

possibility for tea cultivation and historical evidences proved that tea tree has a long history dates back to the late 19th Century. Ceylon Tea and Tourism are inseparable words as Sri Lanka's tea growing areas are undoubtedly the most beautiful places in the island as well attractive tourism destinations (Ceylon Tea Land, 2013). Potentials for the development of the segment is enormous with the strengths as the tourism industry needs to push to strengthen Tea tourism being practiced to day to reap the optimum results and benefits, particularly with regard to the focused marketing efforts aimed at the high spending visitors.

In the overall document, the story is developed related to the chapter wise flow of the business evolution in the business venture connected to the development of the target market. Bogawantalawa Tea Estates Plc originally named as Bogawantalawa Plantations Ltd., was formed in 1992 with the state owned Janatha Estates Development Board and Sri Lanka State Plantations Corporation Estates were handed over to 22 Regional Plantation Companies. With Bogawantalawa Plantations Ltd., taking over of 11 estates in the Up-country area, mainly in Bogawantalawa Region and Lower Dickoya and 17 Estates in low Country.

Bogo Valley is famous as Golden Valley of Ceylon Tea surrounded with Adams Peak mountain range and the Horton Place virgin Jungle. The picturesque Tea Estate is one of the most attractive area for the locals and tourists. With Bogawantalawa Plantations Ltd., managing Estates after about 10 years time have identified the management of core-business alone as a challenge and have a great impact to the bottom line since there were numerous internal & external factors beyond their control. There were about 5 – 6 bungalows as in excessive and maintenance of those were additional expenditure for the Company. With the availability of the bungalows and the natural resources the Board of Directors have decided to do a Tea Tourism by using the above bungalows.

In terms of the highlighted flow of the story, Ceylon Tea Trails by BPL and DILMAH are probably the most coveted place to stay in Sri Lanka, and a perfect place for history and tea lovers like us. During the first year of the establishment, the initial profits were at a significantly lower levels ranging to a - 5% to + 3% ROCE reported on the invested capital. Also the two companies had a high staff turnover nearing to 13% on quarterly basis which has inclined the wage costs nearing to 45%. The joint venture initially had a calculated payback period of 6 years which had