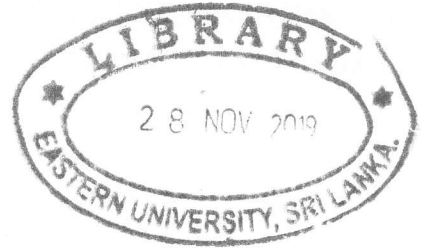


**A STUDY ON SUCCESS FACTORS OF ENTREPRENEURS OF
SMALL AND MEDIUM SCALE ENTERPRISES IN GAMPAHA
DISTRICT**



By

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ABSTRACT

The purpose of this research is to study the success factors of entrepreneurs of Small and Medium Enterprises in Gampaha District. Small and Medium sized Enterprises (SMEs) are identified as one of the leading groups of economic activities globally and support a substantial part of the economic activities in Sri Lanka. Entrepreneurs cannot easily succeed in doing successful business venture without facing risk that arises from internal and external conditions. So, the present study had been undertaken in order to identify the factors that influence to the entrepreneur success of the Small and Medium Enterprises in Gampaha District.

The conceptual framework of this study consists of three variables such as marketing factors, technological factors and capital Access. The study exploited information by the help of primary data. Data was collected from Two Hundred (200) owners of Small and Medium Enterprises and analyzed it using descriptive statistics, Correlation analysis, Regression analysis and Hypothesis. Univariate analysis was used to find out the values for mean, standard deviation and percent by using the variables. Bivariate analysis was used to find out the impact and relationship between success factors and entrepreneur success. They were presented in charts, tables and graphs using the Software Statistical Package of Social Science, version 22.0.

According to the analysis, the finding showed Entrepreneur Success of Small and Medium Enterprises is at high level. Based on the findings of the study, it is concluded that Marketing Factors, Technological Factors and Capital Access as supported by the study findings significantly influence the Entrepreneur Success of Small and Medium Enterprises in Gampaha district.

Keywords: Entrepreneur Success, Marketing Factors, Technological Factors, Capital Access

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