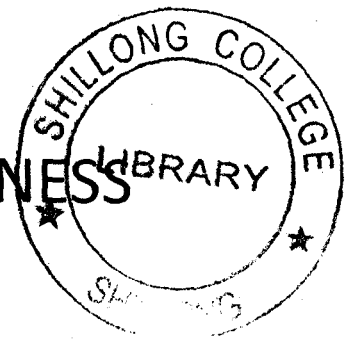


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# PROJECT ON NEWLY START- UP BUSINESS

ON

“TEA FARMING”

Submitted in partial fulfilment of the requirement for the award of  
the degree of BACHELOR OF BUSINESS ADMINISTRATION [BBA]

North Eastern Hills University



Submitted by: Wilbok Marngar

Roll no: B1500012

Registration no: 15000042

Shillong College

Meghalaya

Shillong 2017-2018

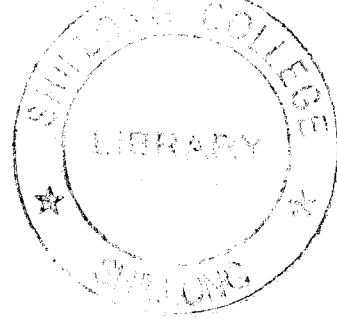
# METHODOLOGY

Both Primary and Secondary Data collection are included.

Primary data collected through research and study and also through my own experience.

Secondary data collected through internet by using Google.

# DECLARATION



I, hereby declare that this particular business plan on Tourism Industry has been prepared by me under of Smt. Wandabha C.K Sohliya, Head of Department BBA course of Shillong College, in partial fulfilment of the requirement of BBA course in this college.

# ACKNOWLEDGEMENT

First and foremost I thank God for helping me and give me a healthy body to do my project work without any disturbing and help me to face many challenges

Secondly, I offer my gratitude to our principal DR K.D Ramsiej and my teacher Miss Wandabha C.k sohliya for giving this opportunities in doing the business plan that helped a lot for me to came to know about so many things and I am really thankful to them.

Thirdly I would also like to thank my parent who support me in doing this business plan and all to my friends for all their support and encouraged me with their suggestion for improvement of my new business plan

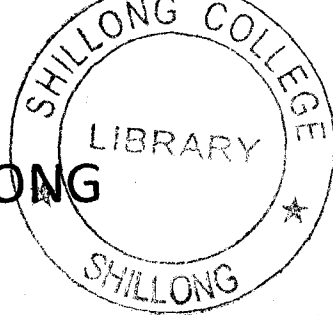
# PREFACE

This project is based on newly setting of farming which is provided good tea to the customer and this farming is called W.M tea farming. The main purposed of this business is to have a strong relationships with the customer or tourism who came and visit my tourism so that they aware their friends also, to visited my tourism industry by doing this project work it help me to improved my knowledge and skills and how to manage and set up my owned business as a tourism industry, I have try to highlight and put all the possible information as much as I can about the subject. This project is based solely on my opinion , thinking and perception and may not be in the real figure fact and procedure. Therefore suggestion for improvement are most welcome.

# Purpose of business plan

The business plan has been prepared to help direct success of the new project through developing proper strategies that will enhance smooth running of a business or operation of the business.

# NORTH EASTERN HILL UNIVERSITY, SHILLONG



This is to certify that this is a bonafide record done by Mr Wilbok Marngar, a Six Semester of BBA student of shillong college, shillong.

University Roll No: B1500012

Staff In-Charge

Registration No:

Internal Examiner:

External Examiner

Placed: Shillong

Date: 28-03-2018

# INTRODUCTION OF ENTREPRENEUR

Name of Entrepreneur: Wilbok Marngar

Address of Entrepreneur: Mawten Village P.o Mawkyrwat, South West Khasi Hills  
District, Meghalaya -793114

Date of birth: 15/11/1996

Marital status: *unmarried*

Type of plan/work/business: Tourism

Placed: owned

## Educational Qualification

CLASS	SCHOOL/COLLEGE	BOARD/UNIVERSITY	YEAR OF PASSING
SSLC	NHSSM	MBOSE	2013
HSSLC	SYNOD COLLEGE	MBOSE	2015



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# INTRODUCTION

Meghalaya is one of the most tourism states in India and nearly seventy thousand tourists visit our state every year.

In Meghalaya there are many tourism places which are visited by foreign people or by the people from other states namely, Nohkalikai, Krangsuri, Hotspring, Kshaid dain thlen, Nongkhnum, Mawlongbna, Krem pubon, Khoh ramhah, Symper, Kyllang, Ward lake, Shillong peak, Elephant fall etc.

# DEFINITION OF TOURISM

The world tourism organisation defines tourism as people who travelling to and staying in place outside their usual environment for not more than one consecutive year for leisure business or other purposes.

## OBJECTIVES AND AIMS OF TOURISM:

- To promote responsible and community based tourism so that local communities can enjoy increased socio economic benefits and improved environment.
- To develop tourism with dignity, respect and nature local culture so that they enrich the tourism experience and build pride and confidence among local communities.
- To Minimize negative social economic and environmental impact of mass tourism and promote tourism which is sustainable.

- To foster the development of community base tourism product by providing marketing, training, financial, and mentoring support.
- To preserve and enhance local culture, art, handicraft, monument and other nature man made tourist resources.
- To promote and ensure the respect and dignity of people in tourism, marketing and promotion of tourism.
- To create and promote form of tourism that provide healthy interaction opportunities for tourists and increase better understanding of different cultures custom, lifestyle, traditional knowledge and believe.
- To provide tourists with authentic, educational and quality experience e.g by creating opportunities for them to interact with local as and unstructured, spontaneous manner [e.g through sport activities, visit to local schools/institutions/organisation and participation in local festival and events etc.
- To involve local communities in stages responsible tourism development i.e planning decision - making and implementation of tourism development activities in their region so that the tourism is in harmony with the priority of local communities.

- To encourage practice participation and involvement by all stakeholders including government services, private sector, tourism organisation local communities, NGOs, youth club etc at all stages of tourism life cycle.
- To conduct research on different aspect of responsibility and community - based tourism.



# PROJECT SUMMARY

Name of the unit?

W.M Tea Farming is the name of the unit.

Address of the unit?

Mawten village, 2km away from Mawkyrwat, South West Khasi Hills District –  
Meghalaya.

Nature of the unit?

Proprietorship

Name of the Proprietor?

Wilbok Marngar is the name of the proprietor.

Address of the Proprietor?

Mawten village

# OBJECTIVES OF UNIT

To provide good qualities and services to the customers.

- To create relationship with the customers.
  
- To spread the production of tea to the whole of Northeast
  
- It create employment to the people of that areas and nearby areas.



# VISION OF TEA FARMING

- I want my business to grow-up year after year in supplying tea.
- To become a chief producer of tea in Meghalaya, as they are lesser who producing in Meghalaya.

# MISSION OF TEA FARMING

- To work hard in order to develop and improve tea farming in Meghalaya.
- Competence and innovation in Tea plantation.



# ITEMS NEEDED TO START THE BUSINESS

- Knife and scissor: Knife and scissor are very important tools because in order to cut the tea plant we need knife and scissor.
- Water pump: In the farming cultivation, we need water to irrigate the tea plant in order to survive. So, for that we need water pump to drill water.
- Plastics: We need plastics how to package the tea in order to market it.
- Fertilizer: Each plant whether vegetables, fruits, flowers are needed fertilizer in order to grow-up. Same here also, tea plant needs fertilizer too.
- Pipe: Pipe are needed while irrigate the tea plant.



➤ Wire: Wire is important while drilling water by water pump. Water pump is working through connecting with the electricity, without wire electricity is not possible. Therefore, wire is needed.

➤ Manure: Manure is one of the important thing, while cultivated something.

# EXECUTIVE SUMMARY

Tea Farming is farming of tea, which located in Mawten Village, 2km away from Mawkyrwat South West Khasi Hills District, Meghalaya-793114. This business will be Sole proprietorship.

The fact that there are less tourism industry within our district as well as in the state. By looking at the demand of the people for the tourism place. So I start my own business 'TEA FARMING', as I have seen that there is no tea farming in this area.

The purpose for started this farming was to provide and distribute a variety of good tea and to supply to the retailer, wholesaler of that area and to the whole state of Meghalaya and to other state as well, and at the same time this farming is like a tourism place because it providing good services to the visitors. The vision of this industry is to create relationship with the visitors, to become a chief producer of tea, the mission of this industry is to work hard and developed of tea farming in Meghalaya.

# DESCRIPTION OF BUSINESS PLAN

Tea Farming is an agricultural farming registered under Agricultural Department as well as in a Tourism Department, Government of Meghalaya. It is a sole proprietorship tourism industry which is located at Mawten village, 2km away from Mawkyrwat, South West Khasi Hills District-Meghalaya. This business has been proposed to be open-up by last week of May,2018

The objectives of setting up this project is to immerse considering the fact as it is very less tourism place within our District as well as in our State. From my side, a tourism place is one of the business which will be increasing highly demand for the visitor within our State as well as outside Meghalaya. On top of that, a tourism place like Agricultural Farming, Park, etc will have limited place or area for the competitors to set-up a tourism place in later future which cover a large area, with rapid increase in population, there will be no chance or no place to propose any tourism spot. Therefore, with of population, the demand for a tourism spot will be highly for the people to spend their time leisure and so on.

## TYPE OF TEA

- Green Tea.
- Herbal Tea.
- Black Tea.

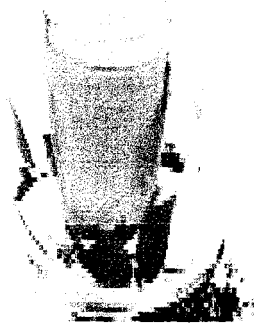
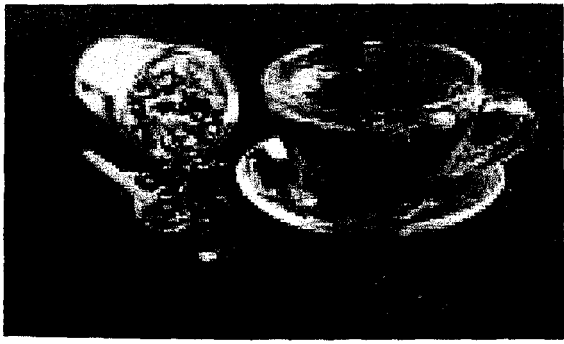
**Green Tea:** Green tea is a tea made from tea leaves that have been steamed and dried quickly.

The definition of green tea in its simplest and most generalised form is a tea that is made up of leaves that were prevented from oxidizing, shaped and then dried.

**Black Tea:** Black Tea is a tea without milk, the tea of the most usual type, that is fully fermented before drying.

Black Tea is a type of tea that is more oxidized than green and white teas. Black tea is generally stronger in flavour than the less oxidized teas.

**Herbal Tea:** Herbal tea is made by steeping the flowers, leaves, seeds, roots, stems, and petals of a multitude of plants and flowers. The herbal teas come in hundreds of different varieties, some common and others that are more obscure, and depending on your area of the world, different type will be widely available.



# PROCESS/STAGES OF TEA FARMING

## ➤ Step-1: Setting-up of the objectives:

The first step or stages of Tea Farming is to setting – up the objectives of Farming. All the Business or Firm has its own objective or goal in order to achieve or improve their business. Any business or firm without objective or goal is not possible. My objectives and goal here is to know that in which season does the tea plant is good to cultivate.

## ➤ Step-2: Collecting raw materials:

The second step of Tea Farming is, in order to start the business, we need raw material such as

## ➤ Step-3: Implementation of the business:

After collecting all the raw materials which is required for the business the next step is to start cultivating of tea farming.

➤ Step-4: Selecting best market place: The next steps or stages of Tea Farming is to select the best market place, final product will be produce in Mawkyrwat itself and then send to different places, states, countries to market it.

## ➤ Step-5: Follow up:

The final step or stages of tea farming is follow up, tea farming must be continuous process. So, if final goods and services are already sold to the different market, then the production department start to cultivate again of tea so that it get always green agriculture, green agriculture create a biggest tourism.



# OTHER CONSTRUCTION

Apart of tea farming, I plan to construct a small tea shop which nearby the tea farming.

First and foremost, I plan to cultivate Tea farming as a tourism place, as Meghalaya is one of the state which become the richest tourism place as we compare to other state. In order to developed and improved my business as a tourism place so I construct a small tea shop which meant to the visitor or tourists who visited my business.

# ITEMS NEEDED IN SMALL TEA SHOP

- **Container/Utensil:** Container or Utensil are very needed while establishing a small tea shop. This container or utensil are kettle, cup, spoon, plate etc.
- **Water:** Every shop whether big or small is require for prepared tea, it may be red tea or milk tea.
- **Sugar:** Every tea shop is needed sugar in order to get good taste with the tea.
- **Desk:** Every tea shop having desk , desk is meant for the customers who taking teathe desk while taking tea.
- **Charcoal/Wood:** Charcoal and wood is require for cooking tea.
- **Table:** Table is require for keeping something like cup of tea, plate rice etc

# Market potential

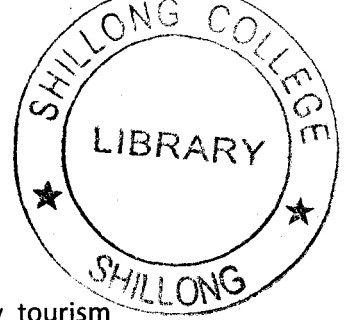
Meghalaya also offers many adventure tourism opportunities in the form of mountaineering, rock climbing trekking ,hiking, caving, and water sports.

Apart from this, from this the state offer of tourism spot like hot spring which is located in south west khasi hills district Meghalaya 5 km away from mawkyrwat. Many tourist from state itself as well as from outside state /county usually visited to the place.

So, I am very sure to say that within our district there are very less tourism industry to visit by the people from other state to spend their holidays and time leisure.

With the rapid increased of the population so I decide to start a new business [tea farming] as a tourism industry with in south west khasi hills district.

# Industry overview



Here, its fully explain the industry tourism of tea farming. I will start my tourism industry in my owned land with the area of 1 acre which located in Mawten village 2 kilometre away from Mawkyrwat south west khasi hills district Meghalaya -793114.

W.M industry tourism has a total number of twenty employees that is two security guard 14 workers [including 4 workers in small tea shop] and 4 cleaners.

Shri wilbok marngar is the owner of this particular industry at the same time as manager.

This particular tourism industry provided recreational place for enjoyment to the tourism or visitor, because they enjoy to see by their eyes like this type of industry.

In Meghalaya there were shortage of agricultural industry like tea farming horticulture, floriculture etc.

# SWOT ANALYSIS

## Strength:

- Tourism appeal
- Entertainment
- No tea farming in that area or nearby area.

## Weakness:

- Lack finance
- Lack of experience

## Opportunity:

- Chances to export to other state or countries
- Create jobs or employment

## Threats:

- There is a competitors of tea farming from other firm also
- Climate change

# PORTER'S FIVE FORCES MODELS

- **Supplier Power-** The Business is equipped with a strong supplier power of Tea with the people from rural area and local market. The Business is able to get good tea and retail price of tea constantly.
- **Threat of New Entrants-** There is always the threat of new entrant and competitors in the market. In order to maintain a strong and solid state of the business, the business is preparing back-up plan which will help them with this situation.
- **Buying Power-** The buying power of the customer needed to be analysed from time to time. The business try to win the customer by providing them product which are within the reach of the majority population. The business is interested in providing the best possible product with the minimum rates.

- **Threat of Substitute-** Due to the seasonal change and consumer's taste and preference, there might be time when the business will have to substitute its raw materials and even the type of Tea served. In this case, the business tries to prevent the negative result it might have on the business and its production cost and the price of the end product.
- **Rivalry-** In order to gain competitive advantage against rival farm, the business is aiming to create a deep and meaningful relationship, with the customer. Its aim at acquiring consumer loyalty by listen to what they say and providing the best possible service and support mentally and physically.



# MARKETING MIX

- **Product-** A product is an item that is built or produce to satisfied the needs of a certain group of people. The product can be tangible or intangible as it can be in the forms of services of goods. A product has ascertain lifecycle that includes the growth phase.
- **Place-** The place to be chosen for tea farming, it should not be so far from the town, it must be having a good enough space to parking by the customer who came and visited the industry or farm. Therefore I have choosing the Mawten village as one of the place to locate the tea farming because its having a larger space.
- **Promotion-** The business is promoted itself by various advertising that is local newspaper[mawphor,nongsain hima,shillong time],televisions [ doordashan etc.] radio,poster etc.



- **Pricing** – The business is changing the appropriate amount on its product or service. It make its price so that it would be affordable by the average people.
  
- **People**- The process to deal with the people and to attract the customer by showing good respect and how to communicate with them. It is important to hire and train the right people to delivered superior service to the clients
  
- **Process**- The processing of tea farming will be follow according to the standard rules and regulation like other tea farming all the world. It could be your entries sale funnel, a pay system, distribution system and other systematic procedures and step to ensure o working business that running thebest service affordable.

- **Physical Evidence-** Physical Evidence is the process how to make the industry very good places, by keep clean the campus of farming, good small tea shop etc

# MARKETING OVERVIEW

- **Market segmentation:** it is the one of the most efficiencies tools for marketers to cater to target the price to be charging for one individual.

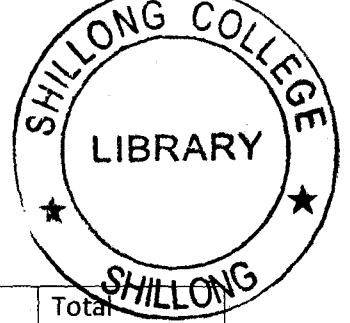
The segment created are composed of consumer who will responded similarly to marketing strategies and who shared traits such as similar interest, needs or location.

- **Target market:** it will be targeting the tourist long for peace customer, to maintain peace atmosphere for the visitor to provide satisfaction to the visitors. This may offer customer who leads natural lifestyle of tea, they can used to prepared an entertain their guest. Customer may purchase tea from this farm only instead from the supermarket, this farm target the people of local areas as well as outsider.
- **Positioning Market:** Mawkyrwat market, mawthawpdah, rangblang, nongjri, umjarain, jashiar, are the main market.

- **OUTLET**- Increasing a huge no of outlet and put a better effort to penetrate the discount of the tea.

- **SERVICE**- The service that I suggest to provide is to reduce the price at reasonable price/rate as much as I can for the better future and the satisfaction of the customers.

# BUDGET PLAN



## Capital Employed

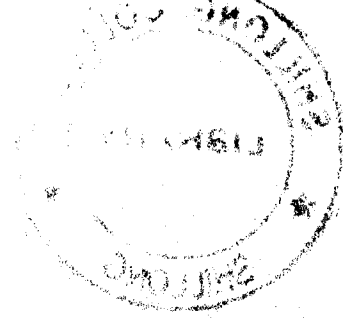
Fixed asset	Cost (Rs.)	Total cost(Rs.)
(a) Land improvement	10,000	
(b) Fencing	1,50,000	
(c) Small teashop	1,00,000	
(d) Toilet	50,000	
(e) Huts/sheds	60,000	
(f) Water pump	20,000	
(g) pipeline	30,000	
(h) Light/wiring	50,000	
(i) Footpath	65,000	
(j) Furniture	25,000	
(k) Plant and Machinery	2,50,000	
(l) Buckets	1,000	
(m) Pond	75,000	
<b>Total</b>		<b>8,86,000</b>

# Working Capital

Particulars	Cost (Rs.)	Total (Rs.)
(a) Electricity Bills per month	1000	12000
(b) Stationery expenses per month	200	2400
(c) Daily expenses in small tea shop per month	2000	24000
(d) Misc. Expenses per month	800	9600
(e) Wages to workers 20 workers @ 400p	400	96000
(f) Chemical Fertilizer per month	2000	24000
Total		168000

## Sources of Finance

(a) Land	Owned
(b) Self-Contribution	Rs.3,00,000
(c) Family contribution	Rs.80,000
(d) Scheme from State Govt.	Rs.1,50,000
(e) Donation	Rs.6000
(f) Loan from Bank	Rs.3,50,000



## CONCLUSION

The business is beginning to earn customer trust and its operating successfully. It can also be said that the business a bright future in different angle. The business's strategies are quite challenging and can be assumed that it will be moving forward at a rapid pace.