

**A STUDY ON SUCCESS FACTORS OF ENTREPRENEURS OF SMALL
AND MEDIUM SIZED ENTERPRISES IN POLONNARUWA DISTRICT**

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ABSTRACT

This study attempted to identify success factors of entrepreneurs in Small & Medium Sized Enterprises in Polonnaruwa District. The study examined five factors that influence entrepreneurs' success. These factors are marketing factors, technological factors, financial factors, good management, and personal qualities.

The objective of this study was to determine the success factors for entrepreneurs of Small and Medium Sized Enterprises. The population of the study will be all the entrepreneurs in Polonnaruwa district. A sample of 100 entrepreneurs will be selected from the study population. For these purposes about 100 questionnaires were distributed among the sample. Within the problem statement area, stated about what are the factors influencing the success of entrepreneurs of small and Medium Enterprises in Polonnaruwa. After that research questions were developed. Based on research questions, research objectives were developed and this will be the base for research process.

Descriptive statistics and other analyze methods were formulated in order to come up with findings related to the research problem. Frequency analysis was used to understand the sample profile and descriptive statistics were used to investigate the success factors among the entrepreneurs.

The results of the study showed that influence level of success factors of the small and medium enterprises in Polonnaruwa district is high. As well as each of the variables marketing factors, Technological factors, financial factors, Good management and personal quality also in high level. There is no significant different in influence level of overall success factors by age level of the entrepreneurs and education level of the entrepreneurs and nature of the business.

TABLE OF CONTENTS

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Acknowledgement	I
Abstract	II
Table of Contents	III
List of Tables	VII
List of Figures	VIII
Abbreviations	IX
1. Chapter One	
1.1. Chapter Introduction	01
1.2. Background of the Study	01
1.3. Problem Statement	02
1.4. Research Questions	02
1.5. Objectives of the Study	03
1.6. Significance of the study	04
1.7. Scope of The Study	04
1.8. Chapter Summary	04
2. Chapter Two	
2.1. Introduction	06
2.2. Defining Small & Medium Enterprises	06
2.3. Success Factors of Entrepreneurs	09
2.3.1. Marketing Factors	11
2.3.2. Technological Factors	12
2.3.3. Financial Factors	13
2.3.4. Good Management	14
2.3.5. Personal Qualities	15
2.4. Chapter Summary	16
3. Chapter Three	
3.1. Chapter introduction	17
3.2. Conceptualization	17
3.2.1 Marketing Factors	18
3.2.2 Technological Factors	19
3.2.3 Financial Factors	20

3.2.4 Good Management.....	21
3.2.5 Personal Qualities	21
3.3. Operationalization of variables.....	22
3.4. Chapter Summary	24
4. Chapter Four	
4.1. Chapter Introduction.....	25
4.2. Research Design	25
4.2.1. Purpose of the study.....	25
4.2.2. Type of Investigation	25
4.2.3. Study Setting.....	25
4.2.4. Unit of analysis	25
4.2.5. Time horizon.....	26
4.3. Sample Size, Sampling Distribution & Sample Methods.....	26
4.3.1. Population & Sampling.....	26
4.4. Data Collection Method.....	26
4.5. Data presentation Method.....	27
4.5.1 Data presentation for personal details and business details.....	27
4.5.2 Data presentation for Success Factors of Entrepreneurs	27
4.6. Method of Measurements	27
4.6.1 Method of measuring the variables.....	28
4.6.2 Method of measuring the personal Information	28
4.6.3 Method of measuring the business Information	28
4.7. Method of Data Analysis	29
4.7.1 Univariate Analysis.....	29
4.7.2. Cross tabulation analysis	29
4.7.3. Anova test and Independent sample t- test	29
4.8. Method of Data Evaluation.....	30
4.9. Chapter summary	32
5. Chapter Five	
5.1. Chapter Introduction.....	34
5.2. Analysis of reliability of the instrument	34
5.3. Data Presentation	35
5.3.1 Data presentation for personal factors	35

5.4. Data Analysis.....	40
5.4.1. Univariate Analysis.....	40
5.4.1.1. Frequency distribution analysis of dimension	41
5.4.1.1.1 Dimensions of entrepreneur success.....	42
5.4.1.1.2 Mean and standard deviation for Entrepreneur Success .	46
5.4.2. Cross Tabulation Analysis	45
5.4.2.1. Mean comparison between personal factors and Overall variables	47
5.4.2.2. Mean comparison business characteristics and overall variables	48
5.4.2.3. Mean comparison personal factors & success of entrepreneurs.....	51
5.4.2.4. Mean comparison nature of business & success of entrepreneurs.....	53
5.4.3. Bivariate Analysis.....	53
5.4.3.1. Correlation Analysis – Relationship between success factors entrepreneur success.....	54
5.4.3.2. Regression Analysis.....	56
5.4.3.2.1 Simple Regression Analysis.....	56
5.4.3.2.1.1 Simple Regression Analysis – Impact of success factors on entrepreneur success ;.....	56
5.4.3.2.2 Multiple Regression Analysis.....	58
5.4.3. ANOVA testing and Independent sample t tes.....	60
5.5. Chapter Summery	61
6. Chapter Six	
6.1. Chapter Introduction.....	53
6.2. Discussion on personal factors.....	54
6.3. Discussion on business characteristics.....	54
5.3.1 Data presentation for personal factors	55
5.3.2 Data presentation for business details.....	55
5.3.3. Data presentation for the research variable.....	55
6.4 Discussions on research variables.....	56
6.4.1. Marketing Factors	56

6.4.3. Financial Factors.....	58
6.4.4. Good Management.....	58
6.4.5. Personal Qualities	58
6.4.6. Entrepreneur success	59
6.4.5 Discussion on the relationship between marketing factors & entrepreneur success.....	59
6.4.6 Discussion on the relationship between technological factors and entrepreneur success	59
6.4.7 Discussion on the relationship between financial factors and entrepreneur success	59
6.5. Summary.....	59
7. Chapter Seven	
7.1. Chapter Introduction.....	60
7.2. Conclusions.....	62
7.3. Recommendations.....	62
7.4. Limitations for the study and suggestions for the future studies.....	63
7.5. Implications of the study	63
7.6. Chapter Summary	63
8. References	64
9. Appendix.....	67
Appendix	
Appendix ¹ - 1; The Questionnaires used for the study	67
Appendix - 2: The Sinhala Questionnaires used for the study	71
Appendix – 3: The output of analysis	75