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PROJECT WORK

ON

ENTREPRENEURSHIP

TOPIC-HOME STAY

TRAVEL GUEST

HOUSE

DONE BY

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ACKNOWLEDGEMENT

Firstly, I would like to thank our Principal of our college, Shillong College, Dr K. D. Ramsiej, to carry out the study to the best of my ability.

Secondly, I convey my sincere thanks to the Head of BBA Department Ms W.C.K Sohliya. Teachers of our department Sir P. Kipgen, Ms Aiba Diengdoh, Sir T. Tiewsoh and Ms Eva Diengdoh.

I take this privilege to express my heartiest and sincere gratitude to all the faculty members of the Department of Management for giving me an opportunity to do this project work.

I would also like to thank my Parents for giving me lots of time to do my project, and also my friends for giving their valuable time to help me.

Last but not the least, I express my great pleasure for being a student of SHILLONG COLLEGE.

THANK YOU

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1. INTRODUCTION



Tourism industries are the fastest growing industries and this business has a very big market in this present world. It creates a very large opportunities in the economic development of the State as well as the Country. Not only that, it provides very large opportunities to the local people living near by the tourist spots to make income for their livelihood and to show their talent to the outside people.

Home Stay is a popular form of hospitality and lodging whereby visitors sleep at the residence of a local of the city to which they are travelling. It is an integral part of a tourist's visit to the place and the services offered by them can make his/her visit memorable .With the aim of providing comfortable Home Stay Facilities and services to the tourists, and to supplement the availability of accommodation for their destinations. Ministry of Tourisms will classify fully operational rooms of Bed and Breakfast/ Home Stay Facilities as "Incredible India Bed Breakfast/ Home Stay Establishment."

Why I Choose SMIT HOME STAY? This home stay has chosen in Smit at Umphrup village because most of the natural resources available which can easily run business.

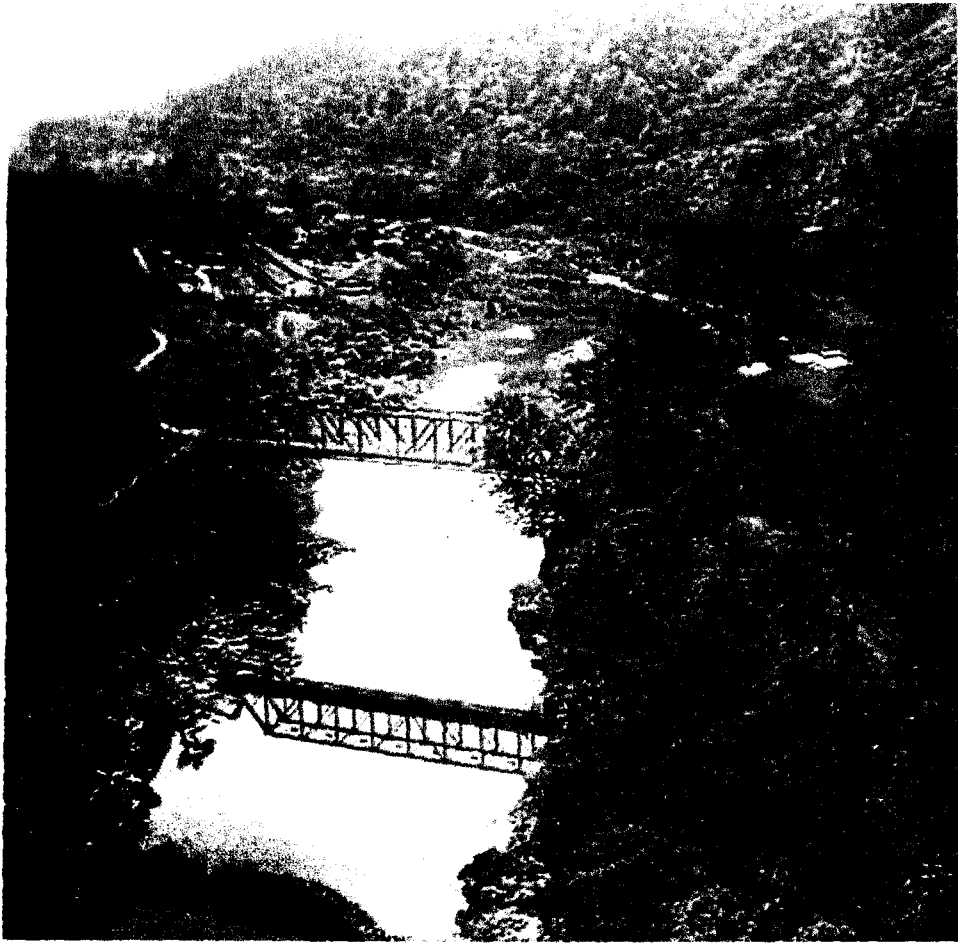
The home stay is made for the tourism those who want to stay overnight, relax themselves and feel the quietness, calmness of the place which make them to get free away from the bustling life of the cities. An overnight stay can be very enchanting with it serenity and totally isolated from human habitation exception for a few workers stationed here.





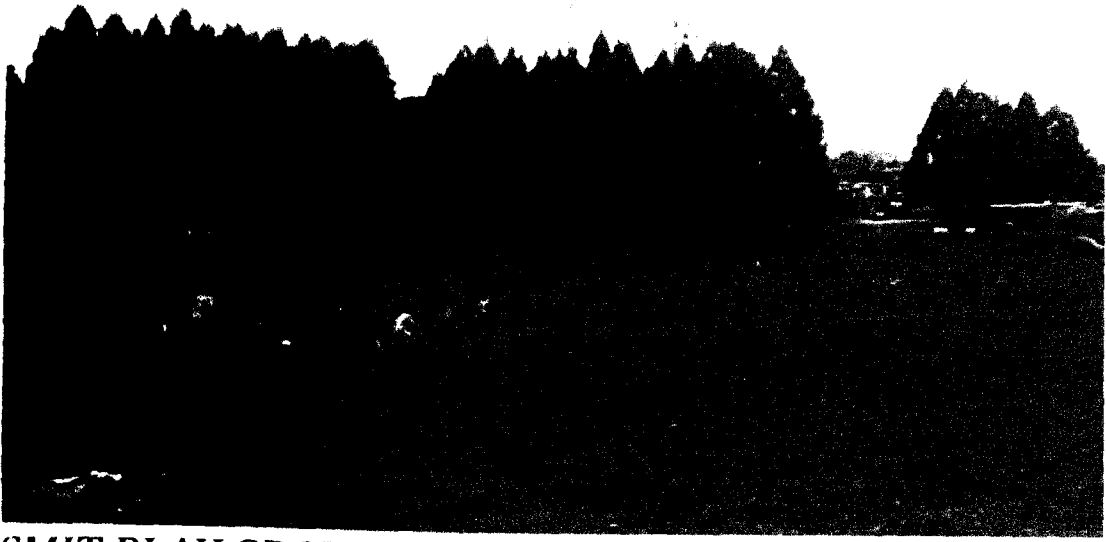
ABOUT SMIT :- My business is set on a beautiful Location in SMIT (VIL) UMPHRUP . King house is a place located in SMIT village and many tourisms they came to visit because it a place where a King live and the house also was constructed in a very different way that is not a cement or bricks but it is a house build by traditional things that is wooden the garden was not big but they plant big trees and many small grasses they plan in the ground it is eco-friendly because it is green, near King place at the back side there is a River called UMIEW people living in Umphrup they have to cross from that rivers along the bridge called JINGKIENG UMIEW. There is a place called KREM MARAI a cave were the QEEN PAHSYNTIEW used to lived there long time ago it is in NONGKREM. These place mostly attracted the tourist because people live in with traditionally cultures customs and beliefs its different from foreign/urban cities, because it is in the urban area.

JING KIENG UMI EW & RIVER





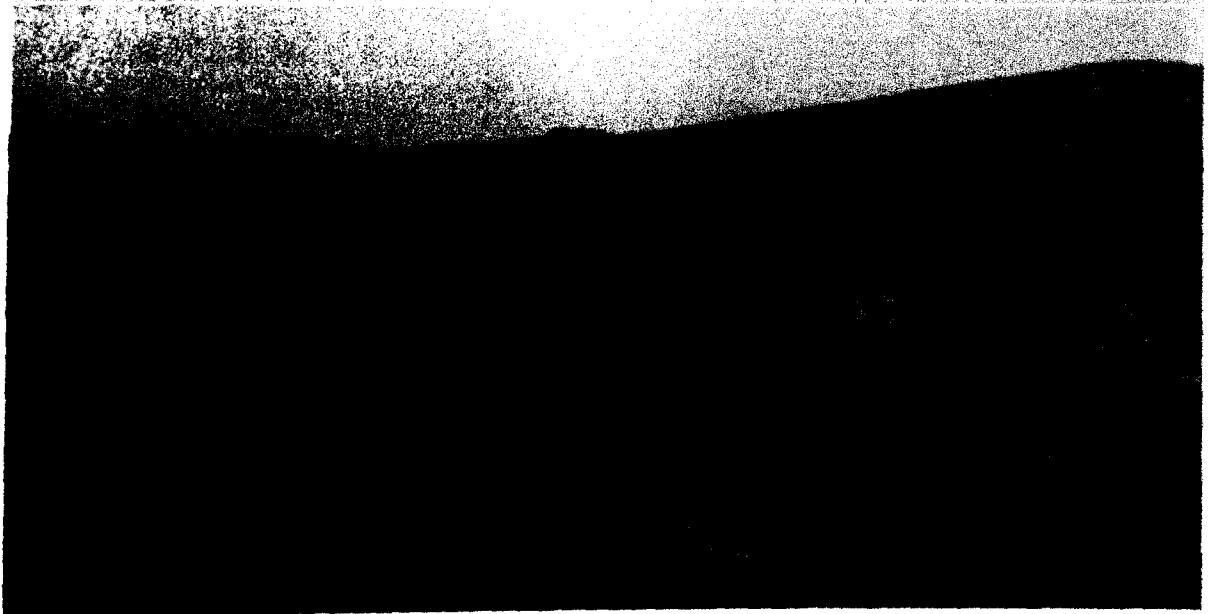
A farmer living at one of those hanging villages asked for a ride to Smit . He was going to the market to sell vegetables . For an explorer looking for a slice of rural life, Smit is the right place to un wind . Though it is just 11km from Shilong, the city culture hasn't diluted its traditions and originality, which is the soul of any place.



SMIT PLAY GROUND



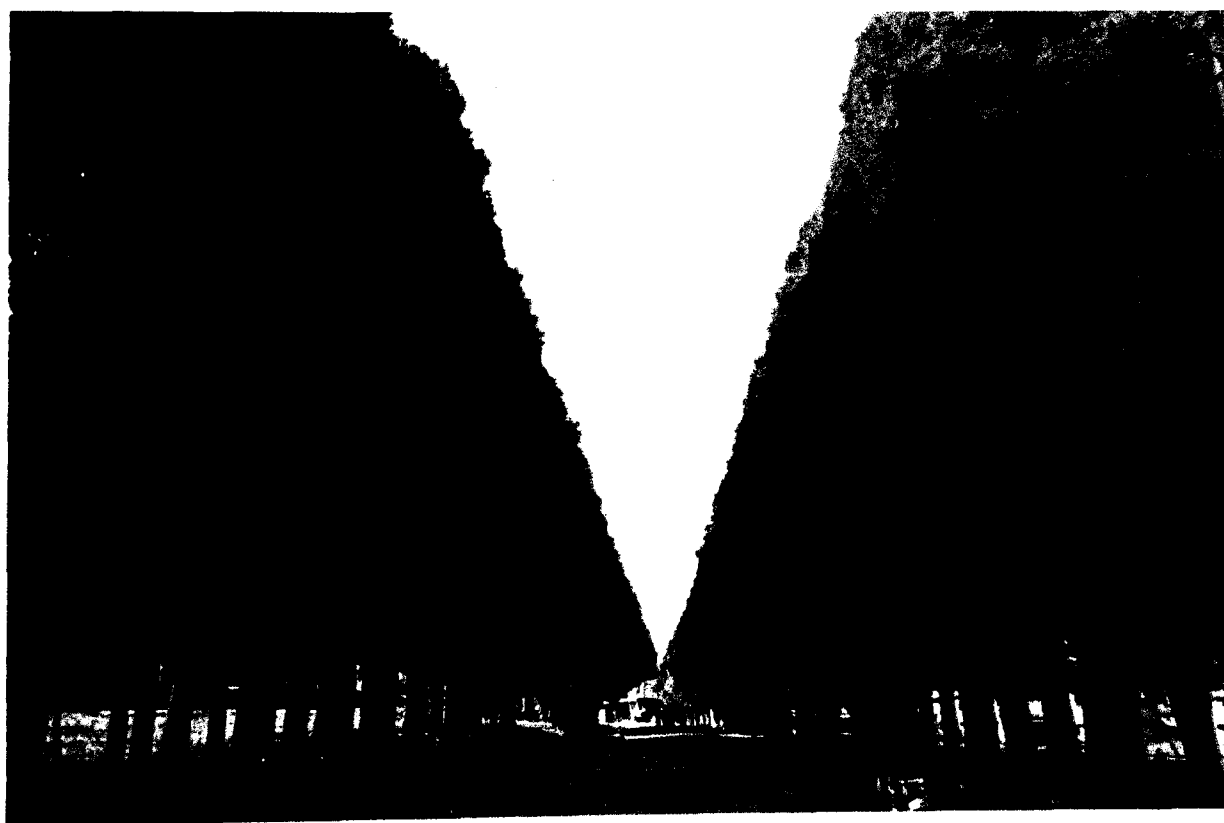
glenn.com



PLANTATION FIELD



One can sit on any of the local busses for an easy and refreshing ride from Shillong. The bus stopped in the middle of the village. If you walk a little further, a small road takes you to a river. Locals come here to wash clothes ,trucks stopped on its banks to load sand. It is also a nice spot for a picnic .Many people fishing in a community pond beside the rivers. When you think you had known everything there it is to know about a place, they grow up surprises at you. It was blissful to watch and get submerged in the daily ordeal of the villages. This is one think that makes travelling sa exciting.



WAY TO KING HOUSE

Smit is a very popular for the NONGKREM festival which is held in November each year. This festival is highlighted by performance of rich traditional dance and songs directed toward GODDES KA BLEI SHYN SHAR as a prayer for rich harvest. Though MEGHALAYA is a Christian state many people still practices their traditional religion and this festival is one important way of preserving their old traditions and beliefs. The NONGKREM dance is performed in front of the traditional wooden house built wit out any metal nails. The house is visited throughout the year and it exemplifies the traditional Khasi architecture. Other than that you wouldn't see any wooden houses. Wood is scare here. The village sits on a huge deposit of rocks and kaolin and their economy drivers as these.

Sprout of pine trees grows in patches along the vast plateau. The landscape is dominated by yellow and golden hue of withering plants and grasses. As we drove from Smit village to the plateau we could see small cottages scattered all along the road. No wonder, it is called 'Scotland of the east'.



PLACES OF INTEREST

ING SAD

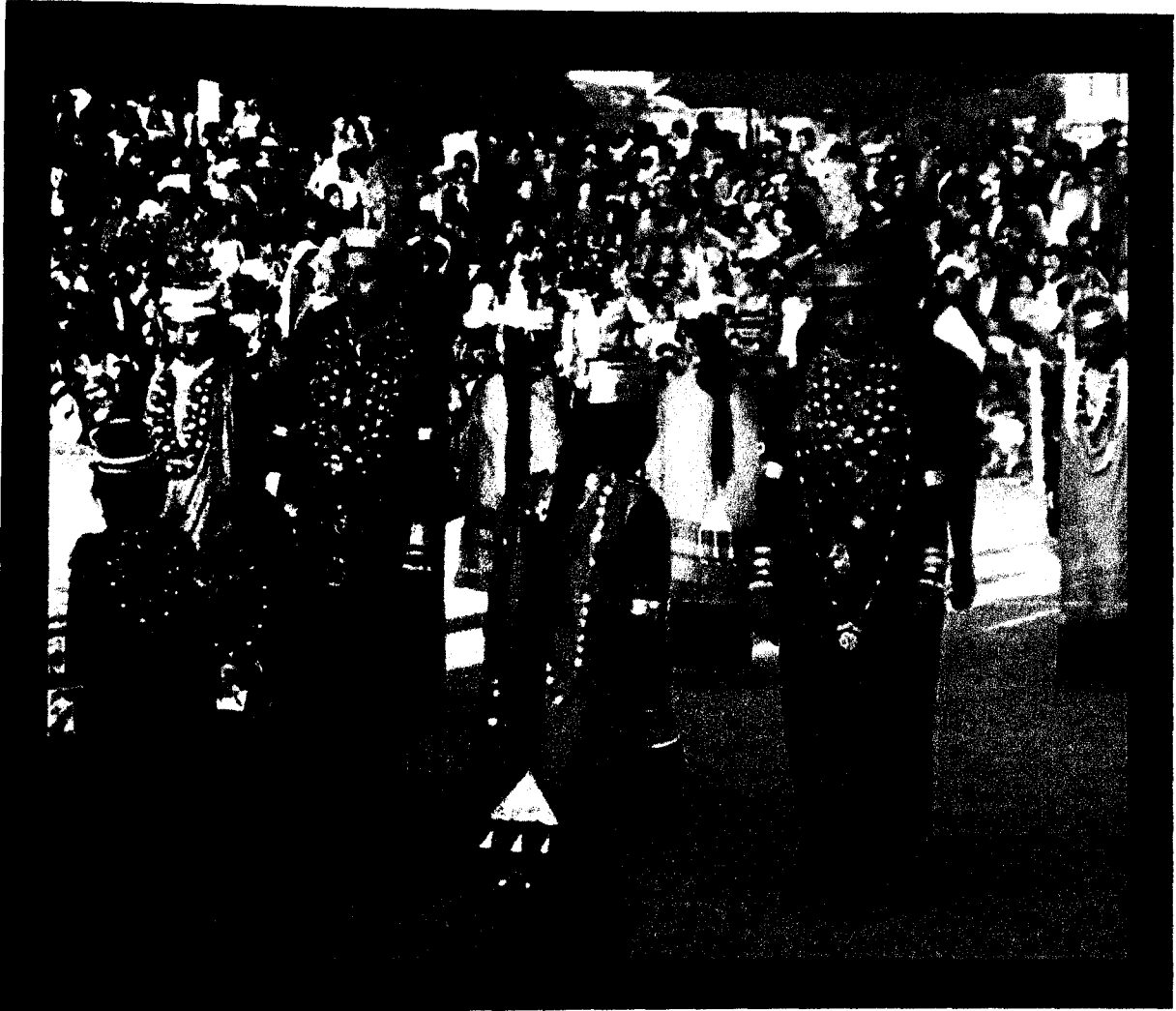


SMIT LOCATION EAST KHASI HILLS DISTRICT



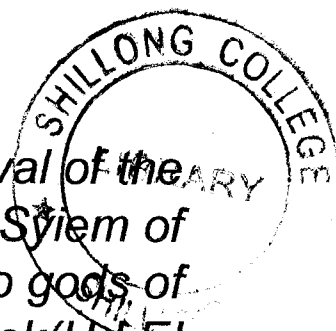
TRADITIONAL HOUSE IN NONGKREM

Just 17Kms South of Shillong in the traditional seat of Khasi culture. The Nongkrem dance, is performed in Smit during November. Close by in Nongkrem village there is one traditional house owned by the Lyngdoh, which his 100 years old.



SHAD NONGKREM (NONGKREM DANCE)

This religious dance of Meghalaya is usually celebrated in the month of November at the village of Smit, the capital of the KHYREM SYIEMSHIP.

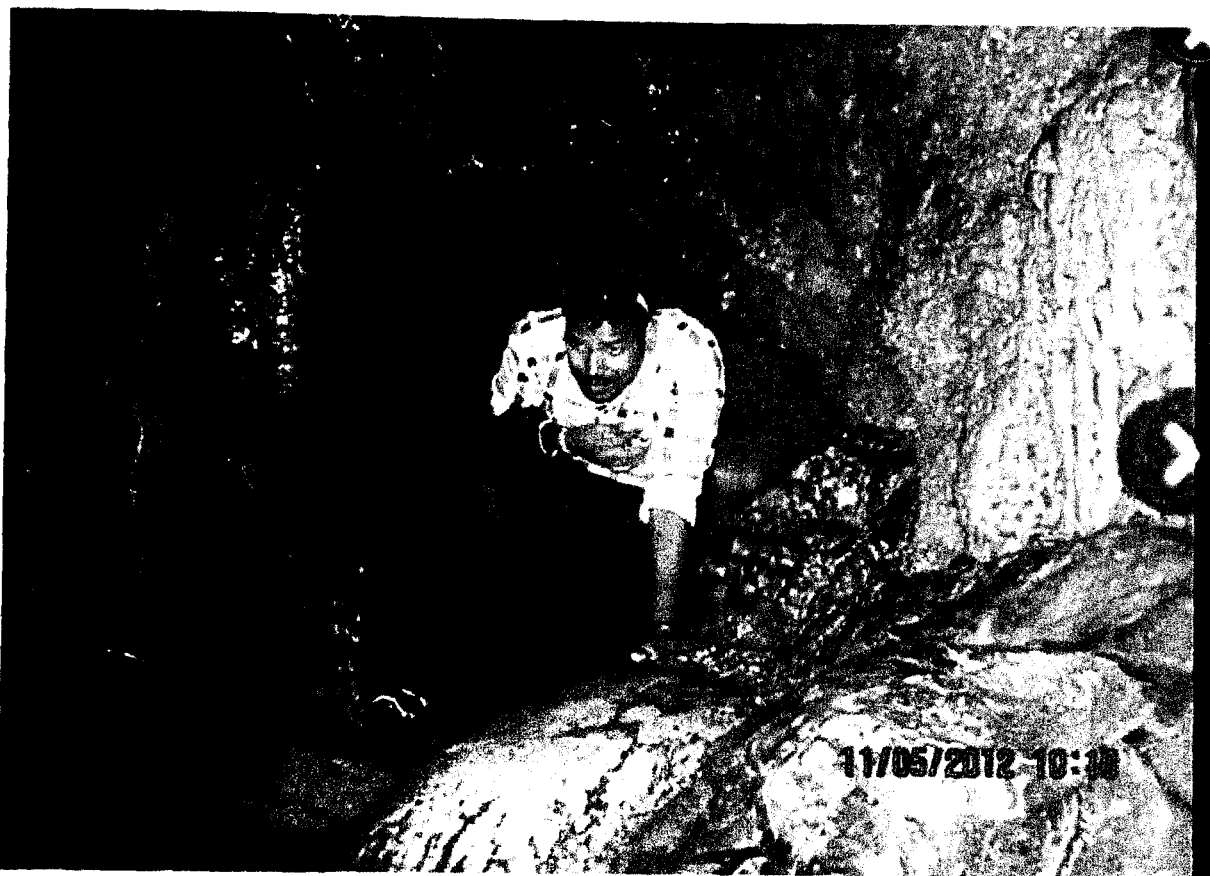


- *Shad Nongkrem is the most important festival of the Khasis. The ceremony is performed by the Syiem of Khyrem who sacrifices a cock to appease to gods of the ruling clan and the deity of Shillong peak(U LEI SHILLONG).*
- *The festival is also called 'Ka Pomblang' meaning decapitation of goats since they are sacrificed and offering made to the ancestors.*
- *The purpose of Nongkrem dance is to seek blessing of Goddess 'Ka Blei Synshar' for a huge agricultural yield and welfare of the people.*



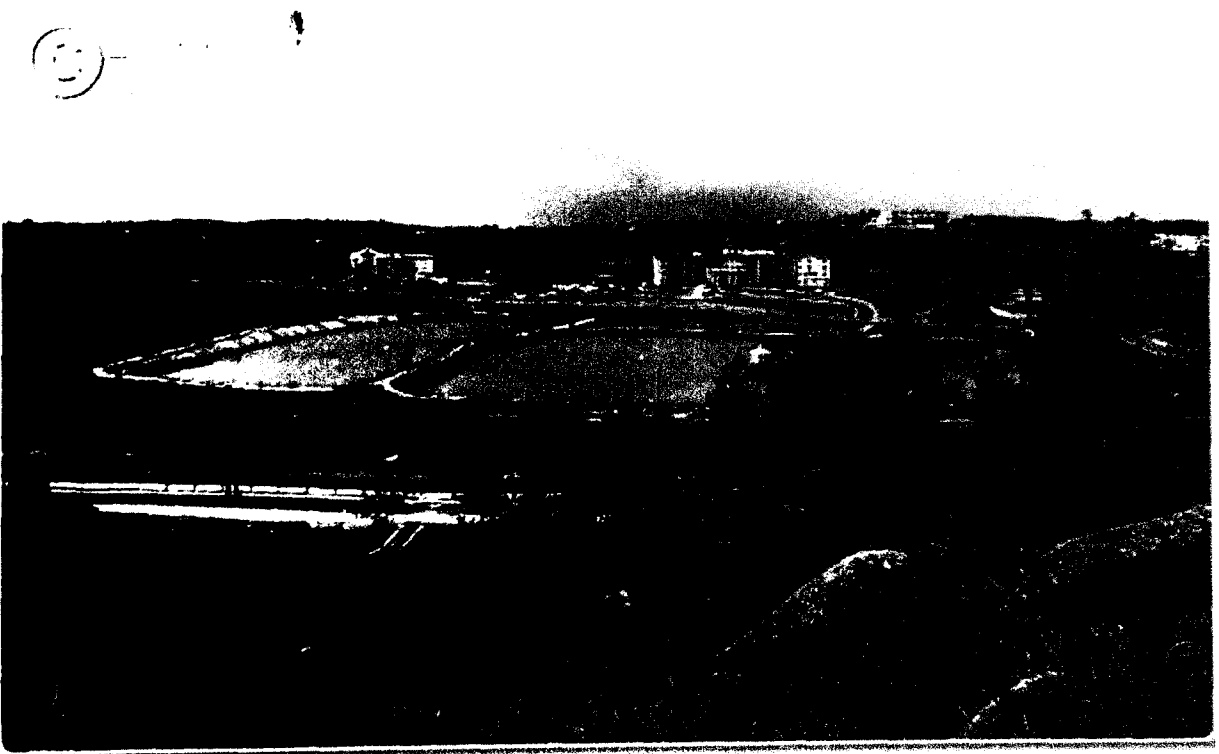
The dance is usually performed by unmarried girls and men, who in their most traditional and exotic attire partake. While the girls perform Ka Shad Kynthei in the inner circle of the arena, the men, with swords in their right hand and usually a white Yak hair in their left hand perform the Ka Shad Mastieh in the outer circle while changing beats of the drums and the pipes.

KREM MARAI CAVE



Krem marai about 16kms from Shillong, further on the top of the army Public School, is an intriguing cave. There is a steady climb amidst vegetation, rocks and cultivation land. The hill continues towards, forms part of Shillong Peak. The climb takes about 20 minutes, one way. A clear view of Shillong awaits you on side while the trolling lowlands, studded with buildings of the Assam Regimental Centre, may be seen from the other side. Folklore has the descendants of the Syiems (rulers) of the kingdoms of Myllem (Shillong side) and Khyrim (Nongkrem side) came from this cave. In a period, lost in time, shepherds once saw an exquisitely beautiful maiden there. When they reported the matter the village headmen of Nongkseh village, the story was

met with disbelief. Only one man u Sati Myllemngap , believed them and ventured to find out by himself. Going up the cave, he lured the fair maiden by offering her flowers. He brought her down to the village and named her 'Pah Syntiew' (lured by flowers). The Syiem clan in believed to have sprung from her womb. The locals revere this cave as the fair maiden was supposed to be the only daughter of the reigning deity of the sacred peak of Shillong, known as U 'Lei Shyllong'.



2. Strategic Over view

2.1. Mission

To facilitate cross-cultural exchanges and to provide foreigners with a safe place to call home and an inside experience of local life.

2.2. Vission

A more interconnected world, when people can truly experience real life in another country, and where more long-lasting genuine cross-cultural relationships can be formed.

2.3. OBJECTIVE

My Objectives is to;

- Ensure that host communities have developed a unique experience, and are obtaining a fair return for their services & investment.*
- Ensure that home stays contribute to conserving local cultural & natural heritage.*

- *Create a distinctive, authentic, reliable, tourist accommodation and experience home stay packages for visitors in the world's.*

AIMS

- *To develop the local area.*
- *To promote the area as a tourist place.*
- *To provide unique and exclusive services to the tourist .*
- *To make customer satisfied with the services and the products provided and would surely visit again in the future.*
- *To achieve customer loyalty.*
- *To provide self sufficient to the tourist that is to provide flooding and lodging from the Home Stay / Guest house himself.*

3. Environment Overview

3.1. SWOT Analysis (Strength, Weakness, Opportunities and Threat)

Internal Strength

- *It is a huge area which surrounded by the forest and good air condition.*
- *Provides a vehicle to the tourist to visit different part of tourist place and also provide transportation services for the tourist from Smit to Different places.*
- *We provide a self sufficient for those who are willing to stay and cook for themselves.*
- *Some activities which is not available in other park like fishing, dancing, singing and playing football.*
- *Good information through internet websites facebook tweeter email etc*
- *Meghalaya endowed with incredible natural beauty, has a unique blend of different mixture of tradition, culture, climate conditions, with attract the tourist.*
- *Smit home stay with quite environment, without any noise, pollution free surroundings, especially for people for fun and relaxation.*

- *Possession of pleasant weather in most months of the year.*

Internal Weakness

- *Lack of planning new ideas.*
- *Financial problem.*
- *Transportation problem that is road problem.*
- *Fewer tourist especially in the summer season.*
- *Some activities are change high price.*
- *It is located far from the cities.*
- *Lack of Government policies, plans and funding in the area.*
- *Lack of tourism infrastructures (such as road and sewages)*
- *Lack of skill labour; local people are illiterate and it may take time to developed.*
- *Lack of communication.*

External opportunities

- *Opportunities to promote home stay with the help of tourist department and UCO bank.*
- *It is because of the agriculture tourist which is easily to grow organic foods.*
- *A huge market for tourisms with comparatively less competitors and there is increasing number of tourist interested to visit the beautiful landscape of Meghalaya.*
- *Opportunities for the local people from the locality.*
- *The opportunities is the field of agriculture which will provide fresh and healthy food from the home stay itself.*

External Threats

- *The rise in price of activities.*
- *The temperature changes it may be hot, cold but its very nice during winter season.*
- *Because of lack skill of human resource.*

3.2. PEST Analysis(Political, Economics, and Technology



Political Environment

- *Permission from both Dorbar Shnong and the State Government.*
- *Government scheme such as Meghalaya Tourist Development and Investment promotion scheme 2012.*
- *Home stay falls on the tourist department. Therefore we have to follow the order of the Government and we have to follow the rules and regulation provided by the government of Meghalaya.*
- *It is very important to cooperate with the government for they provide security and safety for example, in road scheme is supported by the government.*

Social Environment

- *Protection of an environment is an important role of the home stay. To avoid deforestation, air pollution, water pollution is the most important step to keep the environment clean and green.*

- *In relation to economic growth ,faces a lot of problem how to balance income as there is no tourisms coming here every day.*

Social Environment

- *Life style; people here are very simple , therefore we need more modernization improvement.*
- *Attitudes towards tourist; people here are well respect towards the tourist from different states. They used to help tourist but they are poor language especially the outsider because most of them are illiterate.*
- *Safety for tourist; the place is safe to all tourists. There is no place which is dangerous and there is no effect the tourists, only the road condition are quiet bad.*
- *Language; the popular language most of the people use to talk is Khasi and very few people know Hindi and English very well.*

4. Marketing Plan

STP (Segmentation, Targeting, Positioning)

4.1. Segmentation

Under segmentation, the market will be segmented according to the geographic, demographic, psychographic and behavioural segmentation.

- *Geographic segmentation; the market is divided into different geographical units such as nations, state and region. Therefore, tourists located in the hilly area which is surrounded by the forest, will attract tourists which are not in the hilly area.*

- *Demographic segmentation; demographic segmentation is divided into various groups of segmentation such as age, gender, and income.*
 - a) *Age – based on age, tourists are segmented mostly at the age group of 12 to 60 years old.*
 - b) *Income- based on income, tourists are segmented both the highest and the lowest income but it depends on the demand of the people.*
 - c) *Gender- based on gender, it is segmented both male and female.*

- *Psychographic segmentation; psychographic segmentation divides the market into groups based on lifestyle and personality characteristics.*

a) *Lifestyle- I will provide some activities which create more interest for the young people they are likely to post picture.*

b) *Personal characteristic- food items home stay and different activities which depend on the demand of the individual required in different price.*

- *Behavioural segmentation; it is the useful way to segmented market as it is based on consumer knowledge, attitude towards respond for the product and use for. We mostly segment during winter season because tourism/ visitors are likely to buy the products at this time and also are willing to spend time with their family during winter holidays.*

4.2.Targeting

My business is to target most of the tourist place is targeted mainly for tourist family and youth. It is also different age people both men and women.



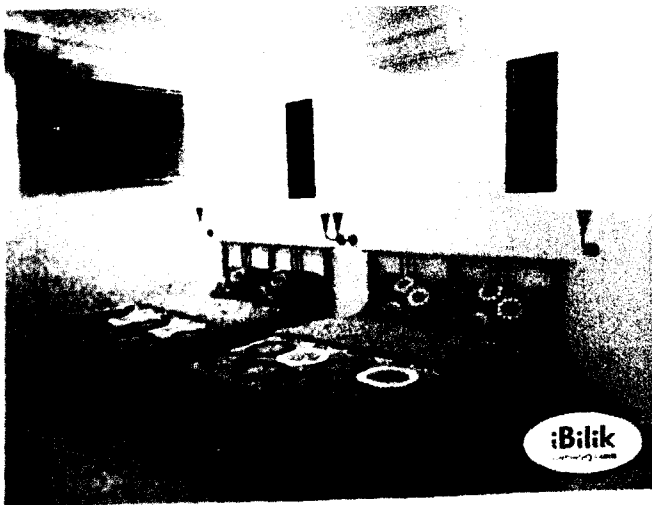
4.3. Positioning

Positioning is the mental image or picture that a service provider would have for itself in consumers mind. The positioning of our plan is to provide people home stay so that they can spend whole day on the beautiful place created by nature.

4.4. Marketing mix

1. Product/ service

Home stay is located in Smit which is far from the cities so that the people will come and relax, employees from the locality who are experience to provide the service to the customer i.e; tourist. The staff guide the tourist to unique places of interest which are situated not far from the home stay. The home stay have two bedrooms and a kitchen which can accommodate 8 persons maximum.



2 .Price

The home stay room are available for rent @ Rs 1,500 a night.

Camping @ Rs 300 per head per night along with sleeping bag.

Picnic spot @ Rs 150 per party with cooking utensils and plates etc.

Fishing @ Rs 200per fishing rod.

3. Place

Smit home stay is far a Town or City far from Shillong so that the people can come and see new things to refresh their minds. They also chose this kind of place because of its peaceful environment.

4. Promotion

Smit home stay use internet and facebook . Our websites is www.smit home stay. Com. It relatively new and still in the early stages of setting things up.

5.People

Smit travel guest house and home stay the employees are from local people to guide the local tourist/foreign

tourist. They are able to speak in languages according to the convenience of the customers specially in English, Hindi and Khasi . The staff will be accompany the tourist in various activities and places of interest near home stay.

6. Physical Evidence

The Home Stay are arrange with modern amenities. They have a restaurant. Food can be ordered and served from the restaurant. The surrounding of home stay is filled with natural beauties , park to walk around and fresh air for experiencing very calm and relax environment.



5. Resource Management

Organisation

1. The staff should be in uniform, well groomed and properly trained. The number of workers should be proportionate to the capacity of the unit in all services provided. The staffs should be trained local residents specialised in the respected fields of operation. The staff should be hospitable and capable to effectively respond to Tourist requirements and should have a fair idea of the places of tourist interested in the State.

1. Crockery of services should be of standard hotel glass ware. The food and beverage services should be clean and hygienic with proper dish washing areas and storage facilities.

2. Front desk staff should be well versed in English and other regional languages to communicate with tourists from different regions of the country and abroad. The front office should be equipped to ensure the availability of information on places of tourist interest ,conducted tours, fairs &festivals etc which would be essential for tourist.

3. *A comprehensive list of Do's and Dont's should be displayed in all prominent areas and guest compliance to be politely requested for. These Do's & Dont's should be as per the requirement of the location and type of facility created.*
4. *At least one electricians, plumber, sweeper, etc to be available for general service and maintenance on a 24hours basis. This is to look after the immediate essential services not being disrupted in case of emergencies affecting the comfort of the tourist during their period of stay.*
5. *Power back up system is to be provided in the entire facility provide uninterrupted power supply for all the appliances in the facility. This is essential to overcome any power failure especially in rural areas.*
7. *Cleanliness of restrooms with required toiletries is to be maintained for the facility. The requirement of water for the facility is to be assessed and accordingly arrangement for the same is to be ensured to the facility. This would enable the facility to be kept clean and hygiene.*
8. *Provisions of solid waste management with incinerators and rain water harvesting should be part of the project.*

9. Providing of well lit, dedicated visitors visitor areas is to be provided in the facility for parking of tourist vehicles . These areas should be paved and fenced to suit the type of facility. These area should have security to ensure safety of the vehicles.

FOR YOUR SAFETY AND SECURITY

Surveillance cameras all around the property and car parking, linked to security company and 24 hours staff available to secure your stay with us.

Human Resource Strategy

- Room are cleaned daily, fully trained staff.
- Well maintained and well equipped house ad guest rooms with quality tiles or marble flooring, furniture fittings etc, in keeping with traditional lifestyle.
- Sufficient parking with adequate road width.
- **GUEST ROOM:** minimum one lettable room and 5 maximum rooms should be clean, airy, pest free, without dampness and with outside window/ventilation.
- Comfortable bed with good quality design.

- *Attached private bathrooms with every room along with toiletries.*
- *24hours running hot & cold water with proper sewerage connections*
- *Water saving taps/shower*
- *Well maintained smoke free, clean, hygienic, pest free kitchen.*
- *Dinning area serving traditional Indian/ Khasi Food.*
- *Good quality cutlery and crockery.*
- *Internet connection, telephone with extension facility in the room.*
- *Wardrobe with at least 5 clothes hangers in the guest room.*
- *Shelves or drawer space in the guest rooms.*

- *Complimentary aquaguards /RO /mineral water.*
- *Good quality chairs, table and other necessary furniture.*
- *Garbage disposal facilities.*
- *Name address and telephone number of doctors.*
- *Left luggage facilities, assistance with luggage on request.*
- *Safekeeping facilities in the room.*
- *Smoke/ heat detectors.*
- *Security guard facilities.*
- *Maintenance of registration for guest check in and check-out records including EPIC, PAN CARD, Name email ID ,and passport details in case of foreign tourists.*

6. Business Strategy

- 1. List of marketing goals.*
- 2. Tactics we'll use.*
- 3. Begin with the snapshots of the company's current situation called a "Situation Analysis."*
- 4. Describe our target audience.*
- 5. Set our marketing budget.*

The first defines our company and its products or services, then shows how the benefit we provide apart from our competition.

Target audience have become extremely specialized and segmented, positioning our product or services competitively requires and understanding of our niche market. Not only do we need to be able to describe what our market, but we must also have to understanding of what our guest wants and can be able to show our product or service provides a better value. We make hospitality partnership and long-term relationships. We also strive also strive for win-win situations in all that we do, such as by facilitating mutually beneficial experience for both hosts& guest.

Strategies

- *Naturally lifestyle is one of the main strategies to attract more customers*
- *Provided 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 from our websites.*

7. Financial Plan

Financial Assistance Available From Banks UCO Bank For Developing Farm /Home Stay:

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 integrating rural development.

Bank loan is one of the important instruments of the farm or home stay where the person incharge of this 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 great house and to make other development are consider under bank loan.

COST OF THE PROJECT

<i>PARTICULAR</i>	<i>AMOUNT</i>
<i>Building cost</i>	<i>10.00</i>
<i>Plant & Equipment</i>	
<i>(Kitchen equipment, cutlery & Crockery)</i>	<i>3.50</i>
<i>Start up expenses etc</i>	<i>2.50</i>
<i>Contingency provision</i>	<u><i>0.50</i></u>
Total	16.00

MEANS OF FINANCE

<i>Entrepreneurs contribution (2%)</i>	<i>0.32</i>
<i>Term loan</i>	<i>10.88</i>
<i>Assistance</i>	<u><i>4.80</i></u>
Total	16.00

- *The time for construction is considered at 12(twelve) months.*
- *The rate for construction considered is Rs 16666.00 per sqm.*

*Breakup of rate construction considered
rate of building*

- Rs-13532/-

Plastic paint to interior an

Marble flooring

-Rs856/-

Wooden Construction doors and windows

-Rs827/-

Weather shield exterior wall finish

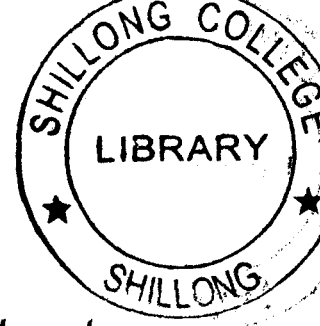
-Rs100/-

Modern bathroom fittings

Rs1351/-

Rs16666/-

8. CONCLUSION



Although my Home Stay Travel Guest House is located very far from Cities but it can run its own business successfully with the growth rate of more and more from one year to another year and also gives an opportunity to local people for getting a chance to work as an employee especially to the poor people for their survival. I wish that this business 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 is to provide a sufficient place, security and everything from the place itself. Trying to create a city in the middle of the forest which is an isolated area one can feel the fresh air coupled with the beautiful surrounding is the best to get away from the bustle of the city life. The location that nature offers will give you the relaxation you would need. My business will fill the empty place of many tourists and get a better life before they go back to their home town.