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**Study on relationship between owners' preparation on
resource based view and firms competitive advantage
(Special reference to floricultural exporting sector)**

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Business Management in Entrepreneurship and Management*

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ABSTRACT

Firm resources are one of key factors that help the firm to outperform competition by having competencies that other competitors are not equipped with. These competency are called the core competencies. This study sought to analysis of FIRM RESOURCES in achieving COMPETITIVE ADVANTAGE special references to floral industry.

This study empirically evaluated 4 service resource dimensions (Value, rareness, inimitability and non-substitutability) and their impact on competitive advantage in floral exporting companies in Srilanka. The research evaluate the total population of 36 export development board retested companies that export floral products from Srilanka.

The research findings revealed that firm resources strong positively associated to competitive positioning and Value and Inimitability in Firm resources are the key drivers which influence on competitive positioning in floral exporting companies in Srilanka.

Keywords: firm resources, competitive advantage