

**ENTREPRENEURIAL QUALITIES OF SMALL BUSINESS
WOMEN IN KURUNEGALA**



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ABSTRACT

Entrepreneurs provide the spark for our economic system by taking risk in providing goods and services by choosing to own and manage their own firms. They become energizers of small business. The sufficient features of entrepreneurship is to develop the economy by using the resources were not higher utilized, create competition, provide more employment opportunities and reduce inequality of income distribution. Successful entrepreneurs have to possess certain personal qualities. These qualities are either inherent or developed through education, training and through one's own experience.

The study essentially focuses to find out the level of entrepreneurial qualities of small business women in Kurunegala. Totally 100 questionnaire have issued to small business women who residing in various part of above divisional secretarial areas on random sampling basis.

Conceptualization framework used to developed questionnaire to the research and each element from conceptualization hold include in the questionnaire. According to the Conceptualization model, through the main objective of the study is to show the entrepreneurial qualities of small business women such as Self confidence, seeking opportunities, Dedication, Optimistic and Risk taking.

Method of analysis specifically considered univariate analysis only. The results are illustrated by tables, pie charts and bar charts. Based on the value indicated in the questionnaire, mean value is lying in the range between 4 to 5, which is strongly disagree to strongly agree with 5 scale measures.

From the estimation it may be able to conclude that except the quality of seeking opportunities other entrepreneurial qualities are in the high level. Because of the above reasons, researcher can conclude that most of small business women in Kurunegala district have high level of entrepreneurial qualities.

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