

**THE STUDY ON ENTERPRISE SUCCESS OF THE
SMALL SCALE ENTREPRENEURS IN THE
TRINCOMALEE DISTRICT**

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ABSTRACT

Small business contributes greatly to economy all around the world. Most of businesses are small business or even started out as small businesses. They contribute to society by offering products to customers. They also provide employment opportunities to people which can become reasonable career paths and choices. It brings a new kind of competitions and also open up business opportunities as well as high performing institutions are the leading players of small business development in the global economy there are insufficient capital problem in Sri Lanka. So capital requires increasing the small businesses in Sri Lanka. Small business which can be started with less investment is very significant.

Such as providing sufficient information, advisory services, choosing appropriate amount for the entrepreneurs and other guiding services for them success etc. so this objective will be the study on factors which influence the enterprise success of the small scale entrepreneurs in the Trincomalee District.

For this research study, the conceptualization involves three variables namely; personal business background, entrepreneur's competencies, government and institutional support. 100 small business holders were selected using random sampling method for the study purpose. Structured questionnaire was used to collect data for this study and collected data was analyzed by univariate analysis.

The study found that mean, standard deviation between overall entrepreneur's related factors and success of business is significant. There is a positive relationship between relationship of variables and small business success. Therefore some suggestions have been provided at end of the research improve the above variables and success of small business holders in Trincomalee district

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