

**DIFFERENCE OF NETWORKING INTENTION AND DEGREE OF  
NETWORKING BETWEEN SMALL AND MEDIUM ENTERPRISES IN  
TEXTILE AND APPAREL INDUSTRY**

**(With reference to Gampaha district)**

*This dissertation submitted as a partial fulfillment of the degree of Bachelor of  
Business Management in Entrepreneurship and Management*



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## **ABSTRACT**

### **Difference of networking intention and degree of networking between small and medium enterprises in textile and apparel industry**

**(With reference to Gampaha district)**

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The strategic networking among SMEs has been recognized as one of the significant factors that determine the success of SMEs, because SMEs need support and resources from the outsiders due to the inadequate total assets and management skills. Therefore networking is become an important strategy which is practiced by the small and medium size enterprises. Also there is an intention of networking. Research has been basically focused on to see the difference of that intention level and the practice level.

SMEs have become a crucial segment and a major section of private sector in developing countries (White Paper: Task Force 2002). As such, SMEs became very momentous component in an economy and played a critical role in generating new employment, economic growth, innovation, competition and poverty reduction (Stokes 2003, Prasad 2004). Hence, for the developing countries, it is important to accelerate the growth of SMEs in order to gain sustainable development.

To conduct the study as a statistical population the SMEs of textile and apparel industry in Gampaha district was selected and the sample consists of seventy six SMEs which are included 53 small scale enterprises and 23 medium scale enterprises in Gampaha district. Data was collected via direct interview and questionnaire. It was found that there is significant difference of degree of networking and intention of networking between small and medium size enterprises.

***Key words: Entrepreneurial networking strategy, social networking and extended networking, Small and medium enterprises***