



MIST MINERAL WATERS (PVT) LTD

Makandura, Gonawila, Sri Lanka.

“The Cooling Taste in Every Sip you Drink”



EXECUTIVE SUMMARY

- *Mist Mineral Waters (Private) Limited was incorporated 17th November 1998 as a Private Limited Liability Co. by its Founder / Ex-Chairman Mr. Gamini Wijesinghe.*
- *By the Second Quarter of 2011, the entire shareholding of the company was restructured between Vista Capital (Pvt) Ltd & Canasia Pacific Lanka Consortium Ltd, both having equal equity stakes.*
- *The Company is free from any form of Liabilities.*
- *The new management, will begin its first phase of production by 1st August 2011.*

FUTURE STRATEGY & POSITIONING

- *SLS Certification is to be awarded shortly and further aims to obtain ISO standard certifications.*
- *The targeted market would not be limited to the local market, instead to cater to the International Markets as well. Example: Maldives, Seychelles.*
- *Plans on creating a Strategically positioned Distribution network island wide apart from the Channels such as Co-op City (CWE) & the Keels Super chain of Supermarkets.*
- *Direct selling to Hotel chains and guest house chains.*
- *A new management team with diverse experience & exposure in this venture.*

BOARD OF DIRECTORS

Proposed Board of Directors

| Name | Age | Director Category | Experience |
|------------------------------------|-----|----------------------------|---------------------------------------------------------------------------------------------------------------|
| Mr. Ganesha Ramachandran | 42 | Chairman | B.SC in finance, Business consultant with international exposure and a professional in the investment sector. |
| Mr. Imran Cader | 32 | Executive Director | MBA. Professional with extensive experience in the Marketing & Finance Sectors and general management. |
| Mr. Rahul Wijesinghe | 20 | Managing Director / CEO | Extensive Experience in manufacturing, trading, service sector and HR management. |

Shareholders

| Name | Share Category | Share Holding |
|--------------------------------------|----------------|---------------|
| Vista Capital (Pvt) Ltd | Ordinary | 50% |
| Canasia Pacific Lanka Consortium Ltd | Ordinary | 50% |

SWOT ANALYSIS

STRENGTHS

- *Ample Water supply available (More than 45,000 Liters daily).*
- *Low Overheads*
- *No Labour unions from its Inception.*
- *Skilled, Team Work, Responsible & Trustworthy Labour & Human Resources at competitive rates.*
- *Government Institutional backing available when needed.*
- *High Marketability of products manufactured.*
- *Ample Space available for expansion of operations, when required.*
- *“The cooling taste in every sip you drink”- an enticing motto, to attract new & existing customers, when entering the sector as a “new entrant”.*

WEAKNESSES

- *Credit Period of up to 45 days asked by Distributors / Marketing Co’s.*
- *Insufficient Brand popularity.*

OPPORTUNITIES

- *To promote & sell the products in the North East Market.*
- *To market among the 'Co-op City' outlets with Government Guaranteed Secure Payment.*
- *Outsourcing can be done for excess capacity available.*
- *The Revival of tourism in Sri Lanka and the anticipated growth*

THREATS

- *New competitors entering the market to grab Market Share.*

PRODUCT RANGE

- ✓ 500 ML
- ✓ 1000 ML
- ✓ 1500 ML
- ✓ 5 LITRE
- ✓ 18.9 LITRE