



**IDENTIFYING THE FACTORS FOR BUSINESS
EXPANSION IN MICRO ENTERPRISES
(SPECIAL REFERENCE TO STREET FOOD
INDUSTRY IN BADULLA DISTRICT)**

This dissertation is submitted as a partial fulfilment of the degree of
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ABSTRACT

Sri Lanka is a developing country which contains fewer amounts of enterprises in the country. It is important to establish new enterprises to contribute the development of the country as well as to provide job opportunities to local people. Street food industries are playing the important role for overcoming the poverty in developing country like Sri Lanka. This research mainly focuses to identify the factors for the business expansion of street food industry in Badulla. Objective of the study is to analyze the supportive factors for the expansion of micro enterprise and the relationship between internal and external environmental factors for business expansion. It deals how the influential factors affects micro enterprise in the context of street food industry and the most potential factors which need to be consider more for the development and the barriers ness to demolish. A sample of 80 street food vendors was drawn using convenience sampling. Primary data were collected using self-administrated questionnaire. Questionnaire consisted 27 questions from seven sub independent variables and four sub dependent variables. Data were collected through questionnaire filled by respondents. Data were analyzed by using SPPSS software. Descriptive statistics, correlation and regression were used as tool to analysis the data to achieve objective of the study. According to the respondent answers it describes the supportive factors which helps to lead micro enterprise in an effective way and the finding revealed that there is a positive relationship between internal and external environmental factors for business expansion.

Key words: Micro enterprise, street food, success factory industry, business expansion, environmental factors