

**A STUDY ON FACTORS THAT INFLUENCE IN
THE SUCCESS OF SMALL BUSINESS OF
FOREIGN EMPLOYED ENTREPRENEUR WITH
SPECIAL REFERENCE TO ERAVUR TOWN
DIVISIONAL SECRETARIAT DIVISION.**

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ABSTRACT

Small business play a key role in the country's economic development, smaller business account for nearly 70 % of the employment in Sri Lanka's business sector, although because of many unwanted situation prevailing in Sri Lanka most of the youth have been living without employment. This situation encourage to seek foreign employment after working several years in aboard again they return to home with some amount of money. Most of the foreign employed wish to do a business in the native place having foreign earning.

Every business is functioning within the Eravur Town divisional secretariat division should be registered with Eravur Trade Society. According to the data collected by the Eravur Trade Society major part of the small business within the Eravur Town has been conducting by the foreign employed entrepreneurs in the successful manner. Although non foreign employed entrepreneurs have little part within the Eravur Town many of them has failed in their small business. The Trade Society raise question about this issue. Therefore in this research factors that influence in the success of small business of foreign employed entrepreneurs has been analyzed. Dependent and independent variables are formulated to the research purpose. Dependent variable is success of small business of foreign employed entrepreneur and independent variable are Capital, Experience, Competition, Marketing, and Management.

The population of this study is 927 registered small business entrepreneurs in the Eravur Town Divisional Secretariat division. Among 100 small business entrepreneurs are taken as sample from 17 Grama Niladhary divisions. The research data are collected by using questionnaires. The collected data have been analyzed by SPSS (computer package) with descriptive statistics. According to the data analyzed Capital, Experience, Competition, Marketing, Management show high level of influence in the success of small business of foreign employed entrepreneurs, through this study some recommendations are suggested to follow and develop business of non foreign employed entrepreneurs and those who having idea to start a business.

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