



**CRITICAL SUCCESS FACTORS FOR THE
GROWTH OF CDMA MARKET IN SRI LANKAN
SMALL INDUSTRIES: A CASE STUDY BASED
ON COLOMBO DISTRICT**

BY

Mr. M.D.P. Manamperi

Supervised by

Dr. S.W.S.B. Dasanayaka

Co-Supervised by

Eng. A.T.L.K. Samarasinghe

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Department of Management of Technology
University of Moratuwa, Sri Lanka

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Abstract

Small industries all over the world have played a fundamental role in promoting economic and social development. In particular this sector is a major source of revenue generation for other service sector industries such as banking and telecommunication, etc. A fast development was seen in the Sri Lankan telecommunication industry largely due to the increased competition, expansion of the coverage, introduction of value adding services, increased affordability and higher investment with the introduction of Code Division Multiple Access (CDMA) Technology. Therefore this study was attempted to identify the critical success factors for the growth of CDMA market in Sri Lankan Small Industries. The main objectives of this study are to assess the current status of CDMA market in Sri Lanka and the benefits received by the end users as a result of the introduction of CDMA technology to the telecommunication industry in Sri Lanka and to identify the success factors for CDMA market in Sri Lankan small industries. Finally, policies and strategies derived to adopt CDMA to better serve small industries in Sri Lanka. This research was based on survey based methodology. In order to identify the critical success factors for the growth of CDMA, primary data was gathered from sample survey and structured interviews carried-out with operators and regulators. A sample of 250 small industries was randomly selected from the Colombo district to carry out the research study. 65 numbers of correct responses were used for the analysis. "Secondary data was collected from statutory documents, journals and various other publications. The data gathered were analyzed using both quantitative and qualitative methods. Statistical analysis was performed by using SPSS statistical package. The findings of this study were indicated that the affordability and the flexibility were the two main factors contributed for the success of the growth of the CDMA market among the small industries. The value added service offered free of charge with CDMA connection also fuel for this growth. The quality of the CDMA connection was not able to show an improvement and it is less that with the wire line connection. Therefore it is very important that the regulator keep a closer look at the network quality performance parameter of the CDMA operators, keep a track of their development and matters, problems that face in their network rollout process.