

A QUALITATIVE ANALYSIS OF BARRIERS AND CHALLENGERS TOWARD SPORTS ENTREPRENEURS IN SRI LANKA

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ABSTRACT

The current study was aim to identify the barriers and challenges face by sports entrepreneurs in Sri Lanka. Qualitative research approach has employed to understand barriers and challengers of sport entrepreneurs in Sri Lanka. Primary source of data have used for the study and semi-structured interview has applied to collecting data from selected sample. Thus, secondary source of data has gathered from relevant research articles, textbook, websites and other related academic work for develop the conceptual framework. The study has used purposive and snowball sampling methods to collect data from population. The qualitative data has analyzed by using thematic analysis techniques. The results have revealed that 10 major barriers and challengers, which face by Sri Lankan sport entrepreneurs such as Capital, Politics, Business Environment, Business Knowledge, Weather, Public Relations, Time Management, Personal Responsibilities, Employees, and Consumers. As a managerial perspective, current results will useful to practitioners, government and policy makers for preparing new rule and policies to develop sport entrepreneurship sector in Sri Lankan. In addition, Future researchers can use same factors to identify intensity of entrepreneur's barriers and challengers in different context.

Keywords: Sports, Entrepreneurship, Challenges, Barriers, Sri Lanka.

INTRODUCTION

Entrepreneurship is the process of creating innovation. The innovation process is the planning of labor capital to start new businesses. In a cooperate world, there is a risk behind starting a new venture. An entrepreneur is a person who plans his business by dedicating risk and capital to innovation (entrepreneur handbook, 2020). Sports Entrepreneurship is the process of innovating and starting new businesses in the field of sports (Ratten, 2018). Accordingly, the sports sector can pointe out as a sector that is developing rapidly through innovation. Today, the topic of sports entrepreneurship has become a popular topic around the world. This is due to the rapid growth of the sporting goods and services manufacturing sectors. Sports Entrepreneurship is growing rapidly in today's competitive market pattern, holds a unique position around the world. Sports Entrepreneurship is emerging in the field of sports as a rapidly growing field, is taking a different face in the business world. That is the inclusion of both tangential and intangible products in the sports industry. They can also introduce as sporting goods or services. Sporting goods are tools, equipment, clothing, etc., Sporting goods vary in shape depending on the nature of the sport and are classified as sports equipment, safety equipment, and other

equipment (Jovanovska, 2020). Sporting goods have used since the beginning of the game in history, and there is evidence that spears, clubs, bows, and stone tools used to hunt animals were used as sports equipment in the early days. While Intangible provided by is an economic product that includes sports service products such as sports events, facilities, etc. Sport services are organizing to meet the sporting needs of the customer, which can also identify sports services as an intangible item offered through the game.

Under the heading of 'Sports Entrepreneurship', Sri Lanka can describe as a paradise for sports entrepreneurs since large number of opportunities available to sports entrepreneurs in Sri Lanka. Accordingly, the new generation of sports generators needs to analyze the opportunities available in Sri Lanka. Accordingly, Sri Lanka has identified as one of the leading rubber-producing countries in the world. Sri Lankan rubber products are high-quality products, which estimated US \$ 88 billion from rubber export in 2019 (SLAMERP, 2019). Sri Lanka has also shown a 4.8% growth in the global rubber industry in globally ("SLAMERP", 2019). Therefore, there is an opportunities to start business in sports sector which can use rubber as a material ("EDB Sri Lanka", 2020). In addition, Sri Lanka is located in strategically point at Asian continent. That is advantage for Sri Lanka to attract tourist through leisure and sport. Accordingly, sports service entrepreneurship is linking to the tourism and leisure industry in parallel with the sports sector. Accordingly, there is much leisure and recreational sports opportunities in Sri Lanka. There is a great need for a leisure sports market in Sri Lanka in connection with the tourism industry ("Tourism & Leisure - Board Sri Lanka", 2020). There are opportunities for new entrepreneurs in Sri Lanka to create entrepreneurship through sports institutes, leisure parks, golf courses, adventure Sports Park, camping, water sports, etc. as Katulanda et al. (2010) pointed out that obesity percentage of Sri Lankan is 26.2% according to the World Health Organization. Under these circumstances, sport entrepreneurs have an opportunity to start new business in faintness industry.

Sri Lanka is imported USD 2319 million worth of sport goods by annually. Sri Lanka can produce 30% of sport equipment's among imported. If Sri Lanka can produce that 30% of sport goods in locally, that is huge economic benefit as a nation. Therefore, there is a big opportunity for sport entrepreneurs' to locally manufacture the sport goods which Sri Lanka needed (Ratnaweera, 2020). Accordingly, due to my research problem, the amount spent on imported sporting goods in Sri Lanka is estimated to be very high and it is estimated that 30% of the imported goods in Sri Lanka can be manufactured locally. Sri Lanka exports 2.18% of the world's market for electrical appliances, sports equipment, and other equipment (Sri Lanka Export Development Board, 2020). There are various research papers on sports entrepreneurship around the world, which help identify the problems, barriers, and challenges face by sports entrepreneurs. Common issues arising in sport entrepreneurship are difficulties to entering market, scarcity of finding buyers, scarcity of raw material, similar product of the market and market monopoly (Technique, 2016). Small-Scale, Low Level of Development, Transformation from Community Sports Management System to Public Oriented System, Intensifying Marketing, and Building Brands with Its Characteristics (Jiang & Lin, 2014). Technical, Company Readiness, Administrative, Legal factors are the other considerable matters new sport entrepreneurs face when they entering to market (Razavi et al., 2014). Preparation of the Ministry Structure, Poor research, and development, Poor ability of ingredients, Lack of financial assistance, Poor information, Poor facilities and storage facilities, Strict labor laws, Poor marketing practices, determining as other challengers facing by new sport entrepreneurs (Garg Group, & Institutions, 2018). Governance issues, stakeholders conflict of interests, source of

entrepreneurship in sports especially in contexts where a government with its inefficient bureaucracy is providing major funding, political interference with sports entrepreneurship are the other considerable issues in the business (Nkamnebe, 2017). Further, access to information related regulation and policy, inadequate skills and training culture and mind set, and weak supporting system can identified as other challengers in sport entrepreneurship (Views from Public Officials, 2020).

The significance of current study is identifying barriers and challenges face by sports entrepreneurs in Sri Lanka. The finding will useful to the Government's policy makers to reconsider their current policy framework regarding sport entrepreneurship in Sri Lanka. In addition, government can relook in their monitory policy regarding small-scale enterprises and they can modify their existing policy framework for encourage local entrepreneurs. Furthermore, knowledge of the study will shed light on academics to fine-tune their research in the sports entrepreneurship discipline. Thus, it will help to armature sports entrepreneurs to understand potential challenges and barriers when they are entering the new market. Besides, the information available in this study can use as a study extension for researchers who will study further in future.

It is clear from the above data that there is a clear shortage of sports entrepreneurship in Sri Lanka. It is important to look at the barriers, threats, and challenges that are influence on Sri Lankan sports entrepreneurs. Research on sports entrepreneurship barriers and challenges have conducted around the world but there is no any study done by researchers regarding barriers and challengers face by sports entrepreneurs in Sri Lanka. Accordingly, this research paper has chosen this research gap to observe the barriers and challenges face by sports entrepreneurs in Sri Lanka.

To achieve the purpose of the present study, the researcher was formulated two research questions, which are as follows;

1. What are the barriers faces by sport entrepreneurs in Sri Lanka?
2. What are the challenges faces by sports entrepreneurs in Sri Lanka?

Present research study has structured in several sections. The first part of the study has dedicated for introduction the topic in terms of entrepreneurship, the scope of sports entrepreneurship, potential of sport entrepreneurship in the Sri Lankan context, the purpose of the study, and contribution of the study. The next section covers literature related to barriers and challenges of sport entrepreneurship, theory, and concept, which related to entrepreneurship. The next section introduces the research methodology, which included sample, data collection method, data analysis method, conceptual framework, and operationalization. Other parts allocated for data analysis and presentation. The final part has dedicated to present findings, discussion, conclusion, and managerial implication.

LITERATURE REVIEW

Entrepreneurship is the person who starts a new business. Entrepreneurs use their labor capital to start new businesses at under certain risk. Entrepreneurship is the process of managing labor capital and starting new businesses. Creating, starting, and maintaining new businesses in the field of sports can identify as sports entrepreneurship (Entrepreneur handbook, 2020). The creation of innovations in the field of sports and the emergence of businesses related to goods and services can point out as a feature of sports entrepreneurship (Ratten, 2018). There are

challenges and barriers for any type of entrepreneur in running their business. When asking about them, it is important to have an understanding of what the challenges and obstacles are.

Accordingly, the word 'challenges' means the problems, protests, issues, and difficulties that arise in achieving a goal. The challenges are faced by small entrepreneurs can be identified as the difficulties encountered in running a new business (Merriam-Webster.com2020). Obstacles are restrictions that exist to do something or something difficult. The barrier is a block that exists to do something or something that is known to be a problem and an obstacle in moving forward (Merriam-Webster.com 2020). As referring to previous literature, which can be identified the potential challenger's influence on small-scale entrepreneurs in the sports industry.

CHALLENGES OF SPORT ENTREPRENEURSHIP

Past studies have identified that capital is the one of major challenge face by entrepreneurs. As Adam (2020) asserted that, there are three main challenges of entrepreneurship such as bureaucracy, financing, and labor. Among those challenges, money shows as the main challenge. Finance has shown to have a powerful impact on starting a new business. A new entrepreneur takes the most risk when investing capital to start his own business. In addition, Adam (2020) noted that cash flow management is the one of major challenge face by entrepreneurs when they going to start a new business. Supporting to the Adam's (2020) argument, UK Essays (1970) asserted that financial factor is the most challenging factor when face small-scale entrepreneurs going to start a new venture. Entrepreneurs sometimes use checks to pay bills. In some cases, the business may have to mortgage bills to pay the bills due to a lack of capital on the checks. In addition, same article shows that how to overcome this challenge. They propose to maintain a systematic budget to maintain their cash flow without challenging new ventures. Accordingly, the new business budget should tailor to its capacity. It is important to determine how much money you need to run your organization. It also states that a comparative estimate of the amount of money needed to develop a new business can made through the budget (Rjones, 2018). As Alton (2016) discovered eight major challenges affecting on entrepreneurs, the most important of which is fundraising, and that new entrepreneurs face several challenges in meeting start-up costs. They sometimes face various hurdles due to a lack of start-up costs. Audretsch and Keilbach (2004) categorize capital in terms of physical capital, human capital, and intellectual capital. In addition, the researchers have pointed out that capital is major challenge for sport entrepreneurs. As well as points out that, entrepreneurs have a challenging source of capital to start and run a new business. Further Navarathne (2017) noted that the lack of adequate capital has become a serious challenge. Entrepreneurs need additional funding and capital to sustain growth of their business. Small-scale entrepreneurs need finance for their businesses. Otherwise, their business will be inactive. According to the past studies, capital is common issue for small-scale sport entrepreneurs to start-up the new venture. Therefore, capital can consider as major barrier or challenge face by sport entrepreneurs.

Finding suitable employees are another considerable challenge face by sport entrepreneurs. Scarcity of skill labors are common problem when people are going to start a new business. Accordingly, identifying the most suitable employees for new entrepreneurs and recruiting such employees is considered a very challenging task since finding skill employees very challenging to identify the employees that company needs. Employees can point out as a key factor in determining the growth and decline of an organization. Therefore, various research papers have revealed that it is a challenge for new entrepreneurs to select employees according their objectives. Accordingly, one investigation has revealed that some employees who are

recruited through methods such as recruiting reliable and active employees required by an organization may also be unfit employees for that organization. It has pointed out that choosing the most suitable employee is a challenge for entrepreneurs. Employees appointed to certain positions in their organization may sometimes find themselves unsuitable for that position. Therefore, the recruitment of the above employees has pointed out as a big challenge for new entrepreneurs (Phillips, 2011). In addition, they have suggested solutions to solve this problem and the selected employees should be qualified and should be trained by regularly. They suggest that a mechanism that constantly focuses on employees should be developed (Alton, 2016). As Phillips (2011) points out hiring employees when starting a business for the first time is a challenge for entrepreneurs. The research paper states that it is very challenging to provide the labor required to start a new product. In addition, looking for a good employee considering attitude and skills can be very challenging. It also points out that there is a problem with the knowledge that new entrepreneurs have about how many employees they need at the start of the business and how much production they make (Phillips, 2011). Accordingly, obtaining labor can be identifying as another challenge for entrepreneurs. Another research paper cites team management as a challenge for entrepreneurs. Existing labor demand and supply as a challenge for starting a new venture. It requires new entrepreneurs involved in the sport to run their businesses and the hard work of a team to develop that business. It has pointed out that managing the existing systemic labor for a new business is the most challenging. There are challenging issues for new entrepreneurs as to how many employees they need. They also point out that creating intelligent and efficient teams is a very difficult task. In addition, it has pointed out that training employees to work the way, and gaining the ability to achieve their team goals is a challenge. Accordingly, we can point to the labor challenges as a major barrier for entrepreneurs to do business (LLC, 2020). In addition to that challenge, there are several major challenges facing sports entrepreneurs when it comes to research.

Customer loyalty is a critical factor for sustaining a business. New entrepreneurs have a challenge to attract loyal customers toward their business. Muli (2018) points out attracting loyal customers have cited as a major challenge facing sports entrepreneurs. Customers can grow a new business or bankrupt a new business. Accordingly, attracting customers that are more loyal can identify as a special challenge for new entrepreneurs. Phillips (2011) pointed out that attracting customers is a challenge for entrepreneurs. As the article pointed out, attracting customers to new entrepreneurs in a competitive market is very challenging, and entrepreneurs have brands that are more familiar and multinational companies' names. Thus, that the existence of a large number of companies producing homogeneous products creates competition through them. There is no problem in attracting the best customers through customers and new entrepreneurs do not know how to retain them. That is why providing customers have become a challenge for entrepreneurs. As Kanchana (2013) pointed out that in the sports sector has a same situation like other sectors, creating a competitive market has made it difficult for entrepreneurs to attract good customers for new deals. Entrepreneurs have found that finding good customers is a challenge when starting a small business and sometimes even having bad customers. It shows that even if good customers are loyal to the company, the bad customer will degrade the company. Finding good customers there can be a challenge; Past studies reveal that attracting customers is a potential challenge for entrepreneurs. One of the challenges in attracting customers is presented in a variety of research articles (Kanchan, 2013; Muli, 2018 and Phillips, 2011). However, it appears that the challenge is also for entrepreneurs.

The next challenge for entrepreneurs is time management. Previous studies outlined ten challenges in starting a new business, among them time management is a major challenge for entrepreneurs. Moreover, sports entrepreneurs face many challenges in running their businesses due to a lack of proper time management and knowledge related to time management. Institutions go bankrupt when they are not able to save time even to supply on-demand due to the inability to manage time. This is due to the lack of proper knowledge to use the time management tools required to move the business forward (Rjones, 2018). Although time-management has cited as a hindrance as a weakness, no advice has given to address it. It is also important to have a theoretical analysis of time management (Jusoh et al., 2011). As mentioned, entrepreneurs have the skills needed to run their business, and time management skills are paramount. Further, inability to run some business is due to a lack of knowledge about time management. Therefore, time management is a challenge for new entrepreneurs (Levesque & Stephan, 2019). Entrepreneurs need to adapt their time management to market changes. New entrepreneurs cannot move forward without an optimistic outlook. Therefore, it has pointed out that it is difficult for entrepreneurs to run a business without the knowledge of time management. Cremades (2019) noted that time management is a challenge for entrepreneurs. It shows that proper time management is essential for entrepreneurs to get a fast start in a business. In addition, new entrepreneur has a challenge on how to make the most of the hours worked per day, and that new business can grow very fast if that time management is done properly.

Based on the above literature review, new entrepreneurs can gain an understanding of the challenges that lead them to start their own business. As per the past studies related to sport entrepreneurship reveal, that several challengers such as capital, recruiting and selecting skillful employees, attracting loyal customers and time management. Current study will use these challengers to investigating issues arising for Sri Lankan sport entrepreneurs.

ENTREPRENEURSHIP BARRIERS

In addition, to the challenges faced by entrepreneurs, various barriers or censorship are also encountered in carrying on their business. An examination of past literature is important to identify them. Several major barriers can identify and environmental barriers have mentioned in various research articles (Kumar, 2019; Adam, 2008 and Hayes and Boyle, 2020) as a major barriers. Kumar (2019) pointed that the business environment affects as environmental barriers, such as raw material, machinery, land, building, and infrastructure. In addition, the lack of raw materials for businesses has cited as a barrier, pointing out that it is difficult to get the raw materials needed for production to meet the maximum level of demand. Factors such as the high cost of raw materials can cite as barriers to meeting the needs of new entrepreneurs in a competitive market. In addition, when buying machinery, their price goes up. The large cost of acquiring land and buildings can point out as barriers. Lack of infrastructure and lack of electricity and water can cite as environmental barriers for entrepreneurs. Environmental barriers are serious obstacles for entrepreneurs. According to Adam (2008), environmental barriers or natural barriers influence entrepreneurs to enter new markets as they pursue their industry. There are barriers for entrepreneurs to adapt to the dynamic market environment. This is because of the existence of a competitive market that can lead to a competitive market as an environmental barrier to understanding how the market behavior. Dynamic market recognition and market competition are a barrier for new entrepreneurs to gain an identity. Big problems arise where products are an obstacle for new entrepreneurs to move forward in a market environment similar to other companies. Entering the competitive market in the new market environment is an

obstacle for entrepreneurs (Hayes & Boyle, 2020). Entrepreneurs also have other barriers that need to explore.

Another hurdle for sports entrepreneurs is the political barriers to starting a new business. Genglobal, (2019) pointed out that the policies and regulatory political decisions formulated by the government hinder entrepreneurs. Accordingly, it has pointed out that obtaining tax policy licenses and trade policies will prevent new entrepreneurs from starting and running new businesses. Political support for new entrepreneurs has cited as a barrier to reduction. Bhasin (2019) pointed out that the policy and regulatory political decisions formulated by the government are an obstacle for entrepreneurs. Further, obtaining tax policy licenses and trade policies are an obstacle for new entrepreneurs to start and run new businesses. Kumar (2020) mentioned that the lack of government incentives and concessions has cited as an obstacle for new entrepreneurs to start and run new businesses. Politically, there is no development of new entrepreneurs due to the reduction of government subsidies. New entrepreneurs have less potential to run a business on their own. They need to plan policies and actions to encourage them. New entrepreneurs face huge obstacles to start and run new businesses. According to Twinks and Groot (2013), the government's unnecessarily inconsistent policies have become an obstacle for entrepreneurs. Therefore, new entrepreneurs are slowly doing business. Besides, entrepreneurs suffer from the negative effects of political bureaucracy and that political pressures hinder their business ventures.

Another major barrier to entrepreneurship is the lack of knowledge and experience of the business, which can explore through literary research. As well as lack of knowledge and skills often, affect entrepreneurs. Accordingly, we can identify the lack of knowledge and skills to run a business to the required extent as a major obstacle (Staniewski & Awruk, 2015). Lack of business knowledge and skills required for entrepreneurs to move forward is an obstacle for entrepreneurs to move forward. In addition, several factors can identified as barriers for women entrepreneurs to start new businesses. The lack of education, experience or training, methods, and facilities of women entrepreneurs is a barrier to doing business. In addition, women's entrepreneurship is lagging in the world. According to past studies, the main barrier for women entrepreneurs is their lack of knowledge and experience in entrepreneurship (Raghuvanshi et al., 2017). Furthermore, lack of entrepreneurial experience is a major barrier for new entrepreneurs. Shaw and Darroch, (2004) also pointed out that ignorance and lack of experience in international trade is a barrier for entrepreneurs. Export entrepreneurs' lack of export experience has been a major obstacle to entrepreneurship. Therefore, the lack of experience and knowledge of today's entrepreneurs has hindered them from carrying on their business. Raeesi et al. (2013) point out that lack of market experience is a barrier for entrepreneurs. Thus, the same research pointed out that entrepreneurs are hampered by a lack of market background or experience, which can be attributed to the lack of positive thinking and ignorance about success in running their businesses. Accordingly, the lack of market knowledge and practical experience can identify as a barrier for entrepreneurs.

Many other barriers affect entrepreneurs such as good fit employees, Risk tolerance, social barriers, and economic instability. According to the literature review, several barriers have commonly identified in this research papers. Several barriers, such as environmental barriers, political barriers, and lack of knowledge, are discussed in general research articles. Accordingly, by studying that literature, entrepreneurs can get an idea of what the challenges are and what the barriers are. According to the literature review, various factors have identified regarding the challenges and barriers affecting entrepreneurs around the world. It seems that no research paper

or study has done on sports entrepreneurship in Sri Lanka. Therefore, this research paper will focus on the challenges and obstacles faced by sports entrepreneurs in Sri Lanka as a fulfil to existing research gap.

RESEARCH METHODOLOGY

The purpose of the current research is to identify the obstacles and challenges face by sports entrepreneurs in Sri Lanka. For achieve the research purpose qualitative research approach has applied to investigate real insight of sport entrepreneurs. The primary source of data has used for the current study to come final conclusion and secondary source of data has collected from relevant research articles, textbook, websites, and other academic sources for build up the conceptual framework. The secondary source of data has collected from the structure interview method by applying snowball and purposive sampling methods. The sample population is 10 sport entrepreneurs in Sri Lanka. The data has collected through the Zoom interviews and that interviews have more than one and half-hour duration. The researcher administered the structure-interview and interview was continuing into in- depth interview as a gravity of the discussion. The senior professor of the faculty of Social Science, University of Kelaniya has validated the structured-interview questionnaires. The thematic analysis technique has applied to analysis transcribe data. Further, researcher has developed the code sheet according to the selected subthemes.

DATA ANALYSIS

Researcher was investigated the impact of capital factor towards sports entrepreneurs in Sri Lanka. The interview data reveal that capita is one of major challenge face by sport entrepreneurs in Sri Lanka. Lack of capital is one of the major factors influencing sports entrepreneurs in Sri Lanka. Research data reveals that it is difficult to raise the required capital at the start of a business. Participant response can be quoted as per the data

I took the first boat with a loan” Lack of money for businesses leads to the temptation to take loans, If they give us a loan, we will take 18% interest.

The data reveal that bank loan and its interest rate is comparatively high, which cannot affordable for the new entrepreneurs. It has become an obstacle for sports entrepreneurs in Sri Lanka to pay their loan installments. In addition, physical capital is another challenger influence on sport entrepreneurs.

I needed machines to produce bat. They also face the consequences of lack of machinery, such as lack of machinery, inability to maintain employees, and inability to maintain the organization. Lack of capital can identify as a major obstacle for sports entrepreneurs in Sri Lanka.

It costs a lot of money to buy our machines, but it is a big problem.

Another problem for sports entrepreneurs in Sri Lanka is the rising cost of machinery. This is challenge for them to buy machinery. There we first had to rent machines, as the price of machinery increases, so does the rental or payment of machinery.

Sports entrepreneurs in Sri Lanka have to face various obstacles and challenges in such situations. They have pointed out that there are some financial barriers to continuing their business due to the premiums paid for the machinery and the rent paid for the machinery. Therefore, among the barrier and challenges face by sports entrepreneurs in Sri Lanka, the high cost of machinery can discuss as a capital barrier. The cost of starting a business can point out as

a major influencing factor for sports entrepreneurs to start-up a new venture. One of the challenges for sports entrepreneurs in Sri Lanka is the difficulty in providing start-up costs for businesses.

It is very difficult to find, especially starting at around two million rupees. In particular, data analysis reveals that large initial costs are incurred in the construction of buildings, the purchase of machinery and the recruitment of workers, and the purchase of other raw materials. They point out that this is a big challenge for Sri Lankan entrepreneurs. The problem is the starting cost, Sometimes we start small businesses without being able to cover the start-up costs.

Thus, the conclusion of data related capital factor shows that they are tempted to start a business with a bank loan or a business loan. Therefore, the Sri Lankan sports entrepreneurs are of the view that the barriers and challenges posed by the provision of start-up costs at the outset affect the business.

Time management is identified as a factor affecting sports entrepreneurs in Sri Lanka as challenge to start and sustain their newly establish ventures. Under the time management factor can identify several other sub-them related to the main factor. The interview data reveal that time management is one of key aspect influence on sport entrepreneurs.

Very important when creating a campground, it's a lot of time, we do nothing about time. The above data shows that how important is the time management for successful entrepreneur because especially new entrepreneurs need to provide their product on time to buyer or market. If they unable to place the order on time that is leading to damage the relationship between customer and producers. Thus, interview data show that sports entrepreneurs in Sri Lanka has lack of management knowledge or a practical way of organizing their day-to-day activities, which can be a barrier to time management. Although some entrepreneurs have some knowledge of organizing their work but sometime, organizing is a challenge for some other entrepreneurs. As an extra thing, no time is allotted for such a person.

It appears that sports entrepreneurs in Sri Lanka do not have a clear understanding of time management strategies such as organizing events according to a schedule and keeping the production process of the organization within a period. Therefore, organizing can identify as a time management barrier for sports entrepreneurs in running their businesses. As a time management sub-theme, it can point out that the factor of busyness affects the sports entrepreneurs in Sri Lanka.

I do this in my spare time; I do this while doing other work. Observations made from the data show that in their opinion, the busyness of personal and professional life is a challenge for maintaining entrepreneurship.

That's because a lot of people go to work. They get involved in sports entrepreneurship while doing jobs and other businesses. It is a challenge to have limited time to control both sports-related businesses and other businesses. Therefore, time management has identified as critical challenge for Sri Lankan sport entrepreneurs.

The employee recruitment and selection factor can point out as another obstacle and challenge for sports entrepreneurs in Sri Lanka. It can identify from the interview data. The sub-themes found in the analysis according to the thematic analysis of the employee factor are as follows; lack of employees can identify as a barrier to employment for Sri Lankan entrepreneurs, especially the shortage of skilled workers. I did not meet any trained staff.

As a result, there are sometimes obstacles to running the business. Due to the shortage of professionally trained employees, it takes more time for Sri Lankan entrepreneurs to train employees and educate them. I have to train employees to get the position I want Also.

The recruitment of unskilled workers to the business hinders the business from carrying out its day-to-day activities properly. Therefore, the shortage of employees can point out as another factor that hinders sports entrepreneurs in Sri Lanka.

It would have been nice to hire workers but they don't have the money to pay. Another problem that has revealed in the subject of employees was the factor of employee salary. Entrepreneurs are not able to recruit employees even if there are not enough employees in an organization due to the inability of the entrepreneurs to pay them.

My family and I do this together as a staff, Helps keep two of my friends. Therefore, sports entrepreneurs in Sri Lanka have to enlist the help of their family and friends or even start joint ventures. It is a problem caused by the salary of the employee. In addition, due to the low income received in the face of the COIVD-19 epidemic, the lack of adequate capital factors to maintain services can identify as a problem. Another problem faced by sports entrepreneurs in Sri Lanka is the behavior of employees. When it comes to behavior, factors such as their discipline and service delivery, and credibility can cite as challenges for entrepreneurs.

It was the alcoholics who worked in the camps. In particular, employees are required to disclose information that exists in the organization, be drunken employees, and act in a manner that violates employee discipline. Entrepreneurs face challenges in carrying on their business through such things.

Sometimes they catch our senses now and they break apart. Accordingly, due to the lack of discipline on the part of the employees, the sensitive information in the organization is leaked to other organizations and thus they affect the identity and reputation of the organization. Such information was found by interviews with sports entrepreneurs.

We need to give you the maximum experience. In addition, the credibility of employees is very important in running an organization. In particular, employees must work to provide maximum service to their organization and customer. Research data has shown that entrepreneurs face some challenges, such as when certain employees do not provide the maximum service. Employee behavior can point out as another problem in the field of sports entrepreneurship in Sri Lanka.

In addition to the above factors, the customer factor can point out as a factor that is important to any organization or as a determining factor in the existence of any organization.

Customers had a problem introducing our product. Sports entrepreneurs can look at the challenge of attracting customers. The following sub-themes identified by compiling research data on how the customer factor affects Sri Lankan sports entrepreneurs can identify as follows. The customer factor can discuss through sub-themes. Factors such as excellent service and marketing strategies can discuss under the factor of attracting customers.

Because our campground should be attractive to its users. The data revealed that attracting customers is an important factor for entrepreneurs in running their businesses, as it is a challenge for Sri Lankan entrepreneurs.

At first did not have much knowledge about marketing and financial management. It can be challenging, especially when it comes to marketing the start-up product of their business, introducing their products to the public, and using marketing strategies.

Learn what to look for and tactics to help ease the way. Lack of necessary knowledge and understanding of marketing strategies can identify as a problem.

We have done such programs to win the trust of the customers. Moreover, in the field of sports services, it is important to provide an excellent service to attract customers. Data shows that organizations involved in the field of excellence face this challenge the most. Good service

is key component for gathering customers around the institution. There is a certain challenge in providing the services of their organization in a way that satisfies the customers. Another important challenge in Sri Lankan entrepreneur is to select loyal customers among the barriers to their businesses identified through interviews with sports entrepreneurs. Having loyal customers in any business contributes to the success of the business. In the Sri Lankan sports apparel industry, there have been instances where customers' credibility has violated.

Failure to repay loans, especially for sportswear, because if they bring it back the way we gave it. According to the experience of a camping equipment rent company, their customers' trust is problems such as encounters with people who have sent money to repay the loan mentioned. Such facts revealed instances of breach of trust between customers and suppliers.

Coming to see us again and again. The image of the company is sometimes determined by the recommendation made by the customers after receiving the service. The data also includes instances where some customers have acted in a way that damages the corporate image. Accordingly, finding loyal customers has become a challenge for Sri Lankan entrepreneurs.

In addition to the factors mentioned above, another aspect that affects Sri Lankan entrepreneurs is the business environment. Certain barriers and challenges posed by the business environment seem to have created problems for entrepreneurs in starting and running their businesses. The interview data revealed that the business environment is another critical factor for successful business.

Quality of the raw material and price of the raw material are the another key factor for sustaining a new business. Getting quality and constant supply of raw material is challengeable task for sport entrepreneurs since leading companies are dominating the raw material market. Therefore, small-scale sport entrepreneurs face scarcity of raw material problem. Thus, market completion is another challenge face by new sport entrepreneurs in Sri Lanka. Leading companies in same industries are dominate the market and are providing goods and services relatively low price. This is challenge for new sport entrepreneurs to match the price with leading company because their initial cost is high at starting level.

But our activities are still sold for a small amount as our quality is high, but our bats are not in high demand.

When selling special sporting goods and services, sellers of imported goods and there is a lot of competition between businesses. The large companies are dominating large portion of market shear. Especially new entrepreneurs have found it challenging to enter the business environment in Sri Lanka. Sports entrepreneurs should reduce the price of their sporting goods by selling substandard products at low prices and even rejecting some high-quality products by the consumer. That is a problem for sports entrepreneurs.

There is a problem in procuring the real raw material, there is a small problem getting the raw material for the camping program.

It can point out that the main challenge for sports entrepreneurs in Sri Lanka is the lack of raw materials for sports entrepreneurs in Sri Lanka.

Gym equipment in the country and it is more expensive, bought it from Colombo and it was a bit expensive. For that, countries' inflation rate has influence on pricing. It doesn't look good; it's been used for two years now and needs to be removed.

In addition, there is a decline in the quality of raw materials available in Sri Lanka and the quality of imported goods. Therefore, buying raw materials in Sri Lanka causes some problems for entrepreneurs.

Problems with procuring the required raw material is that taxes, import into Sri Lanka 20% tax will be charged.

In addition, the interview data shows that obtaining raw material is a challenge by increasing the tax levied on imported raw material. This is due to the shortage of raw materials, rising commodity prices and the high percentage of taxes to be paid on raw materials.

Times when there is only a cost and there is no profit. This poses a serious problem for the development of sports entrepreneurship in Sri Lanka. Moreover, buying power of the customers is key challenge for new sport entrepreneur in Sri Lanka.

Locally made products are sold at a lower price. The main reason for this is the decline in revenue due to the declining demand for goods and services in the business. The main reason for this is the sale of substandard sporting goods imported to Sri Lanka at low prices. Research data shows that the sports services sector and the leisure sector have lost revenue during COVID-19 epidemic. Therefore, consumer demand is critical factor for the new sport entrepreneur to develop and stable their business.

The factor of politics can point out as a barrier that affects sports entrepreneurs in Sri Lanka as well as entrepreneurs in other countries. Import into Sri Lanka, 20% tax will be charged. This quotation shows that government policy regarding import and export is influence on business in the country. It shows that policies are directly impact on new sport entrepreneur and their establishment in the industry.

If they give us a loan, we will take 18% interest. Various obstacles hamper interest rates on public debt. There is a decrease in existing demand.

I need to devise a tax-free system to bring my raw materials to Sri Lanka. According to Sri Lankan sports entrepreneurs, it is a great challenge for Sri Lankan sports entrepreneurs to charge more than 20 percent or more of the state tax levied when they have to import raw materials for their businesses to manufacture sporting goods.

The English willow wood used for bats is sourced from Australia and is expensive to import into Sri Lanka. It can point out that the lack of sufficient raw materials in Sri Lanka and the large amount of import taxes that have to be paid are political obstacles to the operation of the business.

Yes, there is a legal impediment to the transportation of raw materials. Research data has revealed that sports entrepreneurs, especially those involved in the sports apparel industry have faced political hurdles in importing and transporting the garment material they need to run their businesses. Rule and regulation impose by the government has direct impact on leisure services. Especially, adventure and nature base leisure service providers have faced some problem due to wildlife law and environmental laws. It seems like grate challenge for leisure service providers to continuing their business.

Politically, problems came from the Wildlife Department, there were problems with the police to one of our employees. Sports entrepreneurs in Sri Lanka have some problem through government agencies such as department of wildlife and department of police. Sport leisure entrepreneurs have to bribe some office to continue their business without their unnecessary interferes. If some entrepreneurs refuse to bribe them, they will try to trap that particular entrepreneur by illegal strategies and block the business. Entrepreneurs have to run their businesses according to the rules. By some rules, they face certain challenges in business. It can point out that the lack of government support in running and starting a business is a challenge that affects many sports entrepreneurs. The lack of government intervention is very evident, Political support in Sri Lanka is very low, We have no politics and no political support.

The data shows that the government has taken very few initiatives and development initiatives for sports entrepreneurs. There is very little support in Sri Lanka.

They say that the importation of sporting goods has had an impact on the promotion of sports entrepreneurship in Sri Lanka. The Sri Lankan government does not support the development of these, Sporting goods manufacturers in Sri Lanka make a small profit as they import sporting goods. It has also pointed out that sports entrepreneurs face some challenges due to the lack of action to strengthen and develop the sports entrepreneurs who manufacture sporting goods in the country. At the same time, sports entrepreneurs in Sri Lanka are dissatisfied with the minimum level of opportunities available for development and government assistance. Interviews show that small entrepreneurs in Sri Lanka need government support to run their businesses. The knowledge of business is another factor that poses a challenge to sports entrepreneurs in Sri Lanka. First did not have much knowledge about marketing and financial management. The interview data shows that small-scale sport entrepreneurs have not formal knowledge in some business areas such financial, time management, marketing and theoretical and practical knowledge regarding carried out data to day operations.

The seventh tourist death in Meemure due to untrained monk maintain a camp site at temple. This data shows the problems faced by entrepreneurs and consumers in starting and running a business without proper knowledge. The data reveal that knowledge is very important when running a business. In addition, data on the number of tourist deaths in the Meemure area appear to be a side effect of weaknesses in health and safety and government poor regulation on monitoring and registering qualification of the persons who are working in adventure base leisure service. Poor monitoring mechanism of the government has impact on other qualified entrepreneurs to as barriers for attracting customers. Thus, it can also point out that the reason for this is the lack of opportunities for professionals in Sri Lanka. They say that Sri Lankan entrepreneurs have faced many problems in starting and running their businesses due to the lack of professional work in field.

There was no such thing as business knowledge. In addition, many entrepreneurs who start a business without any business knowledge have a problem. Firstly, language can identify as a problem. I learned their language while talking. It has also pointed out that theoretically and practically, the place of veteran entrepreneurs in the field of entrepreneurship in Sri Lanka is minimal. There is such a thing as business knowledge, but there was such a thing as experience. The data analysis has showed entrepreneurs in sport sectors having an experience rather than business Knowledge. Although they have business acumen, they later find themselves using the experience gained through problematic situations to run their business. I only had an idea; Go to Australia and get that knowledge. It can conclude that acquiring formal knowledge is challenge for Sri Lankan Sport entrepreneurs. In addition, apart from main barriers and challengers identify through the literature review and interview, open-ended question enclosed in the structured interview reveal that some other barriers and challengers influence on sport entrepreneurs in Sri Lanka. These barriers and challengers can identify as climate change, public relation and responsibilities in personal life business is a bit less during the rainy season.

It has pointed out that certain climatic changes in Sri Lanka have created obstacles for Sri Lankan sports entrepreneurs to carry on their business. Because we can't take tourists to the lake when it rains.

Especially weather is critically influence on nature base leisure service. Thus, Health factors are influence on leisure service business. Presently, COVID-19 epidemic is heavily influence on leisure service business because travel restriction between the countries and travel

restriction within country impose by the health authorities. These days has completely lost the tourism industry because of the corona. They also point out that the social health barrier in the face of epidemics such as covid19 has had a huge impact on sports in Sri Lanka. A possible catastrophe in a country is the impact of conditions such as epidemics that prevent the country from closing down and carrying on various industries. Building public relations and camaraderie is a challenge for some entrepreneurs when starting and running a business. It was difficult to continue working in the village. Entrepreneurs especially those involved in sports and leisure service face this challenge we have helped the people of the village a lot.

Various measures need to take to build camaraderie among the people. The reason is that they need to build their businesses in places that are tourist attractions in the field related leisure. We have helped a lot of people (68) from the village temple to the school. It is the idea of the business community that it is essential to work in harmony with the people of the area. Responsibilities of personal life and the busyness of daily activities hinder the running of the business. There are times when homework can be a little daunting, this is a difficult time to do with my work. They also point out that the stressful situations are in personal life affecting their businesses, such as the amount of time they spend trying to accomplish certain things in their personal lives and the lack of basic knowledge needed to balance the time they spend in business life.

Initial codes	Sub-themes	Overarching themes
1. The prices in Sri Lanka are very high.	1.Prices of raw materials	capital factor
2. Because the prices of raw materials in Sri Lanka are different.	2.Lack of capital	
3. I needed some money.	3.Loan premium	
4. And putting the money together in the snowball system.	4.Decrease in income	
5. When I went to pay the premiums.	5. Price of machinery	
6. Have hired workers but they don't have the money to pay.	6.Lack of machinery	
7. Tourism industry is at zero.	7.Obtaining a loan	
8. But the high cost of machinery.	8.Start-up costs	
9. I needed machines to produce bat.	9.maintenance costs	
10 I collected some money and bought my own machine.	10.building costs	
11. I took the first boat with a loan.		
12. Early days it cost a bit to start.		
13. Difficult to find, especially starting at around two million rupees.		
14. It from Colombo and it was a bit expensive.		
15. Happen and a building that does so needs.		
16. Problem other than the maintenance cost.		
17. I did not have enough money.		

<ol style="list-style-type: none"> 1.48 hours to obtain the correct quality. 2. When they do not have time, two others turn to it 3. Important when creating a campground. It's a lot of time 4.The first thing we do is organize 5. we have a schedule for a program before 6. We do nothing about time 5. i does this while doing other work 6. I do this in my spare time 7. As an extra thing, no time is allotted for such a work 8. We started work at about eight in the morning 9. work from 5 am to 10 am in one section and from 2:30 pm to 4:30 pm in another section 10.That is, money and time vary according to the number of islands and locations 11. we should organize our day based on the number of travelers 12. we run this business with the external work we have 	<ol style="list-style-type: none"> 1. Very long production time. 2. Organize. 3. Work on a schedule. 4. Lack of Knowledge time management. 5. Busyness. 6. Other work. 7. Time management strategies. 	Time management
<ol style="list-style-type: none"> 1.employees means that we have problems while we are there 2. There is no such thing as a staff 3. We share time like that and when we go to work our time is less 4. Recruitment has not been advertised 5. Sometimes they catch our senses now and they break apart 6. Join our staff in a difficult situation with Corona. 7. It seems that we do not really have the money to hire employees to do this. 8. have hired workers but they don't have the money to pay 9. My family and I do this together as a staff 10. No employees, I do my duty 11. they a little bit of the employees who can swim 12. it is not called an employee 13. First I do this on my own 14. addition to the amount they pay per day 15. who come to educate their staff about our service 16 We have developed a separate system for paying salaries to employees 17 The problem is that employees pay their salaries 18 I did not meet any trained staff. 19. employees who have no training in the field 20. The reason is the lack of trained staff 21. Problems have arisen in paying salaries to employees. 22. It was the alcoholics who worked in the camps 	<ol style="list-style-type: none"> 1. Lack of staff. 2. Recruit employees. 3 Providing reliable employees. 4. Employee discipline. 5. Employee Qualifications. 6. Employee training. 7. Employee salaries. 8. Employee regulation. 9. Professional employees. 	Employee factors
<ol style="list-style-type: none"> 1. not look at a tent and we do not look at it when they give it shortcomings 2. Because if they bring it back the way we gave it 3. our campground should be attractive to its users 4. If the staff has a good relationship and is friendly with the customer 	<ol style="list-style-type: none"> 1. Customer loyalty 2. Customer satisfaction 3.Employee Customer Relationship 4.Customer attraction 5.Market promotion 	

<p>5. Done such programs to win the trust of the customers.</p> <p>6. Because we also provide good service.</p> <p>7. So if we serve well, they will find us</p> <p>8. Our name is very famous</p> <p>9. Pose a problem for loyal customers.</p> <p>10. who has taken it once recommends moving my bat elsewhere</p> <p>11. Panamura area and marketing make my products famous by my side</p> <p>12. therefore they will find us again</p> <p>13. did a good service to them</p> <p>14. A special group of young people has been attracted</p> <p>15. People turned to this but now the side is very popular.</p> <p>16. Coming to see us again and again</p> <p>17. Had a problem introducing our product.</p> <p>18. Problems such as encounters with people who have sent money to repay the loan.</p>	<p>6.Excellent service</p> <p>7.Business publicity</p> <p>9. Customer recommendation.</p> <p>10.marketing strategies</p>	<p>Consumer factors</p>
<p>1. Raw materials were in Colombo and the quality was not so good</p> <p>2. the quality is low</p> <p>3. Raw material, but their prices are very high in Sri Lanka.</p> <p>4. Slight decrease but our activities are still sold for a small amount, as our quality is high.</p> <p>5. Small problem getting the raw material for the camping program.</p> <p>6. we bring the highest prices in Colombo</p> <p>7. competition because there are very few people who do this kind of industry</p> <p>8. it was difficult to get</p> <p>9. but our bats are not in high demand</p> <p>10. These days has completely lost the tourism industry because of the corona.</p> <p>11. they have no other income</p> <p>12. large number of such fitness centers are available</p> <p>13. Is little competition with the facilities in some?</p> <p>14. It costs more to procure the raw material first.</p> <p>15. Because taxes were higher then</p> <p>16. In addition, the price of imported sporting goods is very high.</p> <p>17. there is competition with entrepreneurs</p> <p>18. required raw material is that taxes</p> <p>19. Materials are high and the price is high.</p>	<p>1. Quality of raw materials</p> <p>2. Supply of raw materials</p> <p>3.Low profits</p> <p>4. The high cost of raw materials.</p> <p>5.Business Competition</p> <p>6.Difficulty in obtaining raw material</p> <p>7. Demand</p> <p>8. External barriers</p> <p>9.Decrease in income</p> <p>10. Determining income on facilities.</p> <p>11. Raising taxes on raw materials</p>	<p>Environmental factor</p>

1. Started this by gathering the ideas of his friends.	1. Lack of business knowledge 2.Lack of financial management knowledge 3.Lack of marketing knowledge 4. Professionalism 5. Learning techniques 6. Lack of Knowledge time management 7. Language problems	Business knowledge
2. We didn't have a lot of business knowledge.		
3. Therefore, the cause of the seventh tourist death in Meemure		
4. They did not care about survival and security 5. Without any knowledge. I also started making a camp 6. not have much knowledge about marketing and financial management 7. I have 8 years of experience 8. It also does this by watching videos on YouTube 9. There is no such thing as knowledge 10. but I have 8 years and 7 years of experience 11. We do nothing about time 12. Please, I have difficulty speaking Sinhala		
1. I had obtained a Central Government Guide License for the Central Province	1. Legal barriers 2.Problems arising from government agencies 3. Decreased government support 4.loans and higher interest rates 5. Government taxes	Political factors
2. There were problems with the police		
3. The lack of government intervention is very evident		
4. not received any support from the government		
5. When we take a bank loan we have to pay 18%.		
6. Political support in Sri Lanka is very low		
7. Cost of importing goods.		
8. Politically, problems came from the Wildlife Department		
9. We have no politics and no political support		
10. Now the tourism industry is completely gone		
11. Politically we have not received support		
12 sporting goods in Sri Lanka, Sri Lankan cricket is not going to the villagers.		
13. there is a legal impediment to the transportation of raw materials		
1. Because we can't take tourists to the lake when it rains	1. Weather barriers 2. Personal work 3. Public relations 4.Lack of outdated ideas and innovations 5.Maintenance	Other factors
2. This is a difficult time to do with my work.		
3. We have helped a lot from the village temple to the school		
4. New ideas have to come up to produce something ne		
5. It was difficult to continue working in the village.		
6. Yes we have businesses affected by weather and climatic factors because it is difficult		
Source: Interview data		

DISCUSSION

This part of the research provides attention to discuss finding of current research with the relevant findings of the previous studies. The data analysis provided an insight into the barriers and challenges affecting Sri Lankan entrepreneurs. One of the major challenges face by sports entrepreneurs in Sri Lanka is the capital factor. Lack of capital is an obstacle for Sri Lankan sports entrepreneurs to run their businesses when considering how the capital factor affects Sri Lankan entrepreneurs. Sports entrepreneurs in Sri Lanka have influence on the lack of capital on factors such as the purchase of raw materials and the payment of wages and machinery to employees. In addition, due to lack of capital, sports entrepreneurs have to resort to alternative methods such as bank loans and payment of vehicles and machinery. In addition, the lack of adequate machinery and the necessary raw materials, such as buildings, have posed some obstacles for Sri Lankan sports entrepreneurs to run their businesses. Adams (2016) has pointed out that the same results in his research paper; financial factors are one of the major barriers to entrepreneurship. Thus, He highlighted that the capital factor is a challenge for entrepreneurs. UK essays (1970) states that financial needs are a major challenge for entrepreneurs. Businesses are at high risk due to the inability to meet the financial requirement. Further, also affirms that capital is a major challenge affecting on entrepreneurs. Accordingly, the lack of capital can point out as a major factor affecting foreign entrepreneurs as well as local entrepreneurs. Current research found out that rising cost of living condition is heavily influence on startup new business for sport entrepreneurs. They perceive that rising living cost is barrier for them to start new venture in Sri Lankan because everything such as rent of the buildings, raw materials, and utility bills are going high according to the cost of living. Lacking the capital needed to start a business, some seek to build joint ventures, seek the help from friends and use other options. Sports entrepreneurs in Sri Lanka have had to start their own businesses on a small-scale, as they cannot afford the start-up costs. Therefore, the research revealed that it is very challenging for Sri Lankan entrepreneurs to meet the starting cost. Alton (2016) asserted that capital factor is critical for the starting new venture and challenge for the new entrepreneurs. Moreover, start-up cost or capital is very important for organizing and developing a business. Accordingly, the capital factor can identify as a major challenge for sports entrepreneurs in Sri Lanka.

According to the current research finding sports entrepreneurs in Sri Lanka face time management as challenger for running their business. Thus, new Sri Lankan sports entrepreneurs face a number of challenges due to a lack of time management in starting and maintaining their businesses. Time management knowledge is challenge in matters such as planning their day-to-day business activities and maintaining and organizing daily activities according to a schedule. Therefore, lack of knowledge towards time management is a major challenge facing the sport in Sri Lanka. Rjoans (2018) confirmed that knowledge of time management and ignorance of time management is leading to challenge for entrepreneurs. As a result, sports entrepreneurs in Sri Lanka face many problems in organizing corporate daily activities. Sports entrepreneurs in Sri Lanka face some problems in running their businesses due to lack of time management skills. Lack of understanding of the existing principles, especially with regard to time management is major skill shortage among them. Another sub-factor identified under the time management factor is that the business busyness. Sports professional entrepreneurs in Sri Lanka have been busy with other careers and personal careers at other times. Busyness of running a sports-related business while doing another business deprives one of the opportunities to run a business properly. Thus, busyness is another challenge for sports entrepreneurs. Furthermore, Cremres (2019) confirmed that although the factor of busyness has not particularly discussed,

entrepreneurs also point out that there are some barriers to time management. Busyness that exists in personal life and busy schedule of daily life is leading to malfunction of their business. In addition, the lack of business knowledge has pointed out as an obstacle for entrepreneurs to plan their working days. Junson (2011) supporting to current study results that asserting lack of understanding of the day-to-day planning methodology that a sports entrepreneur needs to run his or her business is a challenge. Therefore, time management can identify as a major challenge for sports entrepreneurs in everywhere.

Further, sports entrepreneurs in Sri Lanka have faced several challenges related to the business environment. Competitive market environment prevailing in the market poses various challenges to the business. Certain factors in the competitive business environment can point out as another problem faced by Sri Lankan entrepreneurs. Another sub-factor is the theme from rising raw material prices and shortage of raw materials. Entrepreneurs found evidence that they do not have sufficient raw materials. In Table 1 Interview data revealed that it was extremely difficult to obtain the required raw material, especially for sportswear manufacturers. Very high tax has to pay for the importation of raw material that can identify as a serious challenge especially to sports entrepreneurs in Sri Lanka. Sports entrepreneurs in Sri Lanka have severely inconvenienced due to the high cost of raw materials available in Sri Lanka and the presence of substandard raw materials. Therefore, the shortage of raw materials has posed a serious challenge to Sri Lankan entrepreneurs in running their businesses. Kumar (2019) has asserted that shortage of raw materials; machinery, buildings and infrastructure are barriers and challengers for new sport entrepreneur. The market environment is as a common factor for sports entrepreneurs as foreign entrepreneurs and Sri Lankan sports entrepreneurs can identify as having environmental barriers. In addition, factors such as declining revenue and declining demand due to market competition can identify as other sub-barriers that affect Sri Lankan sports entrepreneurs as environmental barriers. Competitive competition between entrepreneurs and businesses has led to a decline in demand and revenue for businesses. As adam (2008) pointed out in his article, competition among newcomers can be a barrier as a new entrepreneur enters a new competitive market environment. Hayes (2020) pointed out that there is a challenge for new entrepreneurs, especially in the face of a competitive market. This shows that one of the major challenges facing Sri Lankan entrepreneurs is the challenge of facing a competitive market environment. Accordingly, various challenges in the business environment, which are another common challenge for entrepreneurs, also affect sports entrepreneurs in Sri Lanka. Customer profile can also be a challenge for Sri Lankan entrepreneurs. Entrepreneurs in Sri Lanka can identify several issues that arise in the consumer sector. One of its main challenges is to attract loyal customers to their companies. This is due to a lack of knowledge related to marketing and a lack of knowledge on how to attract customers. Therefore, attracting customers has become a major challenge for sports businesses in Sri Lanka. Some entrepreneurs sell sporting goods made from low-quality raw materials at low prices to increase revenue so the consumer is tempted to buy such products and is not inclined to buy the products of quality entrepreneurs. As a result, new entrepreneurs face barriers to doing business. Muli (2018) asserted that attracting customers is a major challenge for new sports entrepreneurs. New entrepreneurs face challenges in this regard due to a lack of knowledge and lack of maturity in customer attraction strategies and marketing strategies. According to a Philip (2011) research Paper, new entrepreneurs have product competition between companies that have won the reputation of their customers through entrepreneurs who co-operate with their businesses. Therefore, attracting customers to their products is a problem. Accordingly, attracting customers is a challenge for local and foreign

entrepreneurs. Factors such as lack of loyal customers and lack of knowledge of marketing strategies affect the consumer subject. In other point of view loyal customers attraction is key enhance profits of the business, otherwise, new entrepreneurs are failed to pay their loan installment, utility bills and employee salaries. Therefore, it seems that the problematic situations that arise affect the running of their businesses. Kanchana (2013) asserted that attracting new customers is challenge for new entrepreneurs and loyal customers are the basis for the development of an organization. Thus, company could go bankrupt due to customers' breach of trust. Attracting loyal customers is a challenge for new sports entrepreneurs. Considering these evidences, it can conclude that attracting customers are as challenge for new entrepreneurs.

The employee recruitment and selection is another considerable challenge for factor any organization. Sports entrepreneurs in Sri Lanka face a number of challenges in starting and running their businesses. In particular, the lack of trained staff has identified as a major challenge. Entrepreneurs face a challenge in recruiting and training employees. The analysis of the data revealed that it is challenging to do business with existing and incompetent employees. Alton (2016) pointed that lack of trained staff is leading to face many difficulties in order to smoothly running their business. As well as unskilled employees in the field of sport is another challenger for sport entrepreneurs. In addition, finding of the current study reveal that employee salary is as problem for Sri Lankan sports entrepreneurs. Sports entrepreneurs have to take action to recruit employees even if they do not have enough employees in their organization and do not recruit employees due to insufficient salaries and money to pay them. Moreover, instead of employees, their family members have to seek the help from friends. Therefore, the lack of adequate payroll for employees has become a problem for small entrepreneurs in Sri Lanka. This is also due to the lack of adequate capital to maintain and maintain employees. Therefore, the salary of the employee can identify as a major problem in the sports enterprise. The results revealed that those businesses face some challenges due to a lack of staff. Employee behavior can point out as another challenge regarding employees. Employee discipline and employee skills can discuss under the employee behavior. Data scattered across Sri Lanka revealed that the disciplinary factor has caused some problems for Sri Lankan entrepreneurs. Factors such as the death of a tourist due to disciplinary violations such as drug use, especially during customer service, indicate that a lack of proper employee discipline damages the organization's reputation. In addition, employees must have sufficient knowledge to provide maximum service to the company's customers. Employees who have lack knowledge and ability damage reputation of an organization. Therefore, data obtained from Sri Lanka Sports Entrepreneurs revealed that recruiting talented employees is a challenge for the company. Philips (2011) argued that important for entrepreneurs to work efficiently and disciplined, that recruiting capable and reliable employees is a big challenge. Recruitment of trusted employees shows that the recruitment of loyal employees is a challenge for local and foreign entrepreneurs. Accordingly, the employee factor can identify as another challenge for sports entrepreneurs in Sri Lanka.

The business knowledge is another factor that affects the entrepreneurs and lack of adequate business acumen can identify as a challenge for sports entrepreneurs in Sri Lanka. Sports entrepreneurs find that difficulties to run a business, especially due to a lack of basic marketing knowledge, financial management knowledge, and time management knowledge as well as adequate language skills required starting a business. Staniewski (2015) also pointed out that a lack of business acumen is a major problem Further, Raghuranshi (2017) has confirmed that basic business knowledge is essential to new entrepreneurs for running their venture.

Current study found out that sport entrepreneurs in Sri Lanka perceive political climate is as barriers or challenges to running their business due to government business policies and procedures directly influence on carried out new ventures. There are instances where government policies in Sri Lanka are influencing sports entrepreneurs. Increase in Corporate raw material tax rate and interest rate has mainly affected sports entrepreneurs in Sri Lanka. The government's policies on taxation and bank lending have made it difficult for sports entrepreneurs in Sri Lanka to obtain raw materials and run their businesses. Genglonal (2019) asserted that sports entrepreneurs face certain challenges due to the government's existing tax policies and licenses in running a business. Another problem with sports entrepreneurship in Sri Lanka is the lack of government support for the business. They point out that the lack of action taken to develop or regulate new entrepreneurs is another problem for Sri Lankan sports entrepreneurs. They further explained that the development of Sri Lankan sports entrepreneurs has hampered due to the lack of government assistance and support to run and develop their businesses. In addition, politically, sports entrepreneurs are influence on the policies that are in place to promote their organization. In addition, the data show that it is difficult for them to carry on their business due to the rules and regulations of tax. Sri Lankan sports entrepreneurs face certain challenges due to the pressure exerted on Sri Lankan sports entrepreneurs by the existing departments of the Government of Sri Lanka. Support from agencies such as the Special Police and the Department of Wildlife and the Ministry of Tourism is minimal. Observations show that sports entrepreneurs in Sri Lanka face many political challenges. Bhasin (2019) pointed out that minimizing government intervention is a major challenge for new entrepreneurs. Thus, development of sports enterprise has hampered due to the obstacles faced by sports through policies. Supporting to the current results Kumar (2020) asserted that declining demand for local enterprises, especially through the importation of goods and lack of political support was another problem. Therefore, the political factor can identify as another major challenge for sports entrepreneurs.

In addition to the above factors, it is important to discuss other factors that identify through the current research influence on sports entrepreneurs in Sri Lanka. There are three main factors that can identify impact on sport entrepreneurs in Sri Lankan such as the weather barrier, the public relations factor, and the personal liability factor. Considering the meteorological factors, the data analysis shows that climate change and environmental change in Sri Lanka are frequently hindrance to their business and certain problematic situations, such as health catastrophes, affect the way a business operates. Maintaining public relations in business is another challenge sport entrepreneurs facing in Sri Lanka. Especially these challengers and barriers are influence on leisure service entrepreneurs and build public relations with their businesses in parallel. In addition, sports entrepreneurs have pointed out that the responsibilities and busyness of their personal lives sometimes affect their business. These factors show that in addition to the main factors affecting sports entrepreneurs in Sri Lanka, these factors also act as barriers and challenges.

CONCLUSION

Entrepreneurship is process of innovate new venture with taking risk. Entrepreneurs are staring new business investing their financial and other assert with a virgin idea. The literature has revealed that existing challengers and barriers face by the entrepreneurs. Current study has applied those challengers and barriers to identify which barriers and challengers influence on Sri Lankan sport entrepreneurs. The results show that Sri Lankan sport entrepreneurs have perceived capital, employee recruitment and selection, business environment, attracting loyal Consumers,

political environment, business knowledge, and time management as challenge and barriers for them to running business. Apart from that, some other factors have identified as barriers and challenges such as weather, health catastrophes, public relation and personal life liabilities hindrance of Sri Lankan Sports entrepreneurs. As a future research implication, researchers can use same factors to investigate challengers and barriers influence on sport entrepreneurs in different context. In addition, future researchers can use new factors (Weather, Health, public relation and personal life relation) which identify in current research for understand influence as barriers and challengers toward sport entrepreneurs.

RECOMMENDATION

This research paper has identified the key hurdles and challenges faced by Sri Lankan sports entrepreneurs. Therefore, by using the finding of present research can gain an understanding of the basic information that new entrepreneurs in Sri Lanka need to run a business. Government can reconsider their policy regarding entrepreneurs using present research finding. In addition, government should introduce attracting relief package for sport entrepreneurs in Sri Lanka. Thus, Government should implement new import relief tax regulations for encourage new sport entrepreneurs in country. Further, Government needs to closely monitoring the government office mechanism to eradicate harassment towards sport entrepreneurs in terms of leisure service sector. Moreover, Academic institution should introduce a vocational course to enhance business related knowledge of new sport entrepreneurs. Finally, government should introduce sensational stimulation packages for new entrepreneurs to develop their business. It will help to boost leisure and sport industry in country.

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