

References

- Abeyasinghe, P.A.H. & Weerasinhe. W.A.U.S. (2011). *Incorporation of new business consultancy company in Kurunagala*. University of Sri Jayewardenepura, Sri Lanka.
- Daft, R.L. (2011). *Principles of Management*. New Delhi: Cengage Learning India (Pvt) Ltd.
- Gamage, A.S. (2003). Small and Medium Enterprises Development in Sri Lanka: A Review, Retrieved from http://www.202.11.2.113/SEBM/ronso/no3_4/aruna. Pdf
- Joseph, R. (2014, January 21). Challenge and Issues Faced by the local SME Sector. *Daily News*, Retrieved from <http://epaper.dailynews.lk>
- Osterwalder, A., & Pigneur, Y. (2010). *Business model generation: a handbook of visionaries, game changers. And challengers*. New York: John Wiley & Sons
- Pathirage, K.D. & Samaratinga, C.D. (2012). *Significance of Intangible Factors Entrepreneurs on the Success of Bank Loan Approval for Sri Lanka Small Business*. University of Sri Jayewardenepura, Sri Lanka.
- The Value Proposition Canvas. (n.d). Retrieved from http://strategyzer.com/canvas?_ga=1.10081341.949412853.1474102355