



# Event Proposal



## Maharagama Shopping Festival 2025

## About TrategyLoop PVT Ltd



TrategyLoop PVT Ltd is a business consultancy and solutions provider, specializing in empowering small and medium-scale entrepreneurs to achieve sustainable growth. Our core services include business plan preparation, accounting consultancy, strategy development, and digital marketing solutions.

With a strong focus on driving awareness and adoption of digitalization, we help SMEs transition to modern, technology-driven business models, enhancing their competitiveness and reach. Our expertise in fostering innovation and community engagement underpins our commitment to creating impactful platforms like the Maharagama Shopping Festival, connecting brands with consumers in authentic, high-value ways

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## Event Overview

The Maharagama Shopping Festival is a family-oriented shopping extravaganza targeting premier brands, vendors in processed foods, clothing, small-scale entrepreneurs, and other local businesses.



### Dates & Venue



**December 12 | 4PM - 10 PM**

**December 13 & 14 | 10AM - 10PM**

at the **National Youth Center, Maharagama**

### Expected Attendance



**6,000-10,000 visitors** over three days, including families, young professionals, and students.

### Unique Attractions



Hourly raffle draws with exciting prizes, food sampling zones, kids' activities, and live entertainment to keep attendees engaged

### Objectives



- Promote local SMEs, offer affordable year-end shopping
- Foster community spirit
- Provide entertainment through raffle draws

### Vendor Setup

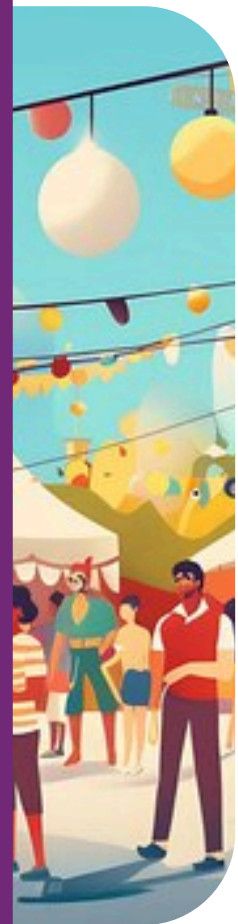


**100 - 120 stalls** available, focusing on clothing, processed foods and SME products.

# Target Audience Demographics

Our event is tailored to Maharagama & suburb urban, middle-class population:

- **Population Reach:** Maharagama has approximately 195,000 residents, with a mix of Sinhalese families and diverse minorities.
- **Age & Gender:** Balanced mix – 40% young adults (18-35), 35% middle-aged (35-55), and 25% seniors/children; slightly female-skewed (51-52%).
- **Socio-Economic Profile:** Middle to upper-middle class, value-conscious shoppers interested in quality foods, household items, and festive deals amid Sri Lanka's economic landscape.
- **Seasonal Shopping Surge:** During the year-end season, Maharagama experiences a significant influx of over 50,000 daily visitors from surrounding suburban areas such as Homagama, Piliyandala, Awissawella, and Horana, boosting its appeal as a regional shopping hub for festive and household purchases.



# Digital Payment Promotion for SMEs

To align with Sri Lanka's government digitalization drive, our event features a dedicated zone promoting **digital payment methods and online banking** for small and medium-scale entrepreneurs (SMEs) in Maharagama. This initiative empowers local businesses with efficient, secure tools amid the year-end shopping surge of thousands of visitors from suburbs like Homagama and Piliyandala. Key elements include:

- Interactive demos and workshops on mobile apps, QR payments, and banking platforms.
- Incentives like discounted fees and promotional shoutouts for adopting SMEs.
- Partnerships with banks and fintech firms for seamless onboarding.



# CSR Project

## Supporting Education for Low-Income Students in Maharagama

All raffle draw ticket proceeds will fund essential school supplies for 100 low-income students in Maharagama Urban Council area, promoting equitable access to education and community upliftment.



# Contact Us



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