
**FACTORS CONTRIBUTING TO THE
SUCCESS OF MANUFACTURING
ENTERPRISES IN SRI LANKA:
AN EMPIRICAL INVESTIGATION***

*Hema Wijewardena, Anura De Zoysa
Tilak Fonseka and Basil Perera*

ABSTRACT

Sri Lanka's manufacturing enterprises have shown commendable progress over the past two decades. This paper analyses the factors that are perceived as main contributors to the success of these enterprises. The analysis is based on the perceptions of CEOs who responded to a questionnaire survey conducted on a sample of manufacturing enterprises in Sri Lanka. The survey revealed that customer orientation, product quality, efficient management, supportive environment, capital accessibility, and marketing strategy were perceived as the principal factors contributing to enterprise success.

Hema Wijewardena is Associate Professor and **Anura De Zoysa** is a doctoral candidate at the University of Wollongong, Australia. **Tilak Fonseka** is Senior Lecturer and **Basil Perera** is Director and Senior Lecturer at the Postgraduate Institute of Management.

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