

**ENTERPRENEURIAL QUALITIES OF SMALL SCALE
ENTERPRISES IN WESTERN PROVINCE – COMPARATIVE
ANALYSIS**



BY

NAINAYAKA PATHIRANNAHALAGE HESHANI SANDUNIKA

REG. NUMBER: EU/IS/2015/COM/18

INDEX NUMBER: COM 1898



**A Project Report Submitted to the Faculty of Commerce and
Management, Eastern University, Sri Lanka as a partial fulfillment of
the requirement of the Degree of Bachelor of Commerce (BComHons)**

Department of Commerce

Faculty of Commerce and Management

Eastern University, Sri Lanka

2020

**PROCESSED
MAIN LIBRARY, EUSL**

ABSTRACT

Small and medium sized enterprises are considered to be one of the principle function deriving forces in economic development. They stimulate private ownership and entrepreneurial skills, they are flexible and adopt quickly to changing markets demand and supply situation. They generate employment help diversify economic activity and make a significant contribution to exports and trade.

This research was carried out by the researcher to measure the level of entrepreneurial qualities of small and medium enterprise owners. A comparative analysis between manufacturing, services and wholesales sector in Western Province. The level of entrepreneurial qualities of small and medium enterprise owners was clearly discussed. The summary of the research evidence regarding Entrepreneurial qualities (Self Confidence, Creativity and Innovation, Risk Taking and Self Sufficiency) on success of small and medium enterprises owners also was presented.

Researcher has randomly selected 150 of small and medium enterprise owners who are doing the business in Western Province. Data is mainly collected through the questionnaires. The frequency distribution analysis was made for every variable in the research model and for the personal characteristics. And also this consists of a comparative analysis between manufacturing, services and wholesales sector in Western Province. Collected data are presented by using frequency table and bar chart.

And also for the future researchers who are doing researches on this kind of study. Therefore the result of this these have important practical used and serve as a basis for analyzing the entrepreneurial qualities of small and medium enterprises owners as this type of reporting becomes more prevalent in the future.

Keywords: Self Confidence, Creativity and Innovation, Risk Taking and Self Sufficiency.

Table of Contents

ACKNOWLEDGEMENT.....	i
ABSTRACT.....	ii
LIST OF TABLES.....	vi
LIST OF FIGURES.....	vii
CHAPTER ONE	1
INTRODUCTION.....	1
1.1 BACKGROUND OF STUDY.....	1
1.2 PROBLEM STATEMENT	3
1.3 RESEARCH QUESTIONS	5
1.4 OBJECTIVES OF THE STUDY.....	5
1.5 SIGNIFICANCE OF THE STUDY	5
1.6 SCOPE OF THE STUDY.....	6
1.7 SUMMARY.....	7
CHAPTER TWO	8
LITERATURE REVIEW.....	8
2.1 INTRODUCTION	8
2.2 ENTREPRENEURSHIP.....	8
2.3 ENTREPRENEUR	9
2.4 QUALITIES OF AN ENTREPRENEUR.....	11
2.4.1 Self Confidence	11
2.4.2 Creativity/Innovation.....	12
2.4.3 Risk Taking	12
2.4.4 Seeking Opportunities	13
2.5 SMALL BUSINESS.....	14
2.6 MANUFACTURING, WHOLESALERS AND SERVICE SECTOR OF SMALL SCALE ENTERPRISES IN SRI LANKA	15
2.7 ENTREPRENEURSHIP DEVELOPMENT IN SRI LANKA.....	18
2.8 SUMMARY.....	19
CHAPTER THREE.....	20
CONCEPTUALIZATION AND OPERATIONALIZATION	20
3.1 INTRODUCTION	20
3.2 CONCEPTUALIZATION.....	20
3.3 DEFINITION OF VARIABLES	22

3.3.1	Dependence Variable– Success Of Small Scale Enterprises.....	22
3.3.2	Independent Variables: Entrepreneurial Qualities.....	22
3.4	Operationalization of Variables.....	26
3.5	SUMMARY.....	28
CHAPTR FOUR.....		29
METHODOLOGY.....		29
4.1	INTRODUCTION.....	29
4.2	TIME HORIZON.....	29
4.3	RESEARCH STRATEGY.....	29
4.4	SURVEY.....	30
4.5	STUDY SETTING, DESIGNS, METHOD OF SURVEY.....	30
4.6	POPULATION AND SAMPLING.....	31
4.6.1	Population.....	31
4.6.2	Sampling.....	31
4.7	METHODS OF DATA COLLECTION.....	31
4.8	METHOD OF MEASUREMENT.....	33
4.8.1	METHOD OF MEASURING THE ENTREPRENEURIAL QUALITIES.....	34
4.9	METHOD OF MEASURING THE PERSONAL INFORMATION.....	37
4.10	DATA PRESENTATION AND DATA ANALYSIS.....	38
4.10.1	Data Presentation.....	38
4.10.2	Presentation of Entrepreneurial Qualities.....	39
4.11	DATA ANALYSIS.....	39
4.12	METHOD OF EVALUATION.....	39
4.13	SUMMARY.....	40
CHAPTER FIVE.....		41
DATA PRESENTATION AND ANALYSIS.....		41
5.1	INTRODUCTION.....	41
5.2	ANALYSIS OF RELIABILITY.....	41
5.3	DATA PRESENTATION.....	42
5.3.1	Data Presentation and Analysis of Personal Information.....	42
5.3.2	Data Presentation and Analysis of Research Information.....	49
5.4	CHAPTER SUMMARY.....	57
CHAPTER SIX.....		58
DISCUSSION.....		58

CHAPTER SEVEN.....	63
CONCLUSION AND RECOMMENDATION	63
7.1 INTRODUCTION	63
7.2 CONCLUSIONS	63
7.2.1 Self Confidence	63
7.2.2 Creativity and Innovation	64
7.2.3 Risk Taking	64
7.2.4 Seeking Opportunities	64
7.3 RECOMMENDATION.....	64
7.3.1 Self Confidence	65
7.3.2 Creativity and Innovation	65
7.3.3 Risk Taking	66
7.3.4 Seeking Opportunities	66
7.4 LIMITATION OF THE STUDY.....	67
7.5 SUGGESTION FOR FUTURE RESEARCH	67
7.6 IMPLICATION OF THE STUDY	68
7.7 SUMMARY.....	69
APPENDIX – 1: The Questioners.....	74
Appendix – 2: The Output of the Analyses	79