

Executive Summary

This report is about how two engineers thought out of the box and aspired on starting up a business to make use of the managerial knowledge gained throughout their MBA program. They never thought of being entrepreneurs before they started the MBA, but entrepreneurial mindset had been gradually planted on them while following the course. The intention of the project was all about opening an experience center for dining and not just a conventional restaurant in current food chains.

The entrepreneurs educated their customers on the advantages of taking organic food. They also heavily used social marketing to inform their potential customers on their products. They have provided all the convenient factors to the customers as any fast food chain is providing whilst maintaining their backend process of slow food supply. This was a convergence of fast food industry and slow food industry in the first time in Sri Lanka.

The terminal customer values the entrepreneurs have identified are long & healthy life, feeling fit and feeling responsible. Their business scope has been derived using those values. In addition to that, customer problems that they focused on was, lack of non-chemical food, lack of hormones free meat, perhaps taste and sometimes the freshness of fast food. Their customer segments are health conscious, urban families and office workers who love experimental dining. So they provide a dining experience, Pizza made out of organic fruits & vegetables and hormones free meats, in Sri Lankan way and much different taste than existing Pizza chains. Also they secure the freshness of ingredients and serve a hot Pizza every time.

At the stage of market positioning, first the entrepreneurs profiled their target customers, those who live in Colombo Urban & suburban, mixed aged, high income professionals and students. The Frame Of Reference that is already cultivated in a typical customer's mind is a high calorie and high protein when Pizza fast food chains are considered. The Point Of Differences, how they should differentiate in order to reserve a mental space for their offer, was healthy, organic, hormones free, authentic Sri Lankan and experience. The universal mental schema was built around above approach; it is organic, authentic, healthy, fit, quality, freshness, modernized, responsibility and no chemicals. So their brand positioning statement was "Authentic Healthy dining experience".