**Interim report 02**

**Introduction**

This report seeks to offer an updated study of Sri Lanka's tea export industry, building on Interim Report 01, with a particular emphasis on the grading and promotion of tea quality procedures. This interim report examines the shortcomings noted in the first report and makes recommendations for adjustments to improve the industry's sustainability and competitiveness.

**Suggested improvements to the business process**

* Tea quality grading

Standardisation of Grading Criteria: Create thorough criteria that guarantee uniformity throughout tea plantations and businesses when grading tea quality. This includes establishing standards for assessments of flavour, aroma, appearance, and texture.

Training and Certification: To guarantee that tea tasters have standardised abilities and knowledge, put in place a training programme. Tasters who satisfy proficiency levels ought to receive certification.

Technology Utilisation: To improve the effectiveness and precision of tea grading procedures, investigate the integration of digital platforms and tools for sensory analysis.

* Promotion and tourism

International Marketing Campaigns: To raise awareness and demand for Sri Lankan tea goods, create focused marketing campaigns in important export countries. Highlight the distinctive features and history of Ceylon tea.

Partnerships with Tourism Authorities: Establish collaborations with tourism authorities to incorporate tea-related activities into already-existing travel packages. Promoting tea estate excursions and all-encompassing plantation experiences is part of this.

Digital Marketing Initiatives: Use social media and digital platforms to connect with more travellers and tea lovers. Provide captivating content that highlights the splendour of Sri Lankan tea estates and the art of brewing tea.

**Description of to-be business process**

* Tea quality grading

1. Implemented standard grading procedures.  
2. Tea tasters attend training courses.  
3. Using technology to help in grading.

* Promotion and tourism

1.International marketing initiatives were started.  
2. Associations formed with tourism authorities.  
3. The implementation of digital marketing campaigns.

**Actors**

* Tea experts
* Marketing team
* Tour guides
* Tourism authorities

**Data and information needs**

* Tea quality grading

1. Texture, flavour, fragrance, and appearance parameters.  
2. Records of certification and training materials.

* Promotion and tourism

1.Market research data.  
2. Feedback and preferences from visitors.

**Conclusion**The proposed improvements seek to remedy the flaws found in the export procedures for tea from Sri Lanka. The industry can assure sustained growth and improve its worldwide competitiveness by promoting collaboration between the tea and tourism sectors, standardising grading methods, and strengthening promotion strategies. Sustained observation and assessment will be necessary to gauge the success of these advancements in the long run.