

Case Study For School - 01

Small and Medium Scale Enterprises (SMEs) make up a large part of Sri Lanka's economy, accounting for 80 per cent of all businesses. These are found in all sectors of the economy, primary, secondary and tertiary and provide employment for persons of different skills, skilled, semi-skilled and unskilled. There are SMEs in the agri-business sector engaged in growing spices, fruits and vegetables and in the manufacturing, sector engaged in numerous industrial activities accounting for about 20 percent of industrial establishments. There is an immense potential for developing agri-business sector as SMEs in Sri Lanka. And Coconut is one of the potential crops which can expand its boundaries very easily.

Coconut accounts for approximately 12% of all agricultural produce in Sri Lanka with the total land area under cultivation covering 409, 244 hectares (2017) and about 2,500 -3000 million nuts produced per year (by 2017). New measures have been introduced to enhance the annual coconut crop to 3600 million nuts per year.

TASK ONE:

Think about coconut-based product according to your choice and proposed a attractive brand name for it.

TASK TWO:

Study the macro marketing environmental factors affecting for the coconut industry and conduct a PESTEL analysis related to your proposed product

TASK THREE:

Explain how you are going to overcome explained PESTEL factors with your 4Ps strategies and present financial plan of your business

Case Study For School - 02

Small and Medium Scale Enterprises (SMEs) make up a large part of Sri Lanka's economy, accounting for 80 per cent of all businesses. These are found in all sectors of the economy, primary, secondary and tertiary and provide employment for persons of different skills, skilled, semi-skilled and unskilled. There are SMEs in the agri-business sector engaged in growing spices, fruits and vegetables and in the manufacturing, sector engaged in numerous industrial activities accounting for about 20 percent of industrial establishments.

Spice consumption of Sri Lankans are high. So, spice industry creates immense opportunity for SME businesses to grow up. It has been proved that currently over 200 brands are available in the country on this industry.

TASK ONE:

Think about spice brand on your choice and proposed an attractive name for it.

TASK TWO:

Study the macro marketing environmental factors affecting for spice industry and conduct a PESTEL analysis related to your proposed product

TASK THREE:

Explain how you are going to overcome explained PESTEL factors with your 4Ps strategies and present financial plan of your business

Case Study For School - 03

Small and Medium Scale Enterprises (SMEs) make up a large part of Sri Lanka's economy, accounting for 80 per cent of all businesses. These are found in all sectors of the economy, primary, secondary and tertiary and provide employment for persons of different skills, skilled, semi-skilled and unskilled. There are SMEs in the agri-business sector engaged in growing spices, fruits and vegetables and in the manufacturing, sector engaged in numerous industrial activities accounting for about 20 percent of industrial establishments.

Digital economy of Sri Lanka is moving very fast. The current Digital Transformation Landscape of Sri Lanka is fertile for opportunities that can create a systemic transformation, consolidating and improving upon existing efforts undertaken by all sectors. It is vital that the country focuses its attention on harnessing the powers of innovation, digital technologies and the ingenuity of young people (youth) to galvanize a steadfast pathway to achieving her development targets. The digital economy will bring new possibilities and opportunities as it transforms businesses, industries, jobs and lifestyles.

TASK ONE:

Think about digital business on your choice and proposed an attractive brand name for it.

TASK TWO:

Study the macro marketing environmental factors affecting for digital industry and conduct a PESTEL analysis related to your proposed product

TASK THREE:

Explain how you are going to overcome explained PESTEL factors with your 4Ps strategies and present financial plan of your business

Case Study For School - 04

Small and Medium Scale Enterprises (SMEs) make up a large part of Sri Lanka's economy, accounting for 80 per cent of all businesses. These are found in all sectors of the economy, primary, secondary and tertiary and provide employment for persons of different skills, skilled, semi-skilled and unskilled. In the service sector SMEs accounts for more than 90 percent of total business establishments. SMEs are an essential source of employment opportunities and are estimated to contribute about 35 percent of employment. The SMEs play an important role in promoting inclusive growth. The growth and expansion of SMEs are constrained by problems emanating from product and factor markets and the regulatory system they operate in. These problems fall into broad areas of access to finance, physical infrastructure, level of technology, regulatory framework, access to information and advice, access to markets, business development services, industrial relations and labour legislation, intellectual property rights, technical and managerial skills, linkage formation and environmental issues.

TASK ONE:

Think about Service product on your choice and proposed an attractive brand name for it.

TASK TWO:

Study the macro marketing environmental factors affecting for selected service industry and conduct a PESTEL analysis related to your proposed product

TASK THREE:

Explain how you are going to overcome explained PESTEL factors with your 4Ps strategies and present financial plan of your business