

EXECUTIVE SUMMARY

Elcardo made its debut in 1982 as an entrepreneurial effort of one of the successful entrepreneurs in the Sri Lankan business context named Mr. Athula Weerathne. He started his business in the early 1980s as a young entrepreneur with a small workshop on a 6 perch land in Ratmalana. He ventured into creating high quality, sustainable products with the introduction of the locally made crash bar and locally manufactured stainless steel vehicle silencers, for the first time in Sri Lanka.

Over the years with constant research and experimentation to support its growth, Elcardo expanded its product portfolio to include a wide range of industrial products both imported and manufactured in its factories in Sri Lanka with state-of-the-art machinery. Today, Elcardo is one of the leading companies within the industrial sector and he has introduced many products such as remote controlled roller doors, roller shutters, sectional overhead doors, roofing sheets, C-purlins, gutters, stainless steel railings, polycarbonate canopies, stainless steel pantry cupboards, stainless steel items and many more, as they own the finest factory equipped with high quality state-of-the-art machinery used for fabricating and manufacturing their vast range of products. Presently, Elcardo has its own six manufacturing and assembling plants and ten showrooms island wide. It provides employment to over 1,000 individuals generating a turnover of more than Rs.1 Bn. per annum. Elcardo has been a silent contributor to the nation by saving foreign exchange, providing direct and indirect job opportunities. Elcardo was awarded with "Shramabhimani" by the Democratic Socialist Republic of Sri Lanka in honor of strengthening the Sri Lankan economy and providing employment.

This case study focuses on the drivers which contributed towards the growth of the entrepreneur, Mr. Athula Weerathne. This study had adapted The Giessen-Amsterdam model along with other supportive literature and focuses on drivers which contributed towards the growth of the entrepreneur such as Personality and Human Capital of the entrepreneur, Strategies followed by the company and Environmental factors which shapes the actions and decisions of the company. The theoretical part stressed the concepts of entrepreneurship, factors contributing towards the growth of entrepreneurs, strategies followed by organisations to grow and sustain in the market and other factors

supporting entrepreneurs to succeed. Thus the learning from the case study will be useful to understand the drivers which contribute towards a growth of an entrepreneur. A combination of interviews, focus group discussions, surveys, articles and observations have been used for data collection.