

CAPACITY BUILDING

**WORKSHOP ON TOURISM SKILL PLANNING & DEVELOPMENT IN MATALE
DISTRICT FOR GOVERNMENT OFFICERS**

Hotel Amaya lake Kandalama
on 2023/06/08 to 20230/06/09

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**Improving Competitions of SME's In Developing Countries through the role of Finance CMC Limited A TATA
Enterprise and sponsored by Ministry of Finance ,Govt. of India.**

(Experince – 25 years in Gov, NONGov, Foreign Funded Project WB,ADB, IFAD.

WHAT IS SME'S

- SMEs are defined in a variety of ways by various countries using such parameters such as
- number of persons employed,
- amount of capital invested,
- amount of turnover or nature of the business,
- nature of the business and the sector,

(According to the World Bank and ADB)

CATEGORY OF SME'S

- Tourism Related SME's – Spices /Gest houses /Hotels/ Cottages /Homestay
- Nature trails Locations hotels and homestays; spas and Ayurveda; cafes, food, and beverages; traveling and guiding; surfing and diving; and souvenirs and handicrafts
- Manufacturing /Marketing
- Accommodation and Food Services.
 - Retail Trade.
 - Professional, Scientific and Technical Service.
 - Agriculture ,Forestry, and Fishing.
- Transportation and Warehousing

WHAT'S TYPES OF PRODUCTION IN SME'S

- apparel, furniture, MDF boards, glass bottles, processed meat products, poultry feed, insulated wires & cables, bottle coolers, pneumatic tires, tiles & ceramics products, rubber gloves, electrical panel boards & enclosures, machinery parts, food preparations and spices etc.
- Total Number of SME's in Matale around 7000

THE ROLE OF SME'S IN SRI LANKA

- **businesses contribute up to 52% of the GDP**
- Sri Lanka, SMEs comprise more than 75% of enterprises
- account for more than 20% of exports,
- 45% of employment, By [Chen Chen](#), [Sabyasachi Mitra](#))
- Contributions to the economy
- Drive to innovate
- Financial incentives
- Increasing Employment Opportunities.

FIVE WAYS TO CONNECT SRI LANKA'S SMALL BUSINESSES TO GLOBAL VALUE CHAINS

- Sri Lanka's small and medium-sized enterprises can play an important role in economic recovery. By re-engaging with value chains, they can reinvigorate their own businesses and help to create opportunity and economic growth.
- *First, - make Sri Lanka creditworthy in global value chains.*
- *Second,- upgrade business models.*
- *Third, - close the skills and talent gap.*
- *Fourth, - promote women's entrepreneurship.*
- *Fifth, - improve the business environment:*

By [Chen Chen](#), [Sabyasachi Mitra](#)

WHAT THE ISSUES FACED BY SME'S IN SRI LANKA

- High cost of Production and demand decline due to inflation.
- Shortage of required raw materials.
- Continues power cut.
- Working capital and liquidity problem.
- Breakdown of the supply chain due to fuel issues.

COMMON CHALLENGES FACED BY SME'S

- Managing Administration work.
- Time management.
- Embracing Technology.
- Maintaining Profitability.
- Utilizing Social Media.
- Marketing And Advertising.
- Limited access to finance:
- Limited business skills and inability to retain human resources
- Regulatory barriers and incoherent policy
- Lack of information and data on MSMEs
- Impact of the pandemic and other developments.
- Gender-wise disparities

WHAT MARKETING STRATEGIES CAN BE EMPLOYED FOR SME GROWTH

- advertising,
- sales promotion,
- public relations,
- personal selling,
- direct marketing
- product, price, place, and promotion. (4ps)
- Quality of the Production.
- Maintaining Standards.

E-COMMERCE ADOPTION IS A KEY TOOL FOR SME DEVELOPMENT IN SRI LANKA

- E-marketing implies any kind of marketing facilitated online via websites, online stores, and other online tools. Whereas, Ecommerce is a type of online business that involves commercial transactions, information exchange, and business transactions through a wide network using the internet.
- **The Most Common Types of Ecommerce Business Models**
- B2C (Business-to-consumer)....
- B2B (Business-to-business). ...
- B2B2C (Business-to-business-to-consumer). ...
- B2G (Business-to-government). ...
- C2B (Consumer-to-business). ...

WHAT ARE THE ADVANTAGES OF E-COMMERCE?

- **Advantages of e-commerce to business**
- 2: 24/7 Potential Income.
- 3: Sell Internationally.
- 4: Easy to Showcase Bestsellers.
- 5: Personalized Online Experience.
- 6: Affordable Employees.
- 7: Easy to Retarget or Remarket to Customer.
- 8: Gain Access to Customer Data Easily.
- 9: Able to Process a High Number of Orders.

MOST TRADITIONAL TYPES OF E-COMMERCE MODELS:

- **Business to Consumer (B2C):** The most common e-commerce model is business-to-consumer (B2C). When you buy a carpet from an internet merchant, it's called business to consumer.
- **Business to Business (B2B):** A business supplying goods and services to another company, such as a manufacturer and wholesaler, or a wholesaler and a retailer, is known as B2B e-commerce.
- **Direct to Consumer (D2C):** Consumer to consumer The latest type of eCommerce is e-commerce, and patterns in this sector are constantly evolving. D2C refers to a brand's ability to sell straight to its end-user without the use of a retailer, distributor, or wholesaler. Membership is a popular D2C item, and social selling via platforms such As Instagram, Pinterest, Facebook, Snapchat, and others is popular for D2C sales.
- **Consumer to Consumer (C2C):** The sales of a good or service to another consumer is referred to as C2C e-commerce. Platforms such as eBay, Etsy, Fivver, and others facilitate consumer-to-consumer transactions.
- **Consumer to Business (C2B):** When an individual sells their services or products to a company, is called a consumer to business. People involve in C2B are professional photographers, consultants, freelance writers, and many others.



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