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PROJECT WORK

ON

ENTREPRENEURSHIP AND

PROJECT ANALYSIS

Submitted by:

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BBA 6th Semester

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PREFACE

This project is writing for the submission to the North Eastern Hill University (NEHU), Shillong in partially fulfillment of the requirement for awarding me the Bachelor of Business Administration 2017-2018, the names of the Company is not the existing Company or copy from other source. It is the imagination of mine, to make this project meaningful. In a shortage of time, I have gone through my entire lesson and I started writing with so many mistake and it makes me a lot of papers for practicing this. I also go through Internet for collection of information and also gone through some newspaper and magazines and so on. Since, it is my first time in writing this project for submission to the University; I need a lot of help from my teachers and friends to supervise me by any means. It is a pleasure for me to write this types of project as it make my mind work, collect information and study, when I write this project it make me think what the subject means and it is a great experience for my life.

ACKNOWLEDGEMENT

My debt to those who helped me in one way or other is heavily indeed, while I take this opportunity to express my appreciation and gratitude to all of them. First and foremost goes to the Almighty God for blessing me and giving me strength and health and idea to complete this project. I am also very grateful to my parents for their blessings, encourage and supporting me, without whom I won't be anywhere. I am grateful to Miss WCK SOHLIYA, Head of Department BBA who supervises me in writing this project. I would also like to express my gratitude to the Principal, Vice Principal, Vice Principal (Professional Course) all of my teachers and my classmates too. I am extremely grateful to my friends and hostel mates for helping me in many ways and for collecting data and photos for me; no words can adequately express my debt to gratitude to all of them for their kindness on me. May the Almighty God bless each and everyone.



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INTRODUCTION

Solos Pvt. Ltd. is the private sector company, which is established on the 28th May 2018. The aims and objectives of the company is to promote the Tourism Industry in the state (Mizoram), as well as to support the youth base on the skills and performance in any field they have, to help the poor and under privileged in that particular region that the company are choosing.

The first project of the company is to promote the Tourism Industry in Mizoram. It is one of the state in India, which has a rich in its breathtaking natural beauty, flora and fauna, and temperate climate which has a huge potential for tourism. The carried out by the Company reveals that there are very few organizations Mizoram Tourism Department and some others Local NGO's working towards the promotion of tourism in the state. The people are very friendly and hospitable. English is commonly spoken. The joyful enthusiasm and the gregarious spirit of the local populace has been the main reason for establishing some of the most attractive tourism features in this beautiful state. The data that majority of the population is still depend on agriculture like jhum and shifting cultivation. However, in recent years, the jhum farming practices are steadily being replaced with a significant horticulture and bamboo products industry.

The Government of Mizoram try to promote the tourism industry by organized events in the state as well as in the district to make the people aware of the benefits that derives from the Tourism Industry. The Government also try to built Asia longest rope way in Aizawl which will attract tourist and promote Tourism Industry in the state.

NAME OF THE COMPANY

SOLOS PVT. LTD.

REGISTER OFFICE

Solos Pvt. Ltd.

Mc Donald Hill, Zarkawt

Aizawl, Mizoram

Pin Code-793001

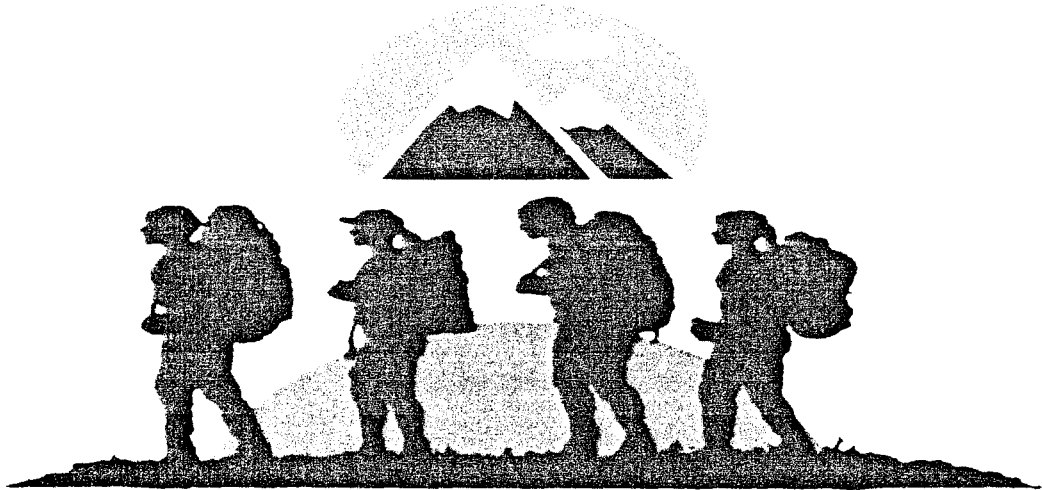
Website: www.solosvarte.com

Email: www.vartesolo@gmail.com

Contact No.:

- 9862927481/9774079831 (Main Office)
- 9436392746/8974216066 (Site Office)
- 9774213456/9856012345 (Managing Director)
- 9436141177/9862867541 (Marketing Manager)

TRADE MARK



Solos Pvt. Ltd.

OBJECTIVES

- The company is a form of business organization with the purpose of earning profit.
- To promote tourism in the state.
- To preserve the natural beauty of the state and promote it to the global market.
- To make a friendly relationship between the tourist and local people.
- Providing accessible and reliable transport.
- Providing excellence in customer service.
- Providing appropriate accommodation.
- Offering a welcoming host community; educating the community on the benefits of tourism so that interaction between visitors and locals can add to the holiday experience.
- To organized seminar on tourism industry at different district of the state in Mizoram.
- To inspire the youth to participate in tourism industry.

WHY MIZORAM

Mizoram is a state in North East, with Aizawl as its capital city. The name is derived from "Mizo", the name of the native inhabitants, and "Ram", which means land, and thus Mizoram means "land of the Mizos". Within the northeast region, it is the southernmost landlocked state, sharing borders with three of the Seven Sister State, namely Tripura, Assam and Manipur. The state also shares a 722 kilometre border with the neighbouring countries of Bangladesh and Myanmar.

Like several other northeastern states of India, Mizoram was previously part of Assam until 1972, when it was carved out as a Union Territory. It became the 23rd state of India, a step above Union Territory, on 20 February 1987, with Fifty-Third Amendment of Indian Constitution, 1986.

Mizoram's population was 1,091,014, according to a 2011 census. It is the 2nd least populous state in the country. Mizoram covers an area of approximately 21,087 square kilometres. About 91% of the state is forested.

Mizoram is a highly literate agrarian economy, but suffers from slash-and-burn *jhum*, or shifting cultivation, and poor crop yields. In recent years, the *jhum* farming practices are steadily being replaced with a

significant horticulture and bamboo products industry. The state's gross state domestic product for 2012 was estimated at ₹6,991 crore (US\$1.1 billion). About 20% of Mizoram's population lives below poverty line, with 35% rural poverty. The state has about 871 kilometres of national highways, with NH-54 and NH-150 connecting it to Assam and Manipur respectively. It is also a growing transit point for trade with Myanmar and Bangladesh.

Mizoram is a land of rolling hills, valleys, rivers and lakes. As many as 21 major hill ranges or peaks of different heights run through the length and breadth of the state, with plains scattered here and there. The average height of the hills to the west of the state are about 1,000 metres (3,300 ft). These gradually rise up to 1,300 metres (4,300 ft) to the east. Some areas, however, have higher ranges which go up to a height of over 2,000 metres (6,600 ft).

Mizoram has the third highest total forest cover with 1,594,000 hectares (3,940,000 acres), and highest percentage area (90.68%) covered by forests, among the states of India, according to 2011 Forest Survey of India. Tropical semi-evergreen, tropical moist deciduous, subtropical broadleaved hill and subtropical pine forests are the most common vegetation types found in Mizoram. Bamboo is common in the state, typically intermixed with other forest vegetation; about 9,245 km² (44%) of the state's area is bamboo bearing. The state and central governments of India have cooperated to reserve and protect 67% of the land covered

by forests, and additional 15% by management. Only 17% of the land is non-forested area for cultivation, industry, mining, housing and other commercial human activity. Satellite data suggests 91% of state's geographical area is covered by forests.

Mizoram is host to numerous species of birds, wildlife and flora. About 640 species of birds have been identified in the state, many of which are endemic to the Himalayan foothills and Southeast Asia. Of the birds found in Mizoram forests, 27 are on the worldwide threatened species lists and 8 are on the critically endangered list. Prominent birds spotted in Mizoram include those from the families of Phasianidae, Anatidae, Ciconiidae, Threskiornithidae, Ardeidae, Pelecanidae, Phalacrocoracidae, Falconidae, Accipitridae, Otididae, Rallidae, Heliornithidae, Turnicidae, Burhinida, Charadriidae, Scolopacidae, Jacanidae, Laridae, Columbidae, Psittacidae, Cuculidae, Strigidae, Caprimulgidae, Apodidae, Alcedinidae, Meropidae, Bucerotidae, Ramphastidae, Picidae, Pittidae, Laniidae, Campephagidae, Dicruridae, Corvidae, Paridae, Hirundinidae, Cisticolidae, Pycnonotidae, Sylviidae, Timaliidae, Sittidae, Sturnidae, Turdidae, Dicaeidae, Chloropseidae, Ploceidae, Motacillidae, Fringillidae, Nectariniidae and Muscicapidae. Each of these families have many species.

The state has two national parks and six wildlife sanctuaries – Blue Mountain (Phawngpui) National Park, Dampa Tiger Reserve (largest), Lengteng Wildlife Sanctuary, Murlen National Park, Ngengpui Wildlife

Sanctuary, Tawi Wildlife Sanctuary, Khawnglung Wildlife Sanctuary, and Thorangtlang Wildlife Sanctuary.

INTERESTING TOURIST PLACES IN MIZORAM

- **Phawngpui Tlang:** Phawngpui also known as the *Blue Mountain*, situated in the south-eastern part of the state is the highest mountain peak in Mizoram, rising about 2,210 metres (7,250 ft) high near the Myanmar border in Chhimtuipui District. Phawngpui Peak is famous for orchids and rhododendrons. About 76% of the state is covered by forests, 8% is fallows land, 3% is barren and considered uncultivable area, while cultivable and sown area constitutes the rest.



- **Reiek Tlang:** Reiek is a mountain and tourist spot 29 km from Aizawl, Mizoram, India. It rests at an elevation of 1548 metres overlooking Aizawl and offers a view of the surrounding valleys and hills. On a clear day the plains of Bangladesh can be seen from the Hill top of the hill. Reiek is surrounded by thick lush green temperate trees and bushes.



- **Reiek Heritage Village:** Reiek has a typical Mizo village consisting of the distinctive traditional huts of the different Mizo sub-tribes, Mizo chieftain's house, a bachelor's dormitory and that of a widow has been created and maintained by Tourism Department of Mizoram. The houses are fully furnished giving the visitor a peek into the glorious past of the valiant highlanders. A few Mizo modern houses have also been constructed nearby to show the changes that have taken place in the Mizo way of life in keeping pace with the modern developments. The Department also has a cafeteria and a resort providing decent food and accommodation. This is also the venue for the annual Anthurium festival (September) and the best time to visit would be in April.



➤ **Hmuifang Tlang:** Hmuifang is a tourist spot

near Aizawl, Mizoram. It is about 50 km from Aizawl. With an elevation of 1619 metres, the mountain is still covered with virgin forests reserved since the Mizo Chief's time. Hmuifang is on the way to Lunglei. Hmuifang Tourist resort has been built right on the former land of Lallianvunga the erstwhile chief who used to rule over the villages in the mountain. Hmuifang is also the source of Tuirial River.

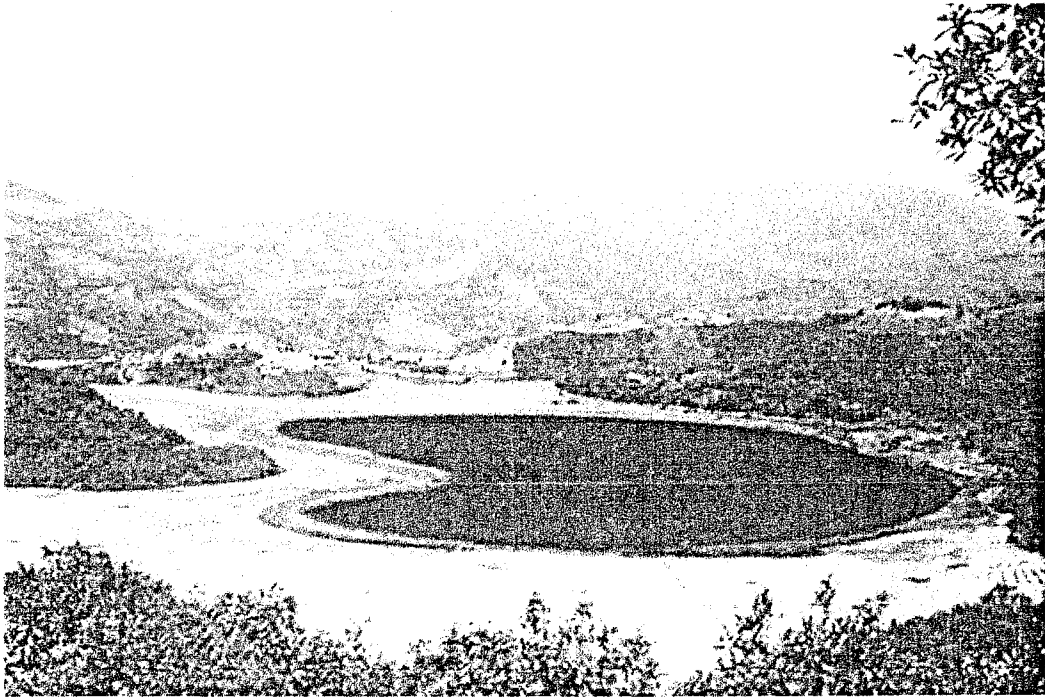


- **Rih Dil:** Rih Dil (Rih lake) a natural lake located in northwestern Chi State in (Burma). It lies at about 3 kilometers from Zokhawthar village at an Indo-Burma border. The lake is about one mile in length and half a mile in width. It is about 3 miles in its circumference and the depth is about 60 feet. It has a heart-shaped outline.

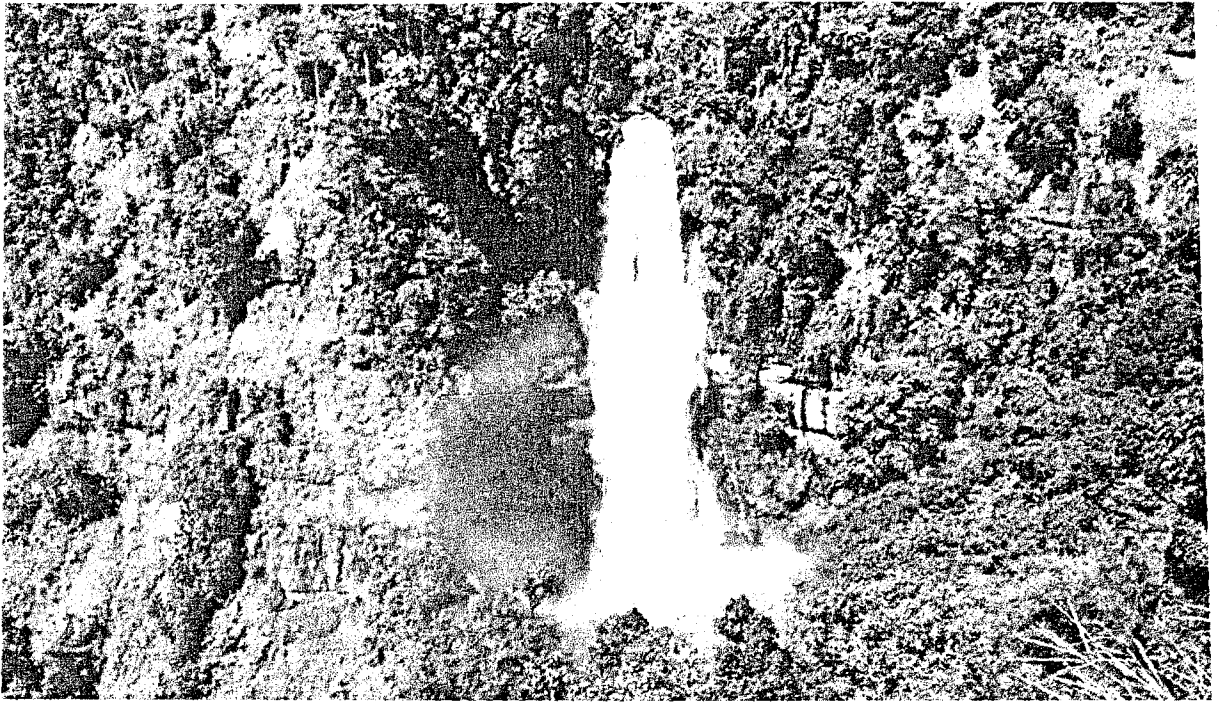
The name is derived from a Mizo folktale of Rih-i. Rih-i had a younger sister who was murdered by her father upon the order of their stepmother. Rih-i's sister was resurrected with the help of a spirit. With the same magical spell Rih-i turned herself into a water body that became the lake.

Rih Dil occupied an important status in the traditional religion of the Mizo people. According to the ancestors of the tribals, it was a corridor to their

heaven called Pialral. All souls destined to Pialral must pass through the lake. Due to its cultural importance it is often said 'the largest lake in Mizoram is Rid Dil, but is in Burma.



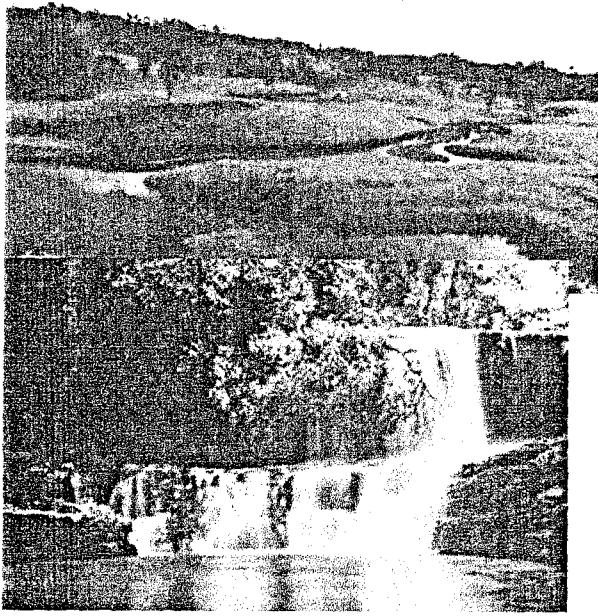
- **Vantawng Falls:** The **Vantawng Falls** (called *Vantawng Khawthla* in Mizo language) is located 5 kilometres (3.1 mi) south of Thenzawl in Serchhip district in the Indian state of Mizoram. It is the highest uninterrupted waterfall in Mizoram. It is about 30 kilometres (19 mi) from Serchhip and 137 kilometres (85 mi) from Aizawl. It is a two-tiered waterfall with a total height of 228.6 metres (750 ft).



Thenzawl: Thenzawl is a census town in Serchhip district in the Indian state of Mizoram. It is one of the most beautiful town in Mizoram. It is an important center for the traditional Mizo handloom industry. Thenzawl is located at 90 km(56 miles) away from Aizawl, the capital of Mizoram. And also Thenzawl town is also called Naples of the East. It has an average elevation of 783 metres (2568 feet). The Tropic of Cancer runs through the village.

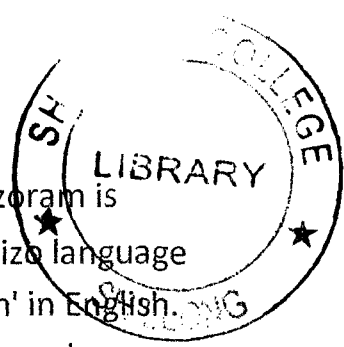
Tourist sites in the area include:

- Bengkhuaia Thlan - the founder of Thenzawl Bengkhuaia invaded Alexandrapur in 1871 kidnapping Mary Winchester which brought about the British to Mizoram. He died around 1879.
- Vaibiak - the place from where they took back Mary Winchester.
- Chawngchilhi Puk – a cave associated with a love story between a lady and a snake.
- Tuirihiau - Chawngchilhi Puk - a cave associated with a love story between a lady and a snake.
- Tuirihiau - a beautiful waterfall near Thenzawl, upstream of Vantawng fall.

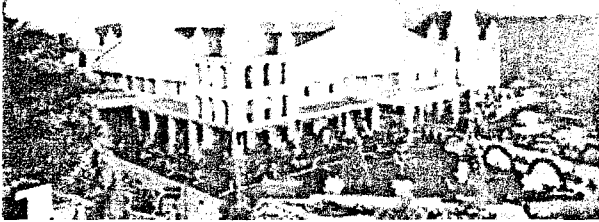


- **Champhai:** Set in the beautiful state of Mizoram with its colourful tribal traditions, orchids and butterflies, Champhai boasts a fabulous view of the Myanmar hill. It is said that the history of Mizo starts from Champhai and ends in Champhai. It is a fast developing venue of the Indo-Myanmar boarder. Champhai has a salubrious climate and a number of tourist attractions. Champhai valley known as "The Rice Bowl of Mizoram" located towards the base of the town. A chain of green hills encircle luxuriant rice fields, which add to the beauty of this place. In Champhai there is also an wine industry made of grapes which supplies wine throughout Mizoram.

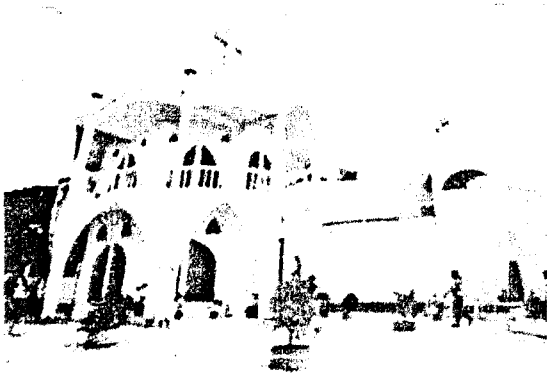




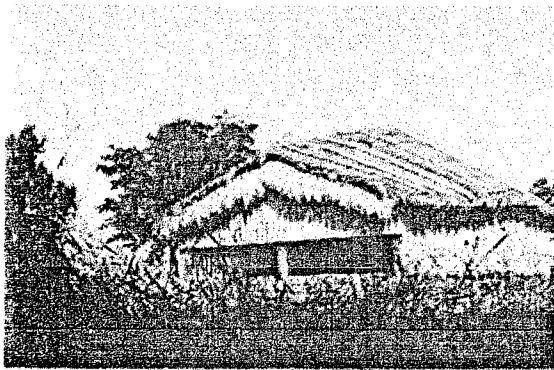
- **Solomon's Temple:** Solomon's Temple in Aizawl, Mizoram is constructed by a non-denominational church, known in Mizo language as Kohhran Thianghlim which is rendered 'The Holy Church' in English. The church was founded by Dr. L.B. Sailo in 1984 and the members are known as 'the elects.' Their mission is to proclaim and disseminate the word of God throughout the world, particularly to the Mizo people through written and spoken means of communication, and they are constructing Solomon's Temple as a symbol of their love of Jesus Christ.



- **KV Paradise:** KV Paradise is a monument which was built by local Mizo in the memory of his loving wife. The structure of the monument is similar to that of Taj Mahal. The photo of the lady whose memory it has been built is placed inside the monument. The memorial is a symbol of undying love for your wife. The place is set up on a steep slope and even the steps are photogenic. The backdrop of the memorial is amazing and makes it worth a visit.



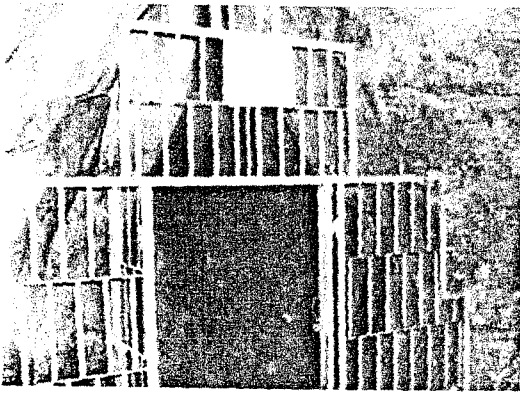
- **Falkawn:** A model village depicting the lifestyle of the Mizo people, Falkawn village is a unique cultural extravaganza for first time visitors to Mizoram. Falkawn village depicts the livelihoods and cultures of the Mizo people, who form the biggest tribe of the state. Located 22 km away from the capital city of Aizawl Falkawn village is a unique concept and an effort to provide people with an insight into one of the greatest tribal cultures of our land. If in Aizawl, Falkawn village should be one of the destinations one must visit to learn and absorb more about this wonderful state in one of the remotest corners of the country.



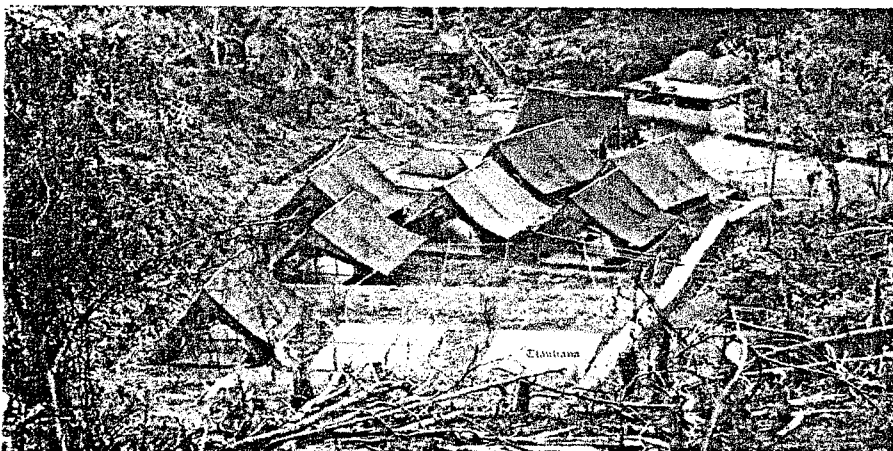
Khuangchera Puk: Located in Ailawng near Reiek, about 30 km from Aizawl in the west, this is a cave named after Khuangchera, the legendary Mizo warrior who lived here in the late 19th century.

There is a foot path from the Reiek - Ailawng road to the cave entrances which are both marked with sign boards. This is the second-longest cave in Mizoram with a length of 162 metre. The vertical range of the cave is 10 metre deep.

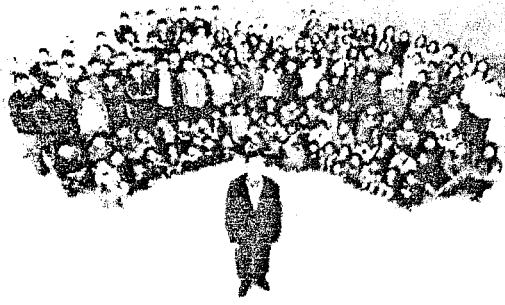
Khuangchera Puk is an ideal adventure sports ground because besides being easily accessible from Aizawl, it provides a variety of cave experiences with its dark ambience, peculiar acoustics, specific odours, tactile interaction with earthly surfaces, etc.



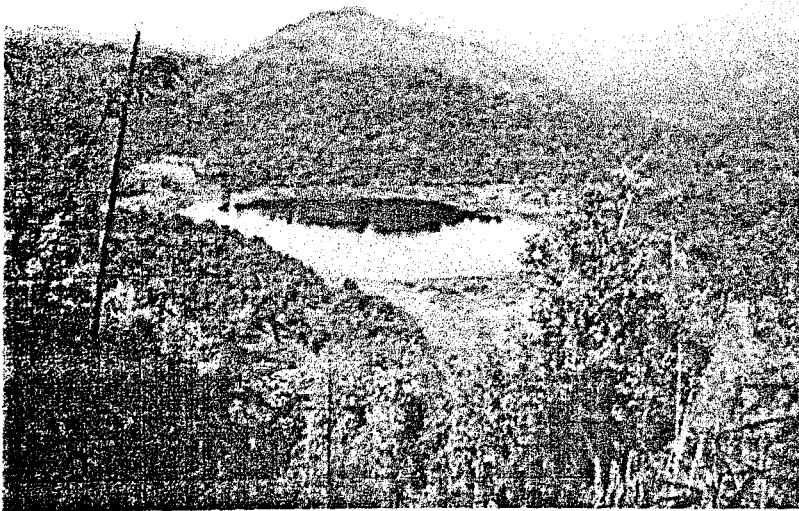
- **Vai Puan Pho:** Vai puan pho is a base camp used for those who went for trekking or hiking to Khuangchera Puk and Reiek Tlang. It is located at 20 km away from Aizawl and about 10 km from Khuangchera Puk. The place is surrounded by thick lush green temperate trees and bushes and there is also a river flowing at the side of the camp.



- **Baktawng Village:** Baktawng Village 70 km from Aizawl is the place where Pu Ziona lives with the "worlds largest existing family" with 39 wives, 94 children, 14 daughters-in-law and 33 grandchildren.



- **Palak Dil:** Palak Dil or Pala Tipo (Mara language for "swallowing lake") is the largest lake in southern Mizoram, Northeast India. It is located in near Phura village in Saiha district, within the Mara Autonomous District Council. Its geographical location falls under the Indo-Burma biodiversity hotspot, and is therefore rich in animal and plant species. The lake is a major component of the Palak Wildlife Sanctuary, and it supports the major biodiversity of the sanctuary.



- **Lianchhiari Lunglen Tlang:** This is the legendary cliff with its projection protruding perilously far outside the rugged mountain where the lovers Lianchhiari use to look-out for her besot Chawngfianga. No wonder that this idyllic view should find natural response to the romantic tribal population, enthusing them to weave out sweet love lores around it. This is 64 kms South of Champhai on the way to Khawbung.



- **Kawtchhuah Ropui:** Kawtchhuah Ropui is a cluster of megaliths found near Vangchhia Village. Nearly 200 stones were erected. Those stones were dressed with embossed figures. It was declared as National Importance of Heritage in India.



Above mention is some important tourist places and famous places that the tourist used to visit in Mizoram. There are also many beautiful places and tourist places that we don't highlighted in this project. There are also many entertaining program for the tourist and the night view of the Aizawl city from Durtlang Hill will also attract the tourist.

As we have seen at front page, there is many tourism place and historical monuments in the state to visit. Come and explore the natural beauty of state, flora and fauna, and temperate climate which has a huge potential for tourism and we will provide you the best products and services we could.

IMPORTANT FESTIVAL IN MIZORAM

Young Mizos are leaving traditional customs and adopting new ways of life which are greatly influenced by Western culture. Christmas is probably the biggest festival and local communities contribute towards large feasts, typically organised by nearby churches, where many hundreds in a local community would eat together. Traditional Mizo social gatherings revolve around the agricultural calendar.

Mim Kut

The Mim Kut is usually celebrated during the months of August and September, after the harvest of maize. *Mim Kut* is celebrated with great fanfare by (illegally) drinking rice-beer, singing, dancing, and feasting. Samples of the year's harvests are consecrated to the departed souls of the community.

Chapchar Kut

Chapchar Kut is another festival celebrated during March after completion of their most arduous task of Jhum operation i.e., jungle-clearing (clearing of the remnants of burning). This is a spring festival celebrated with great fervour and gaiety.

Pawl Kut

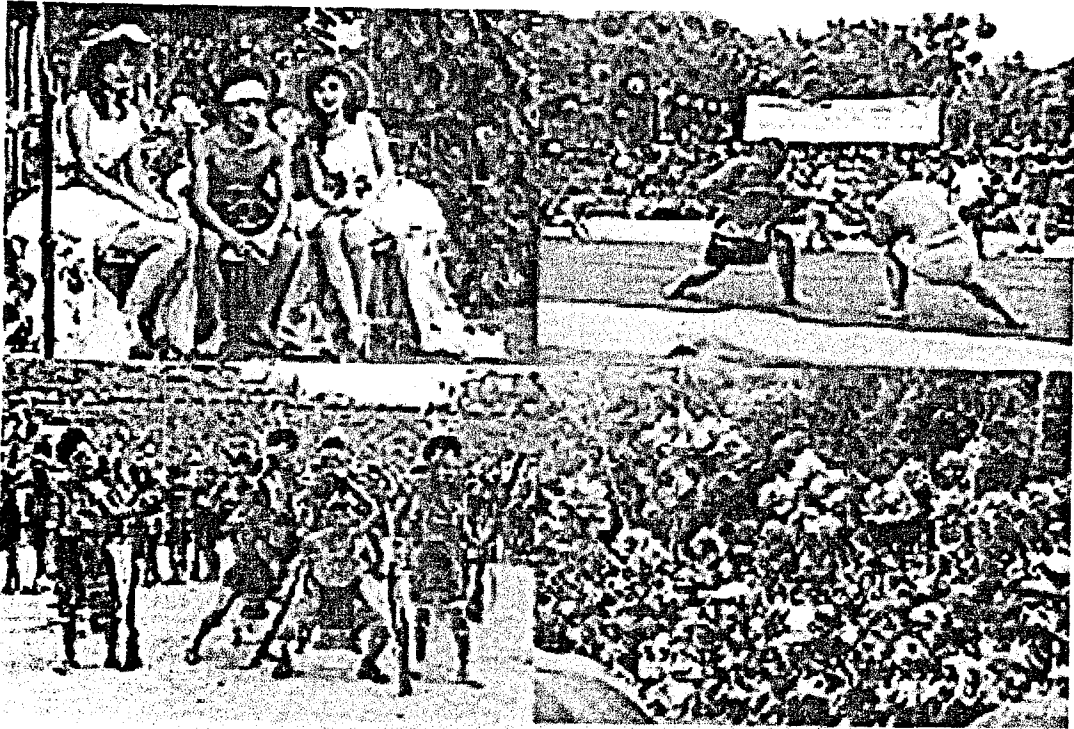
Pawl Kut *Pawl* means "straw" hence pawl kut means a straw harvest festival. It is typically celebrated in December and is another important festival.

Thalfavang Kut

Thalfavang Kut, a Mizo festival is being regularly being held in Tuirial Airfield organized the Tourism Department of Mizoram to promote Tourism.^[3] Different Mizo dances like Cheraw, Sawlakai, Siktuthiang lam and Chheihlam^[4] are showcased in the festival. In this festival, there is also an open air concert and some sports for the youth like bike racing organized by the Mizoram Motorsport Association and some adventurous things like paragliding and all.

Anthurium Festival

Anthurium Festival is a festival promoting Anthurium grown in Mizoram and the rich Mizo customs and traditions at Reiek Tlang to tourists. The Anthurium Festival is organized every year by the Tourism Department and the Horticulture Department with financial support of the central government. It has a dual purpose — promoting the cultivation and marketing of the enthralling flower and attracting more tourists to the scenic beauties of Mizoram. The festival showcases the rich and rhythmic cultural dances and games of Mizoram. Fashion shows are also a regular feature of the festival.



Anthurium Festival



www.wildfilmsindia.com

DESCRIPTION OF INDUSTRY

BIO DATA

1. Name: Solos Private Limited
2. Main Office: Mc Donald Hill, Zarkawt, Aizawl
3. Site Office: Lunglei, Siaha, Champhai, Kolasib, Serchhip, Lawngtlai, Mamit
4. Check Post: Lengpui, Bairabi and Vairengte
5. Type of Industry: Tourism Industry
6. Category of Industry: Medium Scale Industry
7. Type of Entrepreneurship: Partnership (with commercial bank)
8. Financial Supplier: Mizoram Rural Bank (loan)
9. Investment Capital: 2.5 crores (80% provided by Bank & Government and 20% provided by personal)

MARKETING PLAN

Marketing planning should involve an analysis of the key factors for tourism success, both demand and supply related.

Demand related factors include:

- Targeting the right target market segments; those who will be most responsive to the product offering of the destination,
- Achieving and maintaining the right image; determining an image that markets will acknowledge, accept and be motivated by,
- Securing the right distribution network; increasing the opportunity for visitors to access travel information, travel packages and booking services,
- Securing the right balance in visitation; developing strategies based on visitor numbers, length of stay, expenditure, dispersal of the expenditure and the time of the year they visit.

Supply factors relate to:

- Securing the right balance of tourism product; product that is authentic, relevant to overall strengths of the area, and is differentiated from other areas,
- Providing accessible and reliable transport,
- Providing excellence in customer service,
- Providing appropriate accommodation,

- Offering a welcoming host community; educating the community on the benefits of tourism so that interaction between visitors and locals can add to the holiday experience.

The industry is also planning to built a check post in 3 areas so that the tourist can report to that check post before reaching the state capital and planning to leave the state. The check post was made for the tourist to report or asking them the destination that they want to visit and for booking service. The check post was literally meant for better security for the tourist. The check post that was made in the areas are:

- i. Lengpui: Lengpui is a village where Airport is located. The tourist those who came by plane and leaving by plane will report to this check post.
- ii. Bairabi: Bairabi is a place where Railway Station is located.
- iii. Vairengte: Vairengte is a village near the boarder of the state of Assam. The tourist those who come by roadways must report to this check post.

The industry is also planning to built a site office in 7 districts of Mizoram except the state capital that is Aizawl. Planning to built this office is because their are number of tourist places in this 7 districts. If the tourist is planning to visit a place in this districts, the tourist must report to this site office and tour guide will be also given from this site office.

FINANCIAL PLAN

Sources of funds:

1. Personal
2. Government
3. Commercial Bank

Investment Plan

Source	Money Invested
Private Contribution	Rs 5,00,000
Government Contribution	Rs 10,00,000
Commercial Bank (loan)	Rs 10,00,000
Total number of investment	Rs 25,00,000

As mentioned above, this industry would have 3 sources of funds. Besides the proprietor or the entrepreneur, funds will be received from the Government through the schemes for providing financial aid to the industry. Since this industry required lots of fund it will have to borrowed loans from the commercial bank as well.

EXPENDITURE PLAN

FIXED COST



SI No.	Expenditure Items	Expenses
1	Building material	Rs 5,00,000
2	Equipment	Rs 3,00,000
3	Vehicle	Rs 7,00,000
4	Electricity	Rs 5,000
5	Advertisement	Rs 8,000
6	Tourism Promotion	Rs 2,50,000
7	Miscellaneous	Rs 1,50,000
	Total Expenditure	Rs 19,13,000

KEY TO SUCCESS

- Satisfied the customer need
- It will deliver its products / services to the customer as an when they need
- Good relationship between the customer as well the employees
- To provide a good services and products to the customer
- To invent a new products / services from time to time
- Suggestion and feedbacks from the customer is important to the company
- 24 hours customer care are provided to the customer
- The price of the products / services are affordable

HUMAN RESOURCE DEVELOPMENT

The company employees are well educated and have high qualification with an experience in the field of Tourism Industry and Hotel Management. The company recruits its employees by personal interview, written test, physical test and what kind of skills that they have.

The company provide training program to the employees regularly as they could and they also organized awareness program in Tourism Industry to the employees so that they can gain knowledge and improve their skills in the field of tourism industry.

The training program and awareness will help the employees to create a better relationship between the other employees in the company and they will cooperate each other in their particular job and can work as a team. The employees will also have a good relationship with the tourist which will be effective for the company. The company considers its employees as the most important element in the company, as this people brings goodwill to the company if the customers are satisfied with the services that they provide to them.

STRATEGIES OVERVIEW

To achieve the aims and objectives of the company, the company try to divided it task in to different department and managed it in such a way that the specifics job will not effect the other department and the manager of the different department.

The company has a different Strategies Business Unit (SBU's) into its department which will look or concentrate in the particular field. All the manager of each unit are given the power to take any suggestion and feedbacks in any case, without the consider of the Managing Director (MD) of the company, which related to his department in charge. The employees of the company are also very friendly with other employees in the company and also to the tourist as they are well trained and also have the response to take his task assign to him.

MISSION

- To promote tourism in the state
- Change the life style of the people
- To preserve the natural beauty of the state and promote it to the global market
- To encourage the youth in the field of tourism industry
- Support under privileges people
- Provide training program to the youth in the field of tourism
- To organize seminar about Tourism in every district of the state so that the people will aware about tourism
- The company targets the tourist as well general public people
- The company targets the youth those who have unique skills in this type of industry
- Provide training to the youth so that they can get a job in this particular type of industry

VISION

- The company has a dream, as one of the market leader in the field of tourism
- Targeting the right target market segments to the tourist
- To have link with other foreign company to promote tourism industry in the state
- In the coming decade the company will enter in the national market
- Ensuring that the benefits of tourism flow to all sectors of the community
- To provide job for the under privilege people through this industry
- To show the natural beauty of the state and historical monuments in world wide market.

PEST ANALYSIS

POLITICAL FACTORS

Political features along with its condition and stability is meekly crucial in stating the ideal as well as the image of destination in regions which fascinates tourists. The perplexity in political conditions and its stability can formulate unfavourable publicity. It inexorably causes the decrease in tourists arrivals, since tourism plays a big part in enhancing the economy of the country and its development. Political issues and instability will give rise to solemn predicaments and consequences which could backfire the fascination and the joyous stay of the tourist.

ECONOMIC FACTORS

The industry of tourism has been noted as one of the most prestigious factor on shaping the economy of the country. The customers have expressed complacency in Tourism and its activities. The industry provides greater pays to its employees in comparison with other industries. Consequently, the industry had to pay heed to the legislations and functionaries of the state while recruiting workers. The tourism industry is capable of bulking up enumerable income which is enough to stabilize its position against its competitors.



SOCIAL FACTORS

The commercialized innovations of the tourism industry has always been keeping tracks in attracting the clients, such company in the industry must give importance and respect to the social value of all sorts of people. The tourist travelling to any place have conspicuous impact and influence in certain communities they are visiting. Hence the tourism industry has ventured activities that could create enjoyable and memorable experiences for everyone.

TECHNOLOGICAL FACTORS

The tourist are always fascinated by the availability of advanced technologies and always have an expectation for the industry to cope with the trending technology and expect the company to be timely updated. Therefore technological factors occupy the maximal importance in solidifying the policies if tourism industry.

SWOT ANALYSIS

INTERNAL ENVIRONMENT

Strength:-

- Geographical location is a culmination of forests, deserts, and mountains.
- A wealth of archeological sites and historical monuments.
- English is usually spoken around in Mizoram.
- The employees are highly qualify with experience in different activities.
- Safety and reliability are our top most priority.
- Affordable price of the products and services.

Weakness:-

- Lack of adequate infrastructure.
- Employees are expected their high salary.
- Lack of experience in tourism.
- Lack of awareness among the people.
- Cost of travel and accommodation is high.
- No proper marketing of tourism in the state as abroad.

EXTERNAL ENVIRONMENT

Opportunities:-

- The market of tourism in the state is at large.
- The Govt. is willing to promote the tourism industry in the state.
- Many unexplored places in Mizoram.
- The people are aware about the tourism industry
- Only few competitors.

Threats:-

- New entrance or some tourist industry already in the market.
- High prices of resources in the market.
- Economic condition and political turmoil affects tourism.
- Widespread of poverty in the state.
- Lack of infrastructure like Air, Rail in the state.

MARKETING MIX

Marketing Mix consist of 6's P in service marketing.

Product:- The company have provided the best features of product to the customer. The company offer a specific activity of high quality tour and an authentic experience. The company also try the best out of them to exceed the customers expectation in the product and service offer.

Price:- The company priced its products at the different price according to the capacity or the purchasing power of the customers which are targeted the low income customer as well as high income customer.

Place:- The company main office is located at the state capital and the company built 7 site office in some other districts of the state. This site office is made for better services to the customer. The company also have 3 check post and in this check post the tourist can make their reservations. The company also has a website for the customers to book their reservation.

Promotion:- The company will advertise its business through Print Media like newspaper and magazines. It will also advertise its business through TV Channel across the state

and some other national channel. Social Media is also the best way to advertise its business.

People:- The people of the company are friendly with the customers as well the other employee of the employees, it create a good relationship between the customers and the company. All the employees are well train and well educated, it provide training program in every month. They respect each other from the top level as well the unskilled worker are respect for the job assign to them.

Physical Evidence:- The company provides its customers with a detailed brochure of the tour they have selected, a list of things to be done before going for a trip. The company also provide a good transportation and hotels for the customers, this established value for money, product image, and satus which must be matched when the product is delivered.

HOW TO REACH MIZORAM

Domestic tourists require the Inner Line Pass (ILP) for entry into Mizoram, for persons other than Government employees. ILP can be obtained from the Liaison Officers in New Delhi, Kolkata, Mumbai, Guwahati, Shillong, and Silchar. It can also be obtained on arrival at the Lengpui Airport (nearest airport to Aizawl) .

Foreign nationals have to register themselves at the office of the Superintendent of the Police (CID/SB) of Mizoram within 24 hours of arrival. However, citizens of China, Afghanistan and Pakistan require prior approval of the Ministry of Home Affairs before entering the state.

Foreign tourists no longer require a Restricted Area Permit (RAP).

By plane

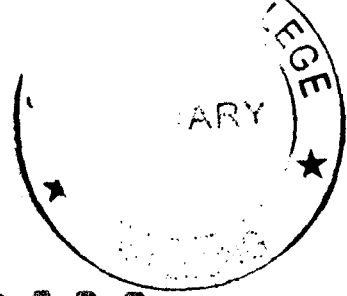
Mizoram's only airport, Lengpui Airport, is near Aizawl, and can be reached from Kolkata by air which will take around 1hr and also from Guwahati by air in 30 min. The road from the airport to the city takes another 1 h, and the taxi rate is 600 rupees. Look out for people who can share the ride as you may be able to pay half that price. You can also try for a shared (TATA) Sumo which charges 100/- per seat and takes 10 passengers - 2 ahead, 4 in middle and 4 at the back. But act very fast and book a seat as there could be just one or two Sumos.

By road

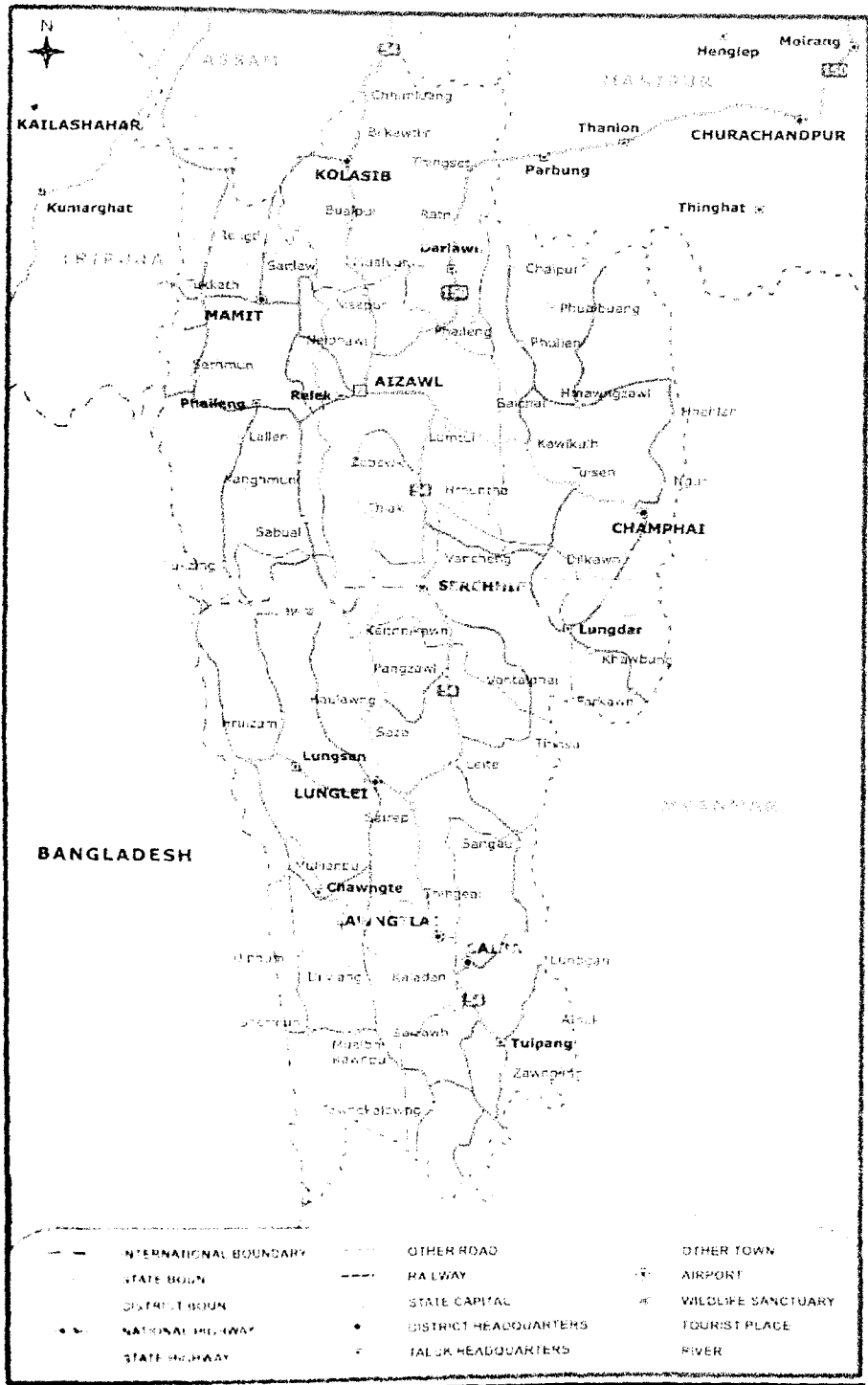
Mizoram is connected through National Highway 54 from Silchar, Assam.

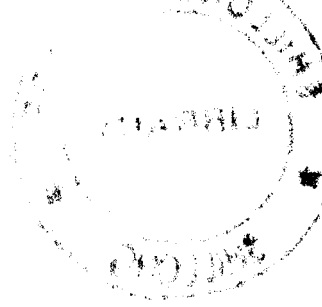
By train

Mizoram is connected through its rail head in Bairabi in Kolasib District, which is basically at the most northern part of the state. It is best for a tourist to rule out a travel by train, as the track ends there at Bairabi.



MAP OF MIZORAM





CONCLUSION

Tourism is currently recognized as a global industry which is highly growing at a high rate, and like any industry that grows rapidly, the activities of tourism can have a substantial impact on the local development processes. The local effects of the industry are varied and usually distinctive to the industry. Sustainable tourism endeavours to create a less impact on the natural environment as well as the local culture and social life, whilst supporting to create earnings and employment opportunities for local community and promoting the conservation of the ecosystems in the local area. There are three main models of sustainable tourism which are ecotourism, coastal tourism and community base tourism. The main aspect in all these models is to enhance sustainable tourism through giving priority to the local community environment, social life and cultural aspects. However, at times these objectives have not been able to be achieved.