

Section 3. SWOT Analysis:

Strengths: Mountain Lodge is an attractive concept to the modern traveller, offering something different from the norm and also aimed at high-net-worth individuals, this is something that is currently lacking in Sri Lanka. Our strengths include the uniqueness of the Mountain Lodge concept, this being of a Mega-Mansion. Ella is one of the main tourist destinations of Sri Lanka as it is blessed with absolutely outstanding natural beauty, the views from Mountain Lodge are breathtaking. Ella is becoming a year-round destination because of the perfect climate and is situated in such a way that it is a natural crossroads for tourists as they travel to go surfing in the East, visit the beautiful beaches in the South or the cultural triangle to the North. Mountain Lodge is a unique investment opportunity.

Weaknesses: Like any tourism-based industry, one of our main weaknesses is that we are at the mercy of both natural and man-made disasters. So far we have purchased the land, undertaken the designs along with many innovative aspects for environmental sustainability and worked hard in gaining the seventeen approvals, allowing this exciting project to go ahead, so far we have funded everything ourselves and we do not have any debt. Unfortunately, this has left us in a tight financial position where we now need to seek finance to bring the project to fruition.

Opportunities: The new Mattara airport is only 2 hours away from Ella by road and is now attracting more international carriers to the island. The new Hambantota International seaport is about two and a half hours away and starting to attract cruise ships, as is the Colombo port. From both of these locations, Ella is the closest cool mountain destination. Electric vertical take-off and landing (eVTOL) aircraft will gradually become more popular for airport transfers and port transfers to and from Mountain Lodge.

There is a massive amount of investment in high-end apartments in Colombo aimed at the new generation of city workers, thus increasing the domestic market. Also, they are starting to build the new Port City, this is sometimes referred to as the 'New Dubai'. Port City Colombo is a brand-new city development built as an International 'Service Oriented' Special Economic Zone with an initial investment of US\$1.4bn and an expected US\$20bn overall investment when completed. Spanning 269 ha, it is a sea reclamation project next to the existing Colombo Business District (CBD). These all add to the potential market for Mountain Lodge.

Threats: Sri Lanka is a nation of hard-working and resilient people who have a proven track record to quickly bounce back after hardships such as the civil war and the devastating tsunami. The resilience of the Sri Lankan tourism industry was again unfortunately rigorously tested over the last few years, firstly with the Easter bombings, secondly with the global COVID outbreak and thirdly with the economic and ensuing political crisis. In order to mitigate as much as possible any negative effects on long-term tourism caused by unforeseen events occurring in the future, Mountain Lodge has been designed with futureproofing in mind so as to easily become a university, private school, hospital or self-contained high-end apartments, thus giving the building an additional use with continued revenue generation should the bottom completely fall out of the tourism market.