

## ABSTRACT

This research examines the characteristics of women led informal home-based business and finds out whether there is and relationship between women business owners and the success of their business in Ibbagamuwa, Kurunegala District. Self-employment women has been recognized as an instrument to support in improving scarcity and empowering each and every women business owners within developing and under privilege economies. In order to discover the above quarrels, this article focuses on the experience of Sri Lankan women who runs home based businesses within the traditional families controlled by men. Thus, this study has been carried out with two major research objectives. First; to identify characteristics of women led informal home-based business and second to explore the contributory factors for the business success of women led informal home-based business. These women led informal home-based business organizations faced with lot of business constraints that has negative impact on their growth. And there is no proper development policies for the women led informal home-based business while having no effective provision financial and non-financial services. Though the Sri Lankan government has taken measures to develop informal home-based women business owners with the final ambitions of uplifting female business owners in Sri Lanka, but women business owners who led informal business still face various issues. This study is based on examining the characteristics of informal home-based women business owners and identifying the key contributory factors that effect the success of businesses run by women as informal home-based business in Sri Lanka. This study followed quantitative research tradition, followed by a survey method as the research design, and heavily relied on structured questionnaire to collect data. Further researcher found, majority of the women business owners are married and blessed with 2-3 children, middle aged (31-40), completed Ordinary Level (O/L) Examination, and with 1-5 years of hands-on experience in the business. Further, research defines major areas which are not directly identifiable from the analysis but the areas which have a linkage to tested aspects. The research design is based on the major issues and interpretations of data analysis. The conceptual framework with hypothesizes of the study supported by literature.

**Keywords:** Business success, Women-led informal home-based business, Women business owners