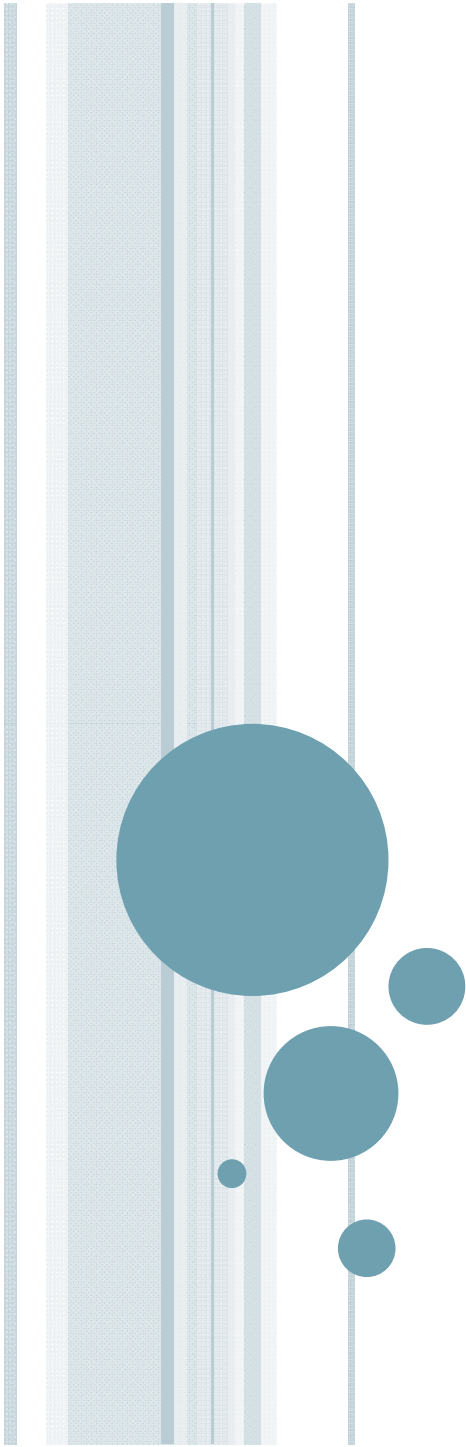




BUSINESS PLAN – SHAMBALA

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OVERVIEW

- Idea is to create a mix of social, innovative and imitative and opportunity entrepreneurship. Shambala is a serene farmland in the outskirts of Bangalore which contains –
 - A vineyard with exotic flavoured wine
 - A hangout spot and an eco-friendly resort for youngsters and families
 - A recreational home for the elderly society.
 - A destination wedding/other event space along with planning/arrangements



WHAT MAKES US DIFFERENT?

- A variety of exotic and innovative flavoured wine that are not tried in the market yet.
- A separate recreational home for the elderly people rather than just an old-age home
- Food is prepared using the organic ingredients grown in the farm.



CUSTOMER/CLIENT BENEFITS

- It would be a place that delights its clients of different age group in the way they want it with recreational activities for kids and families and a hangout spot for youngsters
- An innovative way of recreation for elderly people that is away from the millennial buzz.
- Budget friendly experience
- This idea would provide a solution for social loneliness of NRI

(Non-Resident Indians) parents and help create their own lifestyle.



WHY US

- There are no competitors for the desired wine category and elderly recreational home.
- It's a one stop recreation for the entire family.
- Quality of food – Healthy food served.
- A relaxing space not very far from home.



BUSINESS DEVELOPMENT PLAN

- Conduct a study that determines a place with better connectivity from Bangalore and also other suitable conditions for vineyard.
- Services will be expanded in phases starting from buying/renting the land, cultivating a vineyard with eco-friendly accommodation, recreational home for elders and last with the wedding or other event planning in order to manage funds.
- Develop promotion and sales strategies/goals through online and offline marketing mix.
- Conduct a survey to understand various other preferred wine categories in the market, activities available at the resorts and client preferences.



KEY FEATURES AND SUCCESS FACTORS

- Increasing number of people going abroad for studies, jobs.. would add to the business opportunity.
- Locally preferred/desired flavours used for wine making.
- Wine sales will be managed through wholesale and retail distribution however exotic wines would be available only in the resort and this would help in promoting the resort wing.
- Proximity to demand generators – Location not very far from the busy life however in a serene environment.
- Be fast to benefit from first time user effects.
- Taking the business in phases will help in adding the required funds through regular profits.
- A unique Experience – An exclusive recreation for different age group.

