

# DETERMINANT FACTORS OF MICRO AND SMALL BUSINESS PERFORMANCE IN NORTHERN PROVINCE OF SRILANKA

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The purpose of this study is to define the factors that challenging the performance of Micro and small businesses in Northern Province of Sri Lanka. The design of this research is an empirical study, based on in depth interviews, surveys and reliable published reports and academic literatures. For the data collection purpose, 284 women engaged in several entrepreneurial activities were selected based on stratified random sampling method and, a questionnaire was designed to recognize the factors that influence on challenges of women entrepreneurs. After the data collection, then the simple statistical techniques, descriptive statistics, factor analysis and inferential statistics were used for the data analysis by using SPSS package. The results revealed that eight factors out of thirty two affect the Micro and small business performance in Northern Province those are Entrepreneurial factor, Marketing factor, Economic Factor, Technology factor, Infrastructure factor, information factor, Legal factor and Management factor. The outcome of this study is supportive to find out solution to avoid these kinds of challenging factors which affect the micro and small business performance in Northern Province. In addition to this, it contributes to policy makers, legal bodies and researches who undertake similar studies related to this.

**Keywords:** *Business success factor; Entrepreneurial factor; Marketing factor; Technology factor; Women entrepreneurs*

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