

**IMPACT OF ENTREPRENEURIAL COMPETENCIES ON THE
BUSINESS PERFORMANCE OF SMALL SCALE POULTRY
FARMERS IN BADULLA DISTRICT**

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ABSTRACT

Entrepreneurship, as exemplified by the characteristics of the entrepreneur, is considered to be central to the determinants of SME performance. There is widespread acknowledgement that the success, performance and growth of a SME is heavily dependent on the competencies of the entrepreneur. The management structure and independence of a small enterprise places the entrepreneur in a critical position in the business operation. The aim of this research paper is to find out “How do entrepreneurial competencies impact on the business performance of small scale poultry farmers in Badulla district?”

Conceptual model is developed based on reviewing literature. Primary data that has been used for the study were obtained from small scale poultry farmers in Badulla district. Convenient sampling method was used to obtain 100 small scale poultry farmers were considered for this research study. The collected data has been analyzed by using descriptive statistics, correlation analysis and regression analyses.

Based on the findings of the study, it concludes that all the quality dimensions are at a higher level. Risk assessment has scored the highest mean value. The strength of association between strategic, opportunity and conceptual; and business performance have moderate positive relationships. Relationship and organizing competencies; and business performance have strong positive relationships. Commitment competency has a weak positive relationship with business performance. 47.9% of variability in business performance was explained by entrepreneurial competencies. Strategic, relationship, organizing and commitment competencies account for 13.9%, 25.1%, 25.3% and 2.7% percent of the variation in business performance relationship have been explained individually.

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