

**DETERMINANTS OF THE DEVELOPMENT OF BRICK
INDUSTRY AS SPECIAL REFERENCE TO
AMPARA DISTRICT**

11 JUL 2015



FCM1491



Project Report
Library - EUSL

WATHTHE GEDARA INDUNIL SHANAKA

ABSTRACT

Bricks are traditional building material likely to remain of importance in the construction industry for the foreseeable future. A brick is a block or a single unit of a kneaded clay-bearing soil, sand and lime, or concrete material, fire hardened or air dried, used in masonry construction.

The brick industry, as a whole, depends upon the use of different raw materials and labour for its production. The use of raw materials often makes and impact on land, environment, surrounding vegetation and on the use of energy. Through industrialization and mechanization seem to go hand in hand, brick industry is often plagued by the lack of mechanization giving rise to many problems on the use of the raw materials as the alternative in that area are not explored.

Ampara district is a famous district as it is rich from clay, water, and dry weather condition required for brick industry also availability of paddy husk and woods for burning of raw bricks and availability of expertise s this industry is has been continued in Ampara for long period of time have increased the attractiveness of the industry in Ampara. The Ampara district brick makers are facing many problems regarding development of their product Under this research Mainly consider about what are the determinants of the development of brick industry in Ampara district according to this research mainly consider about the level of four determinants such as Technological, financial, Marketing and government.

For this research mainly collected the information out of the 100 of Samples in the district, were selected for the survey. To collect primary data required for the study set of questionnaire was distributed among the 100 of brick makers.

According to the study results technological factors are affected to high level of the development of brick industry and financial factors are moderately supported to the development of the brick industry and marketing factors and government factors also moderate level affected to the development of brick making industry in Ampara district.

TABLE OF CONTENTS.

Contents	Page no
Acknowledgement	I
Abstract.....	II
Table of contents.....	III
List of tables.....	VII
List of figures.....	VII
Chapter 01	1
1.1 Background of the Study.....	1
1.2 Problem Statement.....	2
1.3 Research questions	2
1.4 Research objectives	2
1.5 Significance of the study.....	3
1.6 Limitation of the study	3
1.7 Summary.....	3
Chapter 02	4
2.1 Introduction.....	4
2.2 Brick industry	4
2.3 Raw material of brick industry	5
2.3.1 Clay.....	6
2.3.2 Water.....	6
2.3.3 Sand	7
2.3.4 Fuel	7
2.4 Factors that determine the Development in brick making industry.....	7
2.4.1 Technology.....	7

2.4.1.1 Technology of bangladesh.....	8
2.4.1.2 Technology of india.....	9
2.4.1.3 Technology of germany	10
2.4.2. Finance	10
2.4.2.1.Financing method	12
2.4.2.1.1 Small business Administration loan..	12
2.4.2.1.2 Product presale	13
2.4.2.1.3 Friends and family	13
2.4.2.1.4 Side business.....	13
2.4.2.1.5 Credit card	13
2.4.2.1.6 venture capitalists	13
2.4.2.1.7 Real estate	13
2.4.2.1.8 Crowd funding	13
2.4.2.2 Sources of finance	14
2.4.2.2.1 Properties own finance	14
2.4.2.2.2 Fixed capital and working capital	14
2.4.2.2.3 Working capital cycle	15
2.4.3 marketing	15
2.4.3.1 Marketing plan	16
2.4.4 Government	16
2.5 Positive and negative impact of brick industry	17
2.6 Summery.....	18
Chapter 03	19
3.1 Conceptualization	19
3.1.1 Technology	20
3.1.2 Financial	20
3.1.3 Marketing	20
3.1.4 Government	21

3.2 Operationalization	21
3.3 Summery	22
Chapter 04.....	23
4.1 Introduction	23
4.2 Study design and method of survey.....	23
4.3 Sampling.....	23
4.4 Method of data collection	24
4.5 Method of measurement	24
4.6 Method of data Presentation and evaluation	25
4.6.1 Data presentation	25
4.6.2 Data Analysis	25
4.7 Method of evaluation	25
4.8 Summery	26
Chapter 05.....	27
5.1 Introduction	27
5.2 Personal information	27
5.2.1 Gender distribution.....	27
5.2.2 Age distribution.....	28
5.2.3 Educational qualification of brick makers	30
5.2.4 Experience in brick production	31
5.2.5 Average monthly income	32
5.3 Research information	33
5.3.1 Technological factors.....	33
5.3.2 Financial factor	35
5.3.3 Marketing factor	37
5.3.4 Government.....	39
5.4 Summery	41
Chapter 06	42
6.1 Introduction	42
6.2 Discussion personal Information	42

6.2.1 Gender	42
6.2.2 Age.....	42
6.2.3 Educational level	43
6.2.4.Experience	43
6.2.5 Monthly income	43
6.3 Discussion Research Information	44
6.3.1 Technological factors	44
6.3.2 Financial factors	44
6.3.3 Marketing factor	46
6.3.4 Government	47
6.4 Summery	48
Chapter 07	49
7.1 Introduction	49
7.2 Conclusion	49
7.3 Recommendation	50
7.3.1 Technological factor.....	50
7.3.2 Financial factors	50
7.3.3 Marketing Factor.....	51
7.3.4 Government factor	52
7.4 Limitation of the study	52
7.5 Implication of the research.....	53
7.6 Summery	53
References	
Appendices	

Appendix - 1: The Questionnaires used for the study

Appendix - 2: The Output of the Analyses