an organization, which includes human competencies, process capabilities, financial resources, products and services, customer goodwill and brand loyalty. Examples of organizational strengths are huge financial resources, broad product line, no debt, committed employees, etc.

2. **Weaknesses** - Weaknesses are the qualities that prevent us from accomplishing our mission and achieving our full potential. These weaknesses deteriorate influences on the organizational success and growth. Weaknesses are the factors which do not meet the standards we feel they should meet.

Weaknesses in an organization may be depreciating machinery, insufficient research and development facilities, narrow product range, poor decision-making, etc. Weaknesses are controllable. They must be minimized and eliminated. For instance - to overcome obsolete machinery, new machinery can be purchased. Other examples of organizational weaknesses are huge debts, high employee turnover, complex decision making process, narrow product range, large wastage of raw materials, etc.

3. **Opportunities** - Opportunities are presented by the environment within which our organization operates. These arise when an organization can take benefit of conditions in its environment to plan and execute strategies that enable it to become more profitable. Organizations can gain competitive advantage by making use of opportunities.

Organization should be careful and recognize the opportunities and grasp them whenever they arise. Selecting the targets that will best serve the clients while getting desired results is a difficult task. Opportunities may arise from market, competition, industry/government and technology. Increasing demand for telecommunications accompanied by deregulation is a great opportunity for new firms to enter telecom sector and compete with existing firms for revenue.

4. **Threats** - Threats arise when conditions in external environment jeopardize the reliability and profitability of the organization's business. They compound the vulnerability when they relate to the weaknesses. Threats are uncontrollable. When a threat comes, the stability and survival can be at stake. Examples of threats are - unrest among employees; ever changing technology; increasing competition leading to excess capacity, price wars and reducing industry profits; etc.

## **How to reach Krang Suri Waterfall**

Village : Near Am Larem village

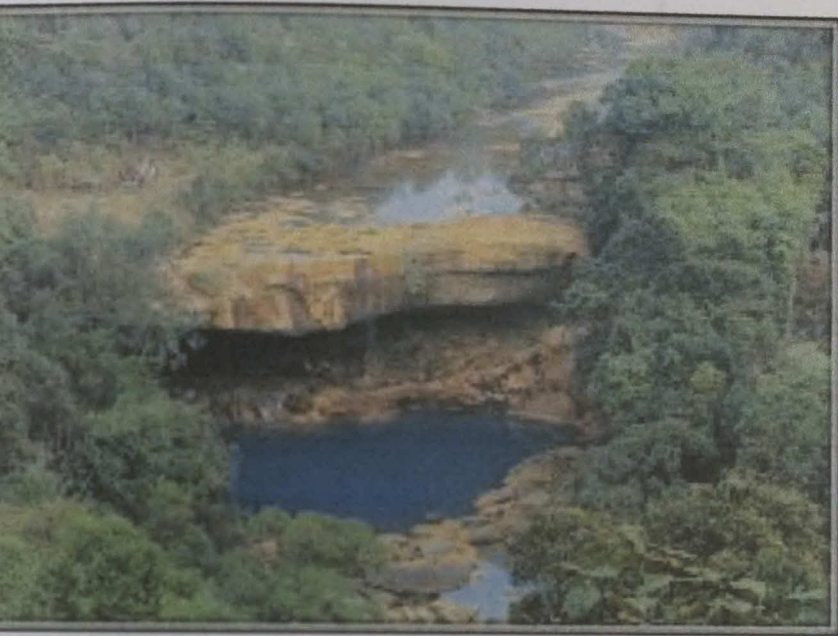
District : West Jaintia Hills

State : Meghalaya

From Guwahati to the waterfall is 189 kms using a cab through by pass of Mawryngkneng.

From Shillong to Krang Suri is approximately 70 kms.

From Jowai it is appromately 25 kms.



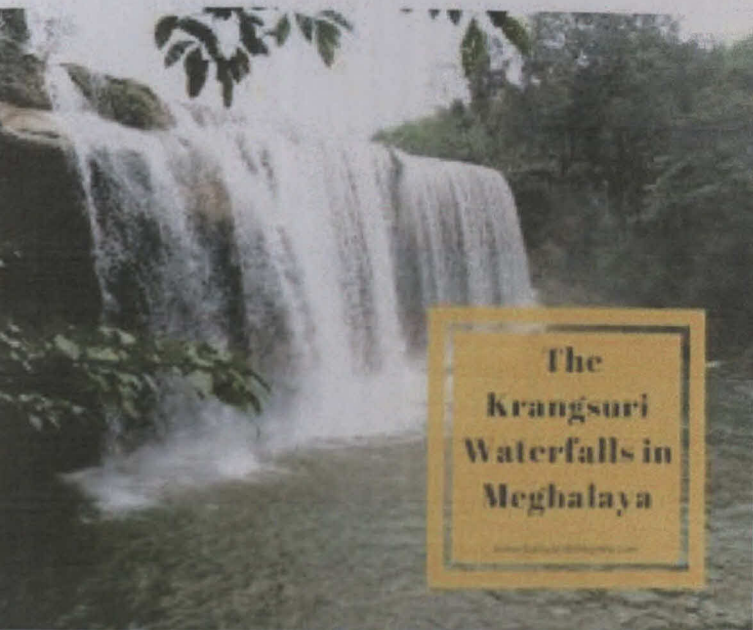
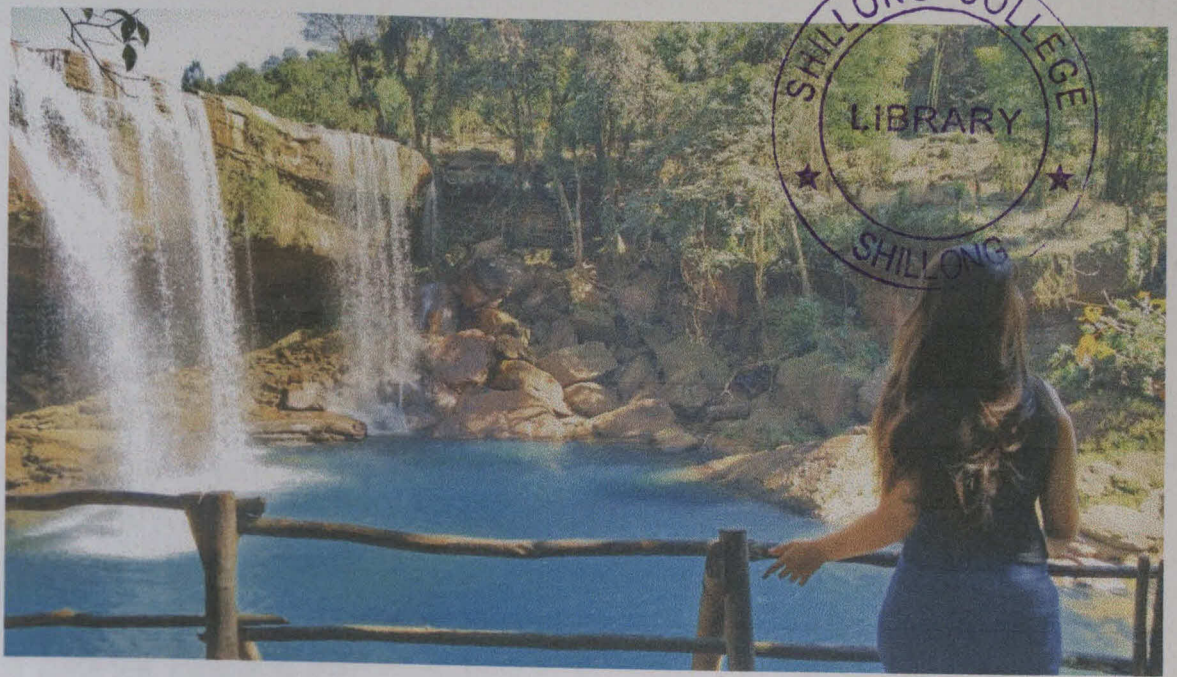


Photo credit: © Rishi Thakur

## Conclusion

It is the duty of every individual ,local and from afar to not dirty or pollute the natural beauty of the state during their visit and to protect and preserve the landscape in such a way so that we can enjoy the beauty of nature not just for the present generation but also for many generations to come which showcases the beauty of the state and increase the tourism and economy of the state.