

ENTREPRENEURIAL CHARACTERISTICS OF RETAILERS IN THE JAFFNA DISTRICT

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ABSTRACT

This research is concerned with the “Entrepreneur characteristics of retailers in Jaffna district” The researcher formulated problem question that “how far entrepreneur’s competencies impact on the business performance of the retails Industry in Jaffna District?” Then the researcher found that there is a There is the entrepreneur’s competence moderately supported to the business performance.

This research conducts Jaffna district industries. The Jaffna district was selected and 100 entrepreneurs were identified as sample. After data were collected from selected customers and these data were presented and analyzed by using statically tools. These analyses were used to test the how far entrepreneur’s competencies impact on the business performance of the retails Industry.

This study focused on the entrepreneurial competence and business performance based on entrepreneurship theory and practice. Jaffna retails should improve their business performance based on the influencing entrepreneurship competencies.

In this research, the researcher concluded about the clarify the research findings, after that the researcher formed a final conclusion. Some important suggestions also were given for the improvement of customer satisfaction.

According to these analyses, It has been founded the how far entrepreneur’s competencies impact on the business performance of the retails Industry in Jaffna District. There is the entrepreneur’s competence moderately supported to the business performance. In this all view, the researcher attempt to say that, Jaffna retails should improve their business performance based on the influencing entrepreneurship competencies.

Researcher

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