

THE STUDY ON FACTORS WHICH INFLUENCE THE
ENTERPRISE SUCCESS OF THE SMALL BUSINESS
ENTREPRENEURS IN THE TRINCOMALEE TOWN AND
GRAVETS DIVISIONAL SECRETARIAT DIVISION



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Abstract

Entrepreneur is an Economic Agent who plays a vital role in the economic development of a country. Economic development of a country refers steady growth in the income levels. This growth mainly depends on its entrepreneur. An entrepreneur is an individual with knowledge, skills, initiative, drive and spirit of innovation who aims at achieving goals. An entrepreneur identifies opportunities and seizes opportunities for economic benefits.

Entrepreneurship is a dynamic activity, which helps the entrepreneur to bring changes in the process of production, innovation in production, new usage of materials, and creator of market. It is a mental attitude to foresee risk and uncertainty with a view to achieve certain strong motive. It also means doing something in a new and effective manner.

Therefore, the research study intended the title "A study on factors which influence the enterprise success of the small business entrepreneurs and recommend strategies to improve the level of success of them in Trincomalee town and Gravets D.S.Division.

This research investigation is based on the conceptualization. That is here personal business background, entrepreneurial competencies and the government and institutional support. 100 entrepreneurs were taken under this research. The structured questionnaire with the simple random sampling method was used to get primary and secondary data. The collected data were analyzed using the univariate method with the help of SPSS computer package.

The findings show the level of success of the small business entrepreneurs in Trincomalee Town and Gravets D.S.Division related 3 variables such as personal business background, entrepreneurial competencies and government and institutional support. Therefore this reveal that, there are some necessary actions should be taken by government and non government organizations and entrepreneurs to identify the limitations which are restrict to improve the level of success of them.

Researcher

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