

**CRITICAL SUCCESS FACTORS OF WOMEN
ENTREPRENEURS OF SMALL AND MEDIUM ENTERPRISES
IN VAVUNIYA DISTRICT**



By

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ABSTRACT

This study attempted to identify Critical Success Factors of Women Entrepreneurs of Small and Medium Sized Enterprises in Vavuniya District. The study examined five (05) factors that influence women entrepreneurs' success. These factors are family support, women characteristics, human capital, motivation and technology.

The objective of this study was to determine the Critical Success Factors of Women Entrepreneurs of Small and Medium Sized Enterprises. The population of the study will be all the women entrepreneurs in Vavuniya district. A sample of 100 women entrepreneurs will be selected from the study population. For this purposes about 100 questionnaires were distributed among the population. Within the problem statement area, stated about what are the factors influencing the Critical Success Factors of Women Entrepreneurs of Small and Medium Sized Enterprises in Vavuniya District. After the research questions were developed. Based on research questions, research objectives were developed and this will be the base for research process.

Descriptive statistics and other analyze methods were formulated in order to come up with finding related to the research problem. Frequency analysis was used to understand the sample profile and descriptive statistics were used to investigate the success factors among the women entrepreneurs.

The results of the study showed that influence level of Critical Success Factors of Women Entrepreneurs of Small and Medium Sized Enterprises in Vavuniya District is high. As well as each of the variables family support, women characteristics, human capital, motivation and technology also in high level. There is no significant different in influence level of overall success factors by age level of the women entrepreneurs, education level of the women entrepreneurs and nature of the business.

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