

A STUDY ON THE ENTREPRENEURIAL COMPETENCIES AND
THE BUSINESS PERFORMANCE LEVELS OF BAKERY
INDUSTRY IN THE BATTICALOA DISTRICT.



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ABSTRACT

The success and survival of an organization depends on effective utilization of human resources. Every organization needs to adopt effectiveness of entrepreneur competence in order to get optimum utilization from their resources.

In practice, Bakery entrepreneurs have historically altered the direction of national economics, industries a market. They have invented new products and development organizations and the means of new products to bring them to market. Their competence level forced the reallocation of resources always from existing users to new and more productive users many innovations have transformed the society and altered pattern living, and many services have been introduced to altered or create new venture.

The objectives are to evaluate on the effective level of bakery owner's competence, to identify which factors are mostly influencing the effectiveness of the entrepreneur's competence and to recommend a crackdown action and suitable structured changes. Conceptualization model includes Achivement, Planning and Power competencies to evaluate the effectiveness of competence and business performance levels of Batticaloa Bakery industry.

To analyze the effectiveness level of entrepreneur competence and business performance, 75 Entrepreneurs were taken as sample from the all DS division from Batticaloa District. Data were collected from most of the bakery owners by issuing questionnaires. It was analyzed through SPSS. Method of analysis specifically considered univariate analysis only. The results are illustrated by tables. Based on the value indicated in the questionnaire, mean value is lying in the range between 1 to 5, which is very poor to very good statement with 5 scale measures. According to mean and SD value all variables are effective in Batticaloa bakery owners

Contents

Abstract	I
Acknowledgement.....	II
Table of Contents.....	III
List of Tables	VII
List of Figures	VIII
Appendix.....	IX
Chapter 1 Introduction	1
1.1 Background of the study.....	1
1.2 Problem statement	4
1.3 Research questions	5
1.4 Objective of the research study.....	5
1.5 Significance of the research	5
1.6 Scope of the research study.....	6
1.7 Assumption of research study.....	6
Chapter 2 Litratue Riview	7
2.1 Introduction.....	7
2.2 Entrepreneurship Definition	7
2.2.1 Historical perspectives on entrepreneurship	7
2.2.2 Modern Definition of Entrepreneurship	8
2.2.3 Definition of Entrepreneur	10
2.2.4 Roles of the Entrepreneurs.....	12
2.2.5 Importance of Entrepreneurship.....	15
2.3 Entrepreneurial Competence.....	16
Needs for achievement competence.....	18
2.3.2 Planning competence.....	20
Need for Power competence.....	21
2.3.4 Entrepreneurial Competencies and it levels.....	22
2.4 Business Performance Definition.....	24
2.4.1 Determinants of business performance	24
2.5. Entrepreneurs and their business performance.....	27
2.6 Previous Analytical Framework.....	28
2.7 Entrepreneurship Development in Sri Lanka	29

2.8 Summary	32
Chapter 03 Conceptualization and Operationalization	33
3.1 Introduction	33
3.2 Conceptualization	33
3.3 Definition of Independent Variables	34
3.3.1 Achievement Competencies	34
Planning Competencies	35
3.3.3 Power Competencies	36
3.4 Definition Dependent variables	37
3.4.1 Business performance	37
3.5 Operationalization	38
3.4 Summary	41
Chapter 04 Methodology	42
4.1 Introduction	42
4.2 Study setting	42
4.2.1 Design and method survey	42
4.3 Sampling	43
4.4 Data collection method	44
4.4.1 Personal Questions	45
4.4.2 Research Questions	45
4.5 Method of Measurement	45
4.6 Method of Data analysis and Evaluation	47
4.7 Summary	47
Chapter 05 Data Presentation and Analysis	48
5.1 Introduction	48
5.2 Presenting Personal Information	49
5.2.1 Starting way of the Business	49
5.2.2 Form of the Business	49
5.2.3 Gender distribution	50
5.2.4 Age distribution	51
5.2.5 Started year	51
5.2.6 Educational level	52
5.2.7 How become Entrepreneur	53
5.3. Presenting Dimensions of the Variable	54

5.3.1 Opportunity seeking	54
5.3.2 Innovation	55
5.3.3 Commitment to work contract	57
5.3.4 Perception on work	59
5.3.5 Risk Taking	61
5.3.6 Goal Setting	62
5.3.7 Planning and Control	64
5.3.8 Information seeking	66
5.3.9 Self – Confident	67
5.3.10 Networking and Persuasion	69
5.3.11 Sustainability in the Business	70
5.3.12 Stable Growth of the Organization	72
5.4 Presenting the Variables of the Research	74
5.4.1 Achievement Competence	74
5.4.2 Planning Competence	75
5.4.3 Power Competence	77
5.4.4 Entrepreneurial Competence	78
5.4.5 Business Performance	80
5.5 Summary	81
CHAPTER 06 Discussion.....	82
6.1 Introduction	82
6.2 Discussion Personal Information	82
6.2.1 Way of started the business	82
6.2.2 Type of the business	83
6.2.3 Gender distribution	83
6.2.4 Age group	84
6.2.5 Started year of the Business	84
6.3 Discussion Research Information	85
6.3.1 Achievement Competence	85
6.3.2 Planning Competence	91
6.3.3 Power Competence	95
6.4 Discusses the Concepts	98
6.4.1 Entrepreneur’s Competence	98
6.4.2 Business Performance	98

6.5. Summary	99
Chapter 07 Conclusion and Recommendation	100
7.1 Introduction.....	100
7.2 Conclusion.....	100
7.3 Recommendation.....	103
7.3.1) Opportunity seeks	104
7.3.2) Innovation	104
7.3.3) Risk Taking	105
7.3.4) Planning and controlling	106
7.3.5) Goal setting	106
7.3.6) Perception of work.....	107
7.3.7) Information seeking	107
7.4) Recommendations to Government.....	108
7.5) Limitation of the Study.....	109