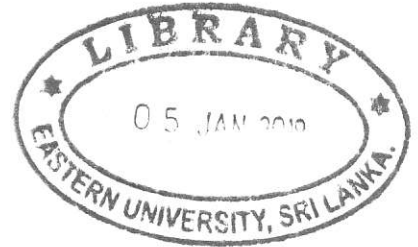


**IMPACT OF MARKETING COMPETENCIES OF
ENTREPRENEURS ON THE BUSINESS PERFORMANCE OF
SMALL SCALE ENTERPRISES IN VEGETABLE INDUSTRY IN
BADULLA**



By
WIJESURIYA MUDIYANSELAGE NUWAN GUNAWARDANA

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ABSTRACT

The objective of this study is to find the marketing competencies practices among small and medium scale enterprises in vegetable industry in Badulla district. Further, it finding out the Impact of marketing competencies of entrepreneurs on the business performance of small scale enterprises in vegetable industry in Badulla. The SME sector has become a crucial segment and a major section of private sector in developing countries. 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 Badulla 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 100 farmers of vegetable industry in Badulla district. There, one hundred farmers 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, version 23.0. The data analysis included the Univariate analysis (descriptive) and Bivariate analysis.

According to the analysis, the finding showed marketing competencies of vegetable industry is at high level (4.04) and also business performance is at high level. However, majority of respondent have high level of marketing competencies practice and business performance in Badulla district. There is high positive relationship between marketing competencies and business performance. As well as the dimensions of marketing competencies are at moderate level while managing funds are major among them.

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

TABLE OF CONTENTS

ACKNOWLEDGEMENT.....	I
ABSTRACT.....	II
ABBSEVATION.....	III
TABLE OF CONTENTS.....	IV
LIST OF TABLES.....	X
LIST OF FIGURES.....	XII
CHAPTER ONE- INTRODUCTION	
1.1 Background of the Study	1
1.2 Vegetable Industry in Sri Lanka	2
1.3 Research Problem	3
1.4 Research Questions	6
1.5 Research Objective	6
Specific Objectives	7
1.6 Significance of the Study	7
1.7 Limitations of the Study.....	7
1.8 Assumptions of the Study	8
1.9 Chapter Summary	8
CHAPTER TWO- LITERATURE REVIEW	
2.1 Introduction.....	9
2.2 Small and Medium Enterprises.....	9
2.3 SME in Sri Lanka.....	11
2.4 Vegetable Industry in Badulla District	14
2.5 Marketing issues in Small and Medium Enterprises (SMEs).....	15

2.6 Marketing Competencies in Small Scale Enterprises	17
2.6.1 Marketing Activities	17
2.6.2 Marketing Competencies	17
2.7 There are four marketing Competencies related in SMEs	18
2.7.1 Managing funds	18
2.7.2 Offering Superior Services	19
2.7.3 Superior Image	19
2.7.4 Knowledge about Customers and Competitors	19
2.8 Performance of SMEs	21
2.8.1 Profitability	22
2.8.2 Return on Investment	23
2.8.3 Customer satisfaction	23
2.9 Relationship between marketing competencies and SME performance	24
2.10 Chapter Summary	24

CHAPTER THREE- CONCEPTUAL FRAMEWORK AND OPERATIONALIZATION

3.1 Introduction	25
3.2 Conceptualization & Conceptual Frame work	25
3.2.1 Conceptualization	25
3.2.2 Conceptual Framework	25
3.3 Marketing Competencies	27
3.3.1 Managing Funds	27
3.3.2 Offering Superior Services	27
3.3.3 Superior Images	28
3.3.4 Knowledge of customers and competitors	28

3.4 Business Performance	29
3.4.1 Profitability	29
3.4.2 Return on Investment	29
3.4.3 Customer Satisfaction	29
3.5 Operationalization	30
3.5.1 Operationalization Variables	30
3.6 Chapter Summary	32

CHAPTER FOUR- MERHODOLOGY

4.1 Introduction.....	33
4.2 Study Setting and Design.....	33
4.3 Method of Survey	34
4.4 Study Population and Sampling Techniques	34
4.5 Source of Data Collection.....	35
4.6 Structure of Questionnaire	36
4.7 Method of Measurements	37
4.7.1 Method of Measuring the Personal and Farming Information.....	37
4.7.2 Method of Measuring the Marketing competencies	38
4.7.3 Method of Measuring business Performance.....	39
4.8 Data Presentation and Analysis Methods	39
4.8.1 Method of data presentation.....	39
4.9 Method of Data Analysis and Evaluation	40
4.9.1 Method of data analysis	40
4.9.2 Methods of data evaluations	41
4.9.2.1 Univariate Analysis.....	41

4.9.2.1.1 Decision Rules and Method of Interpretations	42
4.9.2.2 Bivariate Analysis.....	42
4.9.2.2.1 Correlation Analysis	43
4.9.2.2.2 Simple Regression Analysis	43
4.10 Chapter Summary	44

CHAPTER FIVE- DATA PRESENTATION AND ANALYSIS

5.1 Introduction.....	45
5.2 Reliability Test of the Instrument	45
5.3 Data presentation	46
5.3.1 Data presentation for Personal Information and Farming Information	46
5.3.1.1 Gender.....	46
5.3.1.2 Age Level.....	47
5.3.1.3 Civil Status.....	47
5.3.1.4 Monthly Income.....	48
5.3.1.5 Financial Status.....	49
5.3.1.6 Experience in Agriculture (years).....	49
5.3.1.7 Distribution Crops.....	50
5.4 Data Analysis	51
5.4.1 Univariate Analysis.....	51
5.4.1.1 Data Analysis for Marketing Competencies	51
5.4.1.1.1 Managing Funds.....	53
5.4.1.1.2 Offering Superior Services (OSS)	54
5.4.1.1.3 Superior Images	56
5.4.1.1.4 Knowledge of Customers and Competitors (KCC)	57

5.4.1.2 Business Performance	58
5.4.1.2 Cross Tabulation Analysis	59
5.4.1.2.1 Mean comparison between gender with marketing competencies	59
5.4.1.2.2 Mean comparison between Age with marketing competencies.....	59
5.4.1.2.3 Mean comparison between civil Status with marketing competencies	60
5.4.1.2.4 Mean comparison between monthly income level with marketing competencies.....	60
5.4.1.2.5 Mean comparison between Financial Status with Marketing Competencies	61
5.4.1.2.6 Mean comparison between experiences in agriculture with marketing competencies.....	61
5.4.1.2.7 Mean comparison between how to distribute crops with marketing competencies.....	62
5.4.2 Bivariate Analysis.....	62
5.4.2.1 Correlation analysis – Marketing Competencies and Business Performance..	62
5.4.2.2 Regression analysis – Marketing Competencies and Business Performance ..	65
5.4.2.2.1 Multiple Regression Analysis	65
5.4.2.2.2 Simple Regression Analysis	66
5.5 Chapter Summary	68

CHAPTER SIX- DISCUSSION

6.1 Introduction.....	69
6.2 Discussion on personal factors and farming information	69
6.3. Discussion on Research Objectives	70
6.3.1 Discussion of the impact of Marketing Competencies on Business Performance	70
6.3.2 Discussion of the impact of Managing Funds on Business Performance	70