

**THE STUDY ON FACTORS WHICH INFLUENCE THE
ENTERPRISE SUCCESS OF THE SMALL SCALE
ENTREPRENEURS IN THE TRINCOMALEE TOWN AND
GRAVETS DIVISIONAL SECRETARIAT DIVISION.**

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ABSTRACT

Small business contributes greatly to economy all around the world. Most of businesses are small business or even started out as small businesses. They contribute to society by offers products to customers. They also provide employment opportunities to people which can become reasonable career paths and choices. It brings a new kind of competitions and also open up business opportunities as well as high performing institutions are the leading players of small business development in the global economy there are insufficient capital problem in Sri Lanka. So capital requires increasing the small businesses in Sri Lanka. Small business which can be started with less investment is very significant.

Such as providing sufficient information, advisory services, choosing appropriate amount for the entrepreneurs and other guiding services for them success etc. so this objective will be the study on factors which influence the enterprise success of the small scale entrepreneurs in the Trincomalee Town and Gravets D.S.Division.

For this research study, the conceptualization involves three variables namely; personal business background, entrepreneur's competencies, government and institutional support. 100 small business holders were selected using random sampling method for the study purpose. Structured questionnaire was used to collect data for this study and collected data was analyzed by univariate analysis.

The study found that mean, standard deviation between overall entrepreneur's related factors and success of business is significant. There is a positive relationship between relationship of variables and small business success. Therefore some suggestions have been provided at end of the research improve the above variables and success of small business holders in Trincomalee Town and Gravets D.S.Division

CONTENTS

Title pages	Page no
Acknowledgement	IV
Abstract	V
Contents	VI
List of Tables	VIII
List of Figures	IX

CHAPTER 1– INTRODUCTION 1-4

1.0 Overview of the study	1
1.2 Background of the Study.	2
1.3 Problem Statement.	4
1.4 Research Questions.	4
1.5 Objective of the Study.	4
1.6 Significance of the Study	4
1.7 Limitation of the study.	5
1.8 Assumptions.	5
1.9 Summary	5

CHAPTER 2 – LITERATURE REVIEW 6-27

2.1 Introduction.	6
2.1.1 Entrepreneurship.	7
2.1.2 Business innovation	7
2.1.3 Small to medium enterprise	8
2.1.4 Enterprise education	8
2.1.5 Business feasibility Study	9
2.1.6 Business plan.	10
2.2 Entrepreneurship and Business Innovation Scope and Theory	10
2.3 Entrepreneurship Education.	13
2.4 Entrepreneurship Curriculum	19
2.6 Entrepreneurship Education an International Perspective	22
2.7 Summary	27

CHAPTER 3 – CONCEPTUALIZATION AND OPERATIONALIZATION 28-34

3.1 Introduction	28
3.2 Conceptualization	28
3.2.1 Personal Business background	30
3.2.2 Competencies variable	30
3.2.3 Government & Institutional support	32
3.3 Operationalization	33
3.4 Summary	34

CHAPTER 4 – RESEARCH METHODOLOGY 35-46

4.1 Introduction	35
4.2 Methods of Data Collection and Measures	35
4.3 Methods of Data Presentation and Analysis	40
4.4 Methods of Data Evaluation	40
4.5 Summary	46

CHAPTER 5 – DATA PRESENTATION AND ANALYSIS 47-59

5.1 Introductions	47
5.2 Personal information	47
5.3 Research Data	50
5.4 Summary	59

CHAPTER 6 – DISCUSSION 60-70

6.1. Introduction	60
6.2. Discussion of Personal Information	60
6.3 Discuss on Research Information	61
6.4 Summary	70

CHAPTER 7 – CONCLUSION AND RECOMMENDATIONS 71-78

7.1 Introduction	71
7.2 Conclusion	71
7.3 Recommendation on Research Variables	72

7.4 Limitation of the Study	77
7.5 Implications of the Study	78
REFERENCES	79