

# **CRITICAL SUCCESS FACTORS IN GEM INDUSTRY IN BERUWALA**



**M.N.M MISKATH**



FCM1487



Project Report  
Library - EUSL

**DEPARTMENT OF COMMERCE  
FACULTY OF COMMERCE AND MANAGEMENT  
EASTERN UNIVERSITY, SRI LANKA**

**2014**

## ABSTRACT

During the historical times Sri Lanka is world famous for gems and it was known as the land of gems. Many valuable gems are taken to different parts of the world from Sri Lanka. Ratnapura is world famous precious stones and gem mining.

Gem industry plays a major role in Sri Lanka's economic development. Their contribution to the national income is high but they are facing greater challenge in the modern business environment under tough competition, rapidly changing new technologies and globalization. So it is important that they have to clearly understand the factors which will lead to the success.

Therefore this research study intended with the title "Critical success factors of Gem industry in Beruwala D.S Division". Here the success factors include Good management, Marketing factors, Finance, Personal qualities, Education & Training and Experience. The success factors were analyzed based on the conceptual framework given by Yusuf Attahir, 1995.

Further 100 gem traders were taken under this study. The structured questionnaires were used to collect data and Convenience sampling method was used to get primary data. The collected data were analyzed using Univariate and Bivariate method using SPSS package for convenience and reliability.

This research gives better understanding of the factors influencing on the success of Gem business in Beruwala D.S Division. This will also help gem merchants to clearly identify the factors that they need to give more priority in order to success in the business.

In addition to the above, the study offers suggestions to the gem merchant for their future survival and success.

**Keywords:** Good management, Marketing factors, Finance, Personal qualities, Education & Training and Experience.

# CONTENTS

<b>Contents</b>	<b>Page</b>
Acknowledgement	IV
Abstract	V
List of tables	IX
List of appendix	X
<b>Chapter 01 Introduction</b>	<b>1-6</b>
1.1 Background of the Study	1
1.2 Problem statement	4
1.3 Research questions	4
1.4 Objectives of the study	4
1.5 Significance of the study	5
1.6 Scope of the study	5
1.7 Limitation	5
1.8 Overview of the study	6
<b>Chapter 02 Literature Review</b>	<b>7-18</b>
2.1 Introduction	7
2.2 Definition of Critical Success factors	7
2.3 Success factors of a business	9
2.3.1 Management	9
2.3.2 Marketing skills	11
2.3.3 Networks	12

2.3.4 Education & Training	12
2.3.5 Role Models	13
2.3.6 Access to finance	13
2.3.7 Personal qualities	13
2.3.8 Experience	15
2.4 Summary	18
<b>Chapter03 Methodology</b>	<b>19-25</b>
3.1 Introduction	19
3.2 Conceptualization	19
3.3 Definitions	20
3.4 Operationalization	24
3.5 Summary	25
<b>Chapter 04 Research Methodology</b>	<b>26-30</b>
4.1 Introduction	26
4.2 Study setting	26
4.3 Sample size and Sample design	27
4.4 Method of data collection	27
4.5 Method of data presentation and analysis	29
4.6 Method of data evaluation	29
4.7 Summary	30
<b>Chapter 05 Data presentation and Analysis</b>	<b>31-46</b>
5.1 Introduction	31
5.2 Data presentation	31
5.2.1 Data presentation for Demographic factors	31
5.2.2 Data presentation for research information	36

5.3 Data Analysis	41
5.3.1 Mean comparison between demographic variables and overall variables	41
5.3.2 Mean comparison between demographic variables and success of business	45
5.4 Summary	46
<b>Chapter 06 Discussion</b>	<b>47-51</b>
6.1 Introduction	47
6.2 Discussion on personal information	47
6.3 Discussion on Research information	48
6.4 Summary	51
<b>Chapter 07 Conclusion and Recommendations</b>	<b>51-58</b>
7.1 Introduction	52
7.2 Conclusion	52
7.3 Recommendations	57
7.4 Summary	58