

EXECUTIVE SUMMARY

Screenline Holdings today, has evolved to become Sri Lanka's largest screen printer and embellisher, which has been achieved through an unrelenting focus on the art and science of screen printing and emphasis on customer service. The vision of the company is to be the Go-To Partner for the world's leading brands and retailers in developing creative and continuous innovations in screen printing and embellishments. Nishantha Kumara Bakmeege is a catalyst of change. He decided to move his business from a family business to a corporate structure. The study is on the leadership and how Screenline Holdings succeeded and generated ideas for the most effective way for it to move forward.

Growth is the most commonly used growth strategy. This means the company has had an increase in sales locally as well as internationally. In such a case the entrepreneur has taken advantage of the traits he has namely perseverance and self belief to increase business outcome. The author of the case study explains how Screenline Holdings was able to achieve continuous growth; how entrepreneurial leadership role plays in this case study and explores whether the continuous business growth is determined by entrepreneurial leadership, human factor practices, and innovation for operational and service efficiencies.

As a summary, the findings revealed that Screenline Holdings has achieved continuous growth as a result of entrepreneurial leadership. The chairman of Screenline Holdings has been identified as an entrepreneurial leader. It is evident that execution of entrepreneurial leadership has driven Screenline Holdings towards continuous growth and operating efficiencies by executing best human factor practices and driving Innovation for operational and service efficiencies. This conceptual framework will be used in the discussion chapter to explain how each driver contributed towards the continuous growth of Screenline Holdings through entrepreneurial leadership. There is a semi structured questionnaire used for focus group discussions. The focus group discussion is among a sample of 13 respondents. The data is tapes and summarized in the Narrative.

The leadership as the author sees it has always been linked with performance. In leadership he has not only consider profit but also try to increase the bottom line through training and development, human error, design systems, research and development as well as ERP system. The 4th chapter is a Narrative on how an effective leader has been able to manage resources.

Discussion of findings has been entailed in the fifth chapter which relates to continuous growth through entrepreneurial leadership; connecting, execution of entrepreneurial leadership to

continuous growth, connecting execution of best human factor practice and connecting innovation for continuous growth has been discussed.

Finally, a summary is provided in chapter six summarizing the study; it provides recommendations for improvements for Screenline Holdings by concluding the case study. Taking account of the case framework and the conclusions of the case, and the lessons learnt has been suggested to reinforce the case framework.