

INFLUENCE OF CRITICAL SUCCESS FACTORS OF PRAWN FARM BUSINESS IN BATTIACLOA DISTRICT.



BY

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ABSTRACT

During the historical times Sri Lanka is famous for prawn farm and it was known as the land of prawn farms. Many valuable prawn farms are taken to different parts of the world from Sri Lanka. All the prawn farms are located along a narrow coastal and river site area in the North West and Eastern area.

Prawn farm industry plays a major role in Sri Lanka's economic development. Their contribution to the national income is high but they are facing many challenges in the modern business environment under tough competition, rapidly changing new technologies and globalization. So it is important that they have to clearly understand the factors which will lead to the success.

Therefore this research study intended with the title "Critical success factors of Prawn farm industry in Batticaloa district. Here the success factors include Good management, Marketing factors, Finance, Personal qualities, Education and Training and Experience. The success factors were analysed based on the conceptual framework developed by Yusuf Attahir(1995)

This research gives better understanding of the factors influencing on the success of prawn farm business in Batticaloa the finding of the studies indicate that finance factor having high Level influence, personal qualities and good management having moderate level influence and Lower level influence factors of the prawn farm are educating and training and marketing factors.

This will also help prawn farmers to clearly identify the factors that they need to give more priority in order to success in the business.

In addition to the above, the study offers suggestions to the prawn farmers for their future survival and success.

Keywords: Good management, Marketing factors, Finance, Personal qualities, Education & Training and Experience.

Contents

| | |
|-----------------------|-----|
| Acknowledgement | I |
| Abstract | II |
| List of Figures | III |
| List of tables..... | IV |

Chapter 1 -Introduction

| | |
|------------------------------------|---|
| 1.1 Background of the study | 1 |
| 1.2 Problem statement..... | 2 |
| 1.3 Research questions..... | 3 |
| 1.4 Objectives of the study..... | 3 |
| 1.5 Significant of the study | 3 |
| 1.6 Scope of the study..... | 4 |
| 1.7 Limitation..... | 4 |

Chapter 2-Literature Review

| | |
|---|----|
| 2.1 Introduction..... | 6 |
| 2.2 Definition | 6 |
| 2.3 Success factor for business | 8 |
| 2.3.1 Good management | 9 |
| 2.3.2 Marketing skills | 10 |
| 2.3.3 Networks | 11 |
| 2.3.4 Level of education and training | 11 |
| 2.3.5 Role models | 12 |
| 2.3.6 Finance and initial investments..... | 12 |
| 2.3.7 Personal qualities | 13 |
| 2.3.8 Experience..... | 14 |
| 2.4 Summery | 17 |

Chapter 3-Conceptualization and Operationalization

| | |
|------------------------------------|----|
| 3.1 Introduction..... | 18 |
| 3.2 Conceptualization | 18 |
| 3.3 Definition | 19 |
| 3.3.1 Good management | 19 |
| 3.3.2 Marketing factors | 20 |
| 3.3.3 Finance..... | 20 |
| 3.3.4 Persona qualities | 21 |
| 3.3.5 Education and training | 22 |
| 3.3.6 Experience | 22 |
| 3.4 Operationalization..... | 23 |
| 3.5 Summary | 24 |

Chapter 4-Methodology

| | |
|---|----|
| 4.1 Introduction..... | 25 |
| 4.2 Study setting..... | 25 |
| 4.2.1 Research approach | 25 |
| 4.2.2 Time horizon..... | 25 |
| 4.2.3 Unit of analysis | 25 |
| 4.2.4 Study population | 26 |
| 4.3 Sample sampling design | 26 |
| 4.3.1 Sample size | 26 |
| 4.3.2 Sampling design..... | 26 |
| 4.4 Method of data collection & measures | 26 |
| 4.4.1 Structure for questionnaire | 26 |
| 4.5 Method of data presentation and analysis..... | 27 |
| 4.5.1 Method of data presentation | 27 |
| 4.5.2 Method of data analysis | 27 |
| 4.6 Method of data evaluation | 27 |
| 4.7 Summary | 28 |

Chapter 5-Data analysing and presentation

| | |
|--|----|
| 5.1 Introduction..... | 29 |
| 5.2 Data presentation and analysis for personal information..... | 29 |
| 5.2.1 Following bar charts describes age of the prawn farmers..... | 30 |
| 5.2.2 Following bar charts describes marital status of the prawn farmers..... | 31 |
| 5.2.3 Following bar charts describes education level of the prawn farmers | 32 |
| 5.2.4 Following bar charts describes income level of the prawn farmers..... | 33 |
| 5.3 Data presentation and analysis | 33 |
| 5.3.1 Good management | 34 |
| 5.3.2 Marketing factors | 35 |
| 5.3.3 Finance | 35 |
| 5.3.4 Personal qualities | 36 |
| 5.3.5 Education and Training | 37 |
| 5.3.6 Experience | 38 |
| 5.4.1 Mean comparison..... | 40 |
| 5.4.1.1 Mean comparison between age and overall variables..... | 40 |
| 5.4.1.2 Mean comparison between marital status and overall variables..... | 41 |
| 5.4.1.3 Mean comparison between education level and overall variables..... | 42 |
| 5.4.1.4 Mean comparison between income level and overall variables | 43 |
| 5.4.2 Mean comparison between demographic variables and success of prawn farm business..... | 44 |
| 5.4.2.1 Mean comparison between age and success of prawn farm business.... | 44 |
| 5.4.2.2 Mean comparison between marital status & success of farm business . | 44 |
| 5.4.2.3 Mean comparison between education level and success of business | 45 |
| 5.4 Summary | 45 |

Chapter 6-Discussion

| | |
|--|----|
| 6.1 Introduction | 46 |
| 6.2 Discussion on personal information | 46 |
| 6.2.1 Age..... | 46 |
| 6.2.2 Marital status..... | 46 |
| 6.2.3 Education level..... | 46 |
| 6.2.4 Income level..... | 47 |
| 6.3 Discussion of research information | 47 |
| 6.3.1 Good management | 47 |
| 6.3.2 Marketing factors | 48 |
| 6.3.3 Access to finance | 48 |
| 6.3.4 Personal qualities | 48 |
| 6.3.5 Education and training | 49 |
| 6.3.6 Experience | 49 |
| 6.4 Summary | 50 |

Chapter 7-Conclusions and Recommendations

| | |
|--|----|
| 7.1 Introduction | 51 |
| 7.2 Conclusion | 51 |
| 7.2.1 Level of influence of good management on the success..... | 51 |
| 7.2.2 Level of influence of marketing factors on the success..... | 52 |
| 7.2.3 Level of influence of finance on the success | 53 |
| 7.2.4 Level of influence of personal qualities on the success..... | 53 |
| 7.2.5 Level of influence of education on the success | 54 |
| 7.2.5 Level of influence of experience on the success..... | 55 |
| 7.3 Recommendation | 56 |
| 7.3.1 Recommendation for prawn farmers | 56 |
| 7.3.2 Recommendation for further research | 56 |
| 7.4 Summary | 57 |