

**ANALYSIS OF FACTORS AFFECTING THE LONG
TERM SURVIVAL OF SMALL AND MEDIUM
SCALE LIVESTOCK BUSINESSES - EMPIRICAL
EVIDENCES FROM VAVUNIYA DISTRICT**

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ABSTRACT

In Vavuniya district, despite the fact that some small and medium scale livestock businesses have been declining or stagnant, some others have been successful and growing. What factors affect business survival among small and medium scale livestock businesses? The recent study aims to answer this main question. Based on survey to 100 small scale livestock businesses, the study discloses that business plan, marketing, capital access and entrepreneurial readiness affect the business survival in a positive way significantly, while government support and information access were burden of business survival. Altogether, independent variables explain 65.6% of the total variances. These findings suggest that to be successful small and medium livestock businesses, the owners of the small and medium livestock businesses should pay more attention to improve marketing strategy, to advance to get capital access to prepare good business plan and to make suitable entrepreneurial readiness. Other interested parties with development of small and medium scale livestock businesses such as government agencies, universities, and agrarian department should also be prepared for giving assistances in those fields.

Key words: Small and medium scale livestock businesses, long term business survival, success factors, Vavuniya district