

## EXECUTIVE SUMMARY

In the recent past, the concept of social enterprises has become an emerging area in the business environment. There were consumers who valued more environmental friendly, healthy products. Also there were small producers in rural area who do their production in more sustainable way but cannot reach for a proper market place. Good Market incorporated as a solution to eliminate this social gap while making the connectivity between consumers and suppliers. Social enterprises is an organization which looking for the business solutions for the social problems. They identify business opportunities in social gaps and produce innovative solutions to fill such social gaps. The sustainability of social enterprises depend on the concerns for people, profit and planet.

The case framework developed from three key drivers which are demonstrating social entrepreneurship skills, engaging community development and maintain supplier quality management practices as contributors to achieve a sustainable growth of the Good Market. Primary data collected through twelve (12) in depth interviews and two (2) focus group discussions. Secondary data collected through the publications of the Good Market.

Good Market has commenced as a small team of volunteers in 2012 with 33 vendors. Good Market operates with Good Market Event, Good Market Shop and Good Market Global Platform with the extended connectivity between supplier and buyers locally as well as globally. Good Market has created a new trend in the minds of consumers to persuade them to purchase healthy and environmental friendly products. Good Market has initiated PGS Guarantee system for organic vendors and minimum standards for all suppliers.

The case discussion revealed that the Social entrepreneur skills of Ms. Achala Samaradiwakara is the key driver behind the success of the Good Market. The Good Market has created a platform to incubators as well as rural social entrepreneurs for their development. The supplier quality management system of Good Market resulted guaranteed products to the consumer with correct information flow. This case study quantifies that the demonstrating social entrepreneur skills, engaging community development and maintaining supplier quality management practices have led the sustainable growth of Good Market.