

EXECUTIVE SUMMARY

Green products have emerged as an environmentally and human friendly solution to fulfill ever increasing customer needs. In the past the green alternative was considered an expensive alternative to conventional products. This fact is rapidly being proven untrue with the evolution of technology. Green products are proven to be cost effective in the long run. In such a situation both environmentally concerned consumers as well as cost concerned consumers have their own reasons to go green.

The promoter has been working as the Engineer, sustainable development at a private energy efficiency consultancy firm for two years. His scope of work covered all aspects related to green building designing since the company provided LEED (Leadership in Energy and Environmental Design) consultancy to commercial and industrial establishments.

With the knowledge and experience he gained during his tenure he is in a better position to identify opportunities and threats related to green industry. Also being a person who believes going green is the most effective solution to future environment, health and efficiency related challenges, he had an ambition to promote green concept among Sri Lankans.

With the rapid development in web based shopping, online presence is a must for a business to thrive. Being motivated by the conducive environment for going green and online shopping, the promoter decided to establish a dedicated online marketplace for Green products.

A new company in the name of Divine Trends (Pvt) Ltd was established in 2014. Since the promoter is working for the government and there are restrictions in establishing a company in the same industry, Divine Trends (Pvt) Ltd was established with the following two persons as directors and shareholders.

- Madushani Edirisinghe
- Dasantha Edirisinghe

Objective of the company was to meet customer needs through innovative solutions that make human life efficient and convenient. This project focused at establishing the green arm

of the company. This came in the form of an online marketplace for green products named BuyGreen.LK.

BuyGreen.LK is open to green vendors to market their products while being a marketing channel to promote green products of Divine Trends (Pvt) Ltd. Apart from BuyGreen.LK Divine Trends (Pvt) Ltd also utilized other online channels such as Mydeal.lk, WoW.lk, Kaymu.lk to market its products.

BuyGreen.LK's main marketing channels were the website and Facebook page. Its success depends on vendors who adhere to the concept of producing green and customers who want to live green.

The project expected to make an impact on the society under the following aspects

- Aware public on importance of going green
- Introduce alternative green products and services to replace conventional way of living
- Ensure convenient delivery of green products and services to customers

To achieve these objectives, company partnered with reliable vendors who supply green products and import products that are not available in the local market to meet customer needs and requirements. Business also focused on providing a convenient channel to customers to make their shopping experience better and more enjoyable while making them aware about importance of going green.

BuyGreen.LK had its physical store at the Good Market in Diyatha Uyana on Thursdays. This was useful to deliver the products ordered through the website and also to make direct sales to a set of customers who are interested in green products.

Project to develop BuyGreen.LK as an online market was initiated in August 2014 with a test run of green products at the Good Market. After the feasibility studies the project kick started in November 2014 with the commencement of website development which is the main project component.

There was high demand for green products especially through facebook and other established online channels. Project team faced many challenges related to product delivery and due to not having a permanent retail store. The project was able to achieve the expected output by introducing new green products, establishing convenient market channels and making customers aware on going green. The continuation of the business will help achieve outcome of ensuring healthy and efficient living while preserving the environment in the long run.