

**IMPACT OF MARKETING COMPETENCIES OF
ENTREPRENEURS ON THE BUSINESS PERFORMANCE OF
SMALL SCALE ENTERPRISES IN LEATHER PRODUCTS
INDUSTRY IN KANDY DISTRICT**

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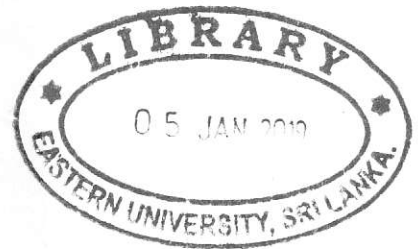
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ABSTRACT

The objective of this study is to find the marketing competencies practices among small scale enterprises in leather products industry in Kandy district. Further, it finding out the impact of marketing competencies of entrepreneurs on the business performance of small scale enterprises in leather products industry in Kandy. The SME sector has become a crucial segment and a major section of private sector in developing countries. Therefore, for the developing countries, it is important to accelerate the growth of small and medium enterprises in order to gain sustainable development. However poor practices of marketing competencies, poor financial activities, lower attainment of the entity's goal objective and failing to protect organization assets lead to failure of the business. Therefore, this research aims to explore marketing competencies practices in Kandy district and evaluate whether marketing competencies have an impact to the business performance of the business.

Marketing competencies was looked at from the perspective of managing funds, offering superior services, superior images, knowledge of customers and competitors. Primary data was collected from entrepreneurs of leather products industry in Kandy district. There, one hundred entrepreneurs were selected as sample and questionnaires were issued to them to collect the primary data. Collected data for the study was presented in the form of tables and chart and analyzed using the Software Statistical Package of Social Science (SPSS), version 23.0. The data analysis included the Univariate analysis (descriptive) and Bivariate analysis.

According to the analysis, the findings show marketing competencies of leather product industry is at high level and also business performance is also at high level. However, majority of respondent have high level of marketing competencies practice and business performance in Kandy district. There is high positive relationship between marketing competencies and business performance.

Keywords: Marketing competencies, Managing funds, Offering superior services, Superior images, Knowledge of customers and competitors, Business performance.

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