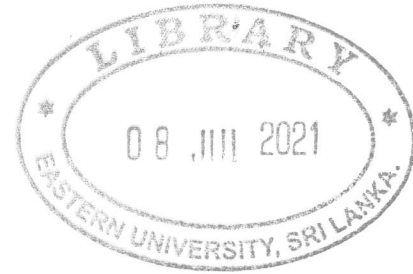


**THE FACTORS AFFECTING ON PERFORMANCE TARGETS
OF EMPLOYEES WITH SPECIAL REFERENCE TO TWO
SELECTED APPAREL COMPANIES IN MATALE DISTRICT**



By

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REG NO: EU/IS/2015/MS/19

INDEX NO: MS 1769



A project report submitted to the Faculty of Commerce and Management, Eastern University, Sri Lanka, as a partial fulfillment of the requirement for the Degree of Bachelor of Business Administration (BBA).

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

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ABSTRACT

The main purpose of this study is to identify factors affecting on performance targets of employees in selected apparel companies in Matala. This research examines the existing levels of performance appraisal, technical skills, total quality management, strategic planning and performance targets of employees in selected apparel companies, relationship between selected factors (performance appraisal, technical skills, total quality management, strategic planning) and performance targets of selected apparel firms and explores whether there is impact of selected factors (performance appraisal, technical skills, total quality management, strategic planning) on performance targets of employees in apparel companies. This research study relies on a data set derived its survey of 298 employees who are currently employed in green concept established two apparel firms.

The findings of this research study show that performance appraisal, technical skills, total quality management, strategic planning and performance targets have high level. The findings also revealed that there is a strong positive relationship between selected factors (performance appraisal, technical skills, total quality management and strategic planning) and performance targets. Finally factors such as performance appraisal, technical skills, total quality management and strategic planning have significant and positive effect on performance targets of employees in two apparel firms.

Key words: Performance Appraisal, Technical Skills, Total Quality Management, Strategic Planning, Performance Targets

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