

**LOCAL CRAFTS AND DESIGN BUSINESS  
STRATEGIES: WITH SPECIAL REFERENCE TO  
BATIK CRAFT PRACTICE AT *ALUVIHARE*  
HERITAGE CENTRE (AHC)**

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Degree of Master of Science (by Research)

Department of Integrated Design

University of Moratuwa

Sri Lanka

April 2023

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Thesis/Dissertation submitted in partial fulfilment of the requirements  
for the degree Master of Science (by Research)

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## Declaration

I declare that this is my own work, and this thesis does not incorporate without acknowledgement any material previously submitted for a degree or diploma in any University or Institute of higher learning and to the best of my knowledge and belief it does not contain any material previously published or written by another person except where the Acknowledgment is made in the text. Also, I hereby grant University of Moratuwa, the non-exclusive right to reproduce and distribute my dissertation, in whole or in part in print, electronic or other medium. I retain the right to use this content in whole or part in future works (such as articles or books).

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The above candidate has carried out research for the Master of Science (by Research) under my supervision.

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Signature of the Supervisor

28.08.2023

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Date

## Abstract

The aim of this research was to investigate the key business strategies employed by Ena de Silva, a renowned artist in the field of Batik craft, at *Aluwihare* Heritage Centre (AHC) in *Matale*, Sri Lanka. Craft producers often face challenges in successfully marketing their products due to limited access to markets and lack of demand. To address this, the study employed naturalistic, shadowing, covert, and participatory observation, as well as narrative approach interviews to identify the business strategy practices and challenges faced by the Batik craft business in marketing their products. By observing the contextual factors, resources, and attributes that influence the business, the study revealed that contextual factors have contributed to improving the quality of the products by constantly enhancing existing designs and preserving the essence of the craft. Craft manufacturers perceive their products as unique and of superior quality. However, small businesses encounter obstacles in generating demand and identifying target customers. Therefore, it is crucial for craft manufacturers to identify their target market and understand customer needs in order to develop an effective business plan. The study also discussed the involvement of designers or creative individuals in the knowledge management process for creative products, with specific reference to AHC.

### **Keywords:**

Business strategy; Batik Craft; Small and Medium Enterprises (SMEs); Creative Knowledge Management (CKM); Creative Economy; Design Business

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