Interim report 01

**Introduction**

Sri Lanka's premium tea export industry is well-known around the world. However, it is essential to continuously improve critical procedures like quality grading and promotion in order to keep its competitive edge in the worldwide market. The results and preliminary actions made to comprehend the current state of the business processes, pinpoint gaps, and develop improvement strategies are presented in this interim report.

* **As-Is Business Process Description**

There are two primary tasks involved in the as-is business process :

Tea Quality Grading: This task involves skilled tea tasters carefully rating elements like flavour, aroma, appearance, and texture.

Promotion and Tourism: Marketing strategies are used in this activity to raise consumer awareness of Sri Lankan tea goods and draw tourists to the country's tea-producing regions.

**Actors**

tea expertise: Experts with extensive experience are in charge of evaluating tea quality.

marketing team: Those in charge of planning and carrying out marketing strategies.

tour guides: Employees who lead tours of tea factories and farms.

tourists: People who travel to tea-producing regions in search of immersive experiences.

**Data and information needs**

for tea quality grading: pertaining to the flavour, scent, look, and feel of individual tea batches.

for promotion and tourism: Information about consumer preferences, market trends, and tourism attractions.

**Weaknesses identified**

Inconsistent Quality Control: Inconsistent quality can lower export competitiveness and arise from non-standard quality grading practices among tea estates and companies.

Limited Promotion Strategies: Insufficient marketing initiatives to elevate Sri Lankan tea brands internationally could lead to decreased market share and exposure in relation to rival brands.

Tourism Integration: The growth of tea-related tourism may be hampered by a lack of integration between the tea industry and the tourism sector, such as through the provision of immersive plantation experiences.

Lack of Innovation: Insufficient funding for research and development could impede the advancement of tea processing methods, product variety, and innovative packaging, thus diminishing the industry's competitiveness in the international arena.

Seasonal Variability: Because tea is produced seasonally, supply fluctuations may occur, which could have an impact on export volumes and revenue predictability. Stabilising export revenues requires creating plans to lessen the effects of seasonal unpredictability, such as inventory control and diversifying product offerings.

**Conclusion**

The interim report outlines the core operations, players, data requirements, and flaws found in the business processes as they currently exist in the Sri Lankan tea export sector. The sector's competitiveness and sustainability will be improved by adopting improvements and resolving these vulnerabilities through further analysis and planning.