

## Executive Summary

During the last ten years dynamics of the automobile industry have been reshaped with a significant number of new vehicles penetrated into the Sri Lankan market. Over one hundred thousand motor cars along have been imported to the country during 2015 which is three times higher than the previous year figure. Sri Lankan roads are now dominated by modern high tech vehicles. Parallel to increase in the number of vehicles the demand for motor spare parts and other auto products also have increased. In few years' time there will be a significant increase in demand for Automobile products as the vehicles important in recent years move into their first maintain cycle.

In the meantime technology adoption in Sri Lanka has been rapidly increasing. Total mobile broadband connections has approximately increased forty times from year 2009 to 2016. With the digital transformation of the Sri Lankan consumer there has been a noticeable increase in electronic payments where many eCommerce companies penetrated into the market successfully. Electronic payments along with flexible payment facilities are getting increasingly popular among the Sri Lankan consumers.

Turbo.lk is an online eCommerce business to offer end to end products and services to Automobile industry. Key value propositions are to offer best prices to a broad variety of products with flexible payment options while offering a better integrated digital customer experience.

Lean Start up principles have been adopted by the founders to develop the business. Initial minimal viable product has been successfully launched and served four customers during the first month of operations. Customer feedbacks are treated as the best source of guidance to build the next MVP.

A limited liability company has been formed to carry out business activities, and currently four Brand Dealers legally partnered with Turbo.lk. Turbo's aspiration is to be the preferred solution provider for all automobile needs in the market with a positioning of 'Your Closest Autosshop'.