

**A study of the factor determining
Entrepreneurship
Development In Batticaloa District**

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Abstract

People who are involved in business find it very difficult to continue in business due to various factors, which affect the business. This is the theme of my research study. The research aims to find out the factors, which are to be considered by entrepreneurs to develop their business. For this research five factors are to be taken. Such as finance, family background, infrastructure facilities, management and competency. This study reveals the degree of importance given to the above factors by the entrepreneurs. Five urban areas in Batticaloa have been selected for this study and a questionnaire has been given to 100 retailers. By using univariate analysis and hypothesis testing in data analysis. I have come to the conclusion that the entrepreneurs consider finance, infrastructure facilities and competency as the determining factor of development of entrepreneurship. But, they did not give importance to management and family background. This may be considered as one of the reason for their failure in business. From the findings of the research I would like to insist that entrepreneurs should give more importance to the above factors if there are to progress in their business and I would also like to suggest some recommendation and implication for the same.

Contents

Chapters	Page Numbers
Title pages	I – III
Acknowledgement	V
Abstract	VI
Contents	VII
List of figures	VIII
Chapter – 01	
1 Introduction	2
1.1 Research Problem	3
1.2 Objective of Study	3
1.3 Research Question	4
1.4 Conceptualization	4
1.5 Methodology	6
1.6 Limitation	10
1.7 Assumption	11
Chapter – 02	
2.1 Definition of entrepreneurship	13
2.1.1 Rewards of entrepreneurship	15
2.2 Importance of entrepreneurship	16
2.2.1 Barriers to entrepreneurship	17
2.3 Determining factors of entrepreneurship	18
2.3.1 Finance	18
2.3.2 Management	21
2.3.3 Competency	22
2.3.4 Family background	24
2.3.5 Infrastructure facilities	24
Chapter – 03	
3.1 Personal Information	27
3.2 Determining factors information	30
Chapter – 04	
4.1 Discussion on Personal information	43
4.2 Discussion on determining factors	44
Chapter – 05	
5 Conclusion	48
5.1 Recommendation	48
5.2 Implication	49
Reference	50
Appendix	
Questionnaire	