

**THE STUDY ON SOCIO ECONOMIC FACTORS INFLUENCING  
THE SUCCESSFUL PERFORMANCE OF SMALL BUSINESS  
VENTURES IN THE TRINCOMALEE TOWN AND GRAVETS  
DIVISIONAL SECRETARIATE DIVISION**



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## ABSTRACT

Small Business is one of the important economic sector in Sri Lanka. Annually generated income and employment potential in the small business sector is comparable to the large business venture. Therefore actual contribution of the Small Business sector to the economy of Sri Lanka would be much more than the large scale business ventures. Recently most of the Small business ventures are engaged in this area. If the small business has successful performance that will leads to the economic development of the country. Accordingly success of the small business depends on the Socio Economic Factors. If these factors are highly supported to the business that will lead to the small business success, therefore the Small business ventures mostly consider on these factors when they run their business activities.

The research title is, "The Study on Socio Economic Factors influencing the successful performance of Small Business ventures in the Trincomalee Town and Gravets Divisional Secretariate Division". The problem statement concern on find out the Socio Economic Factors influence the successful performance of the small business ventures in Trincomalee Town and Gravets Divisional Secretariate Division. And the research questions are what are the level of growth and survival of the Small Business Ventures in the Trincomalee Town and Gravets Divisional Secretariate Division? And, what are the Social Factors influencing the Successful performance of the Small business Ventures in the Trincomalee Town and Gravets Divisional Secretariate Division? And also what are the Economic Factors influencing the Successful performance of the Small business Ventures in the Trincomalee Town and Gravets Divisional Secretariate Division?

The objectives of this research study were to measure the level of Growth and Survival of the Small Business Ventures in Trincomalee Town and Gravets Divisional Secretariate Division and also to measure the influence of the Socio Economic factors to the successful performance of Small business ventures in Trincomalee Town and Gravets Divisional Secretariate Division.

Conceptualization framework of this study has two variables such as Social factors (education, experience, transportation, communication, technology and training) and Economic factors (capital, income, saving and loan).

Primary and secondary data were used in this study. Primary data were collected from questionnaires and secondary data collected from the Urban Council reports. 200 peoples were selected as sample and questionnaires were issued to them to collect the data. Collected data was analyzed by Univariate Analysis, after that they were presented in frequency tables and pie charts. For this using the computer packages SPSS and Excel

The study found that the two variables mostly indicate high level influence to the small business success. Even though some factors had moderate influence to the small business success, therefore it was known from the conclusion, for those factors to upgrade the level of influence at high level. Eventually this report recommends some remedial actions that help to the small business success.

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