

**“CHALLENGES FACED BY THE RETAIL BUSINESSES
IN BATTICALOA MUNICIPAL
AREA”**

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EASTERN UNIVERSITY, SRILANKA
2002**

ABSTRACT.

People who are involved in business find it very difficult to continue in business due to various factors, which affect the business. This is the theme of my research study. The developments of retail businesses are very poor in Batticaloa municipal area. Therefore this research aims to find out the factors, which are to be considered by the retailers to develop their business. For this research purpose four factors are to be taken. Such as capital, competition, competency and infrastructure facilities.

This research has consists of five chapters that are introduction, literature review, data presentation and analysis, discussion and conclusion and recommendation.

In the first chapter it has considered the introduction, problem statement, objectives of research, conceptualisation, which are related to the research and the methodologies used to collect and evaluate the data, limitation, and assumption.

The second chapter consists of the existing concepts regarding the capital, competition, competency and infrastructure facilities. And also reflects the most suitable concept to this research.

In the third chapter collected information presented and were analysis. It consists of the personal information, Information regarding capital, competition, competency, infrastructure facilities and retail business development and testing hypothesis.

All the evaluations of data were discussed in the fourth chapter that are personal information, discussion on research information. Eventually in the final chapter, it has concluded conclusion and recommendation to achieve the research objective.

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