

ENTREPRENEURIAL CHARACTERISTICS OF LOCAL ICE CREAM
VENTURES IN JAFFNA DISTRICT



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ABSTRACT

This research is concerned with the analysis of "Entrepreneurial characteristic of local ice cream venture in Jaffna district". The researcher formulated problem question that "find out the characteristics possessed by the entrepreneurs"

This research conducts with local ice cream ventures. The Jaffna district was selected and 100 entrepreneurs were identified as sample. After data were collected from selected entrepreneurs and these data were presented and analyzed by using statically tools. These analyses were used to find out the characteristics possessed by the entrepreneurs.

Here, Creativity and Innovation, Risk taking, Team building, Self-confidence and optimism, Commitment to work contract are independent variables used to measure the Entrepreneurial characteristics. And Productivity, Efficiency, Expansion, Profit, and Quality are used to measure the success of the ice cream ventures.

According to these analyses, It has been founded the how far entrepreneur's characteristics level of the local ice cream ventures in Jaffna District. There is the entrepreneur's characteristic in moderate level. In this all view, the researcher attempt to say that, Jaffna local ice cream ventures should improve their entrepreneurship characteristics

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