

Proposal

“THE NEST

(Tree house concept at Ella)

A M G Ravihara

UWU/HTE/14/0044



Name : “ THE NEST”
Location : Ella
Cater to : International & Domestic tourists
Operating hours : 3.00pm – 11.00am
Cost per night : USD 95 (peak season) & USD 60
(off peak season)
Contact no :071-2687042

Contents

Title of the project.....	4
Executive summary.....	5
Description about products & services	6
Marketing Plan.....	6
Operational Plan	7
Management and Organization	7
Financial plan & source of finance	8
Time Framework	9

Title of the project

“The Nest” the innovative tree house concept is plan to be established in Ella as a niche tourism concept to Uva province to cater both international and domestic tourists.



Executive summary

“The nest” the innovative tree house concept is planned to be constructed in Ella region at Rawana Ella Village, which is located in a tourism hub. Due to it being newly invented concept to ella, more tourists could be attracted to generate a memorable and remarkable experience for a short period of time apart from the crowded environment which the guest regularly visit.

It provides accommodation facility for two adults and child accommodation can also be arranged due to the guest requirement. It operates from 3.00 p.m. onwards to 10.00 a.m. of the following day across Bed & Breakfast basis. As this concept is more relative to the nature, the location is abundant with natural beauty and ensures the guest safety and security as well as ensure not to harm the environment in which the tree house is built. In addition to that it will operate as a sole proprietor and do not require many service personnel. So it highly ensures the privacy of the guest who accommodate. In one hand this business would be facilitates to generate public income in the society of Ella.

Ex. Selling ornaments and crafts local food and beverages etc.

Ultimately I hope to cater for both international and domestic tourists a remarkable experience at an affordable price and at the end I will present a souvenir, a pencil drawn image of the guest to remind the “the nest” remarkable experience.

As this tree house concept is going to be constructed at Ella, it facilitate a great opportunity for marketing prospective. Although Ella is well known and established tourist destination, it is convenient to promote the concept among the tourists by a least cost.

Description about products & services

As it is a new tourism concept, it is plan to be given the accommodation facility with bed & breakfast base for two adults and a child.

- Accommodation facility – the nest provide accommodation facility for two adults and one child with other furniture.
- B&B – breakfast is provided as a compliment to the package. It could be either provided as local or the guest requirement.
- Electricity and water facility as the site is located in Ella with a highly developed irrigation system, the tree house is facilitated in both needed electricity and pure and clear water.
- Facilitate to purchase ornaments and wooden crafts. Ornaments and wooden crafts are fashionably designed and presented at the tree house. Guest can purchase if they are fond of any.
- Attractive view – as this accommodation unit is located at a natural viewed area Rawana Ella Village which is located somewhat rural to the Ella city. It is abundant with natural flora and gives a green view.
- Memorable experience - it gives a remarkable and memorable experience to the guest while it is a newly invented concept to uva region specially for Ella region. It is a plenty of opportunity for the guest to accommodate in a calm environment with natural beauty and who are eager to spend a time of their privacy with enjoying their loved ones apart from the crowded lives.

Marketing Plan

As this tree house concept is going to be constructed at Ella, it facilitate a great opportunity for marketing prospective. Although Ella is well known and established tourist destination, it is convenient to promote the concept among the tourists by a least cost.

- Social media – FB, webpage “the nest”
- Online reservation facilities
- Local tour operators, tour agencies
- Friends and colleagues

Operational Plan

- Selected location:
 - Environmental secured site for the construction
 - Abundant with scenic beauty
 - No animal danger
- Registration:
 - Ella divisional secretariat
- Facilities:
 - Water electricity
 - Safety and security
 - Clean and health food
 - Easy accessible
 - Present a souvenir of the tourists (pencil drawn photo of the tourists)
- Workforce:
 - One unskilled employee
 - Age 25 years
- Regulations:
 - No credit policy
 - Check in at 3.00 a.m. on wards
 - Check out 7.00 a.m. – 10.00 p.m.

Management and Organization

“Nest” is going to be establish as a sole proprietor, hence there is no much employee workforce other than the helper who supports for the operating of the concept.

Startup expenses and capitalization

stage	Rs.	Rs.	Rs.
Timber to build tree house	240000		
For water base	20000		
For roof	70000		
For finishing	50000		
For labor	75000		
		455000	
For bed and other furniture	160000		
For linen	12000		
Washroom items	80000		
Electricity	20000		
Water	20000		
Transport	30000		
		322000	
			777000

Financial plan & source of finance

- Total initial cost = Rs. 777000
- Sources:
 - Owner's capital = Rs. 177000
 - Through Bank Loan = Rs. 600000

Time Framework

	First month				Second Month				Third month			
Getting approvals												
Completing floor building												
Starting Promotions												
Separating rooms												
Washroom arranging and wiring												
Roofing and Finishing												
Preparation for service												