

Fundacja Kronenberga
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Survey: Expansion of Microenterprises

*Quote without restrictions stating the source: Expansion of Microenterprises. A survey for the Citi Handlowy Kronenberg Foundation, PBS Polska, 2014

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Kronenberg Foundation at Citi Handlowy

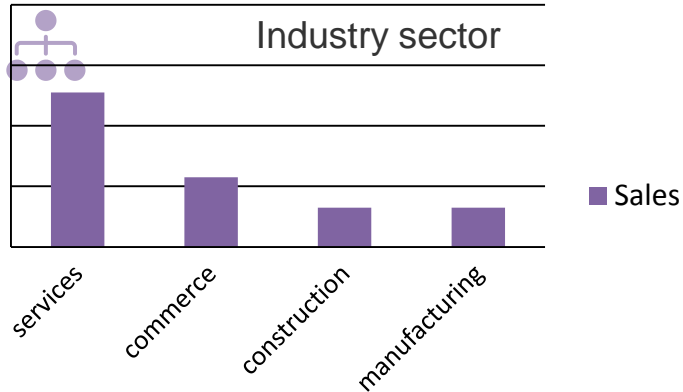
Description of companies

About the survey

Study sample / methods

- Owners or other decision-makers in the microenterprise
- Microenterprises “after” or “before expansion”
- CATI (telephone survey)
- April-May 2014

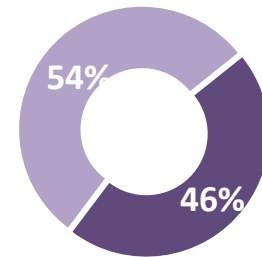
Industry sector



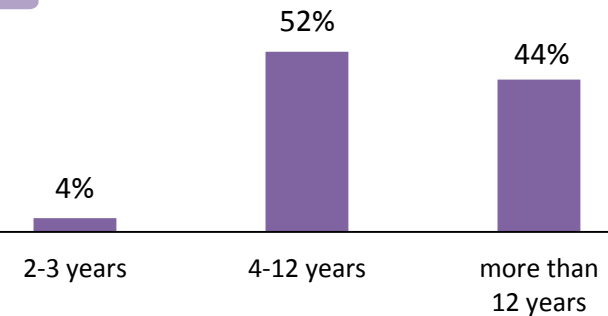
Company size



- sole proprietorship
- companies with 1-9 employees



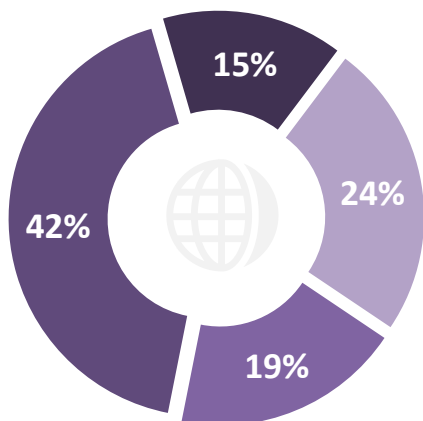
Presence on the market



Description of companies

About the survey

Scale of business operations



■ local ■ regional ■ national ■ international

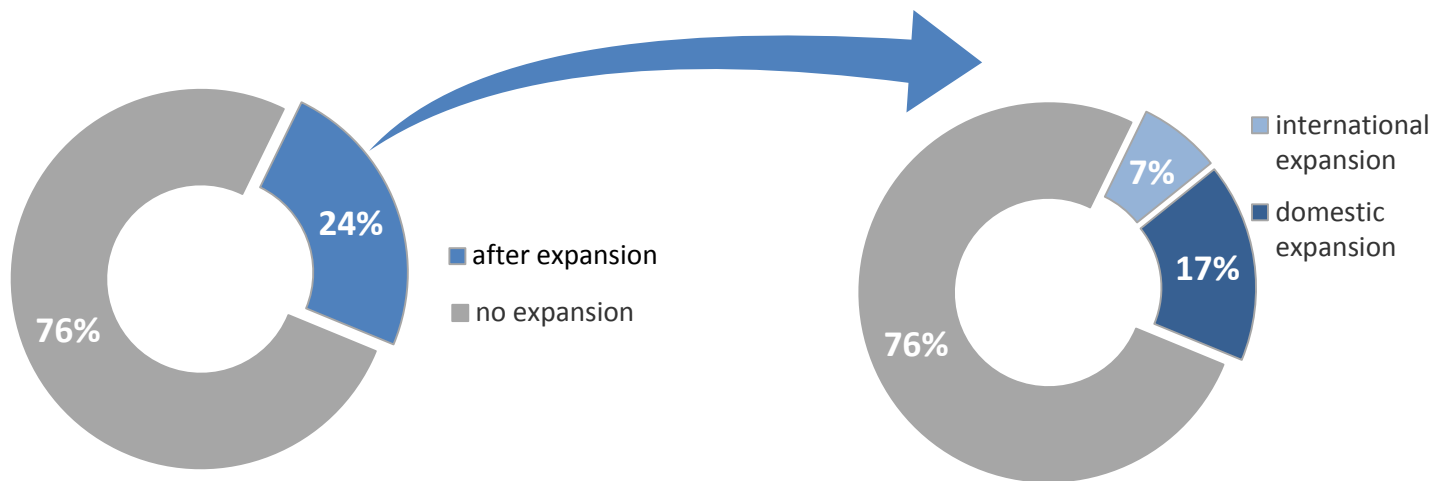
Last year's sales revenue



*not more than PLN 8,500,000

Micro-enterprises after expansion

Structure of microenterprises:

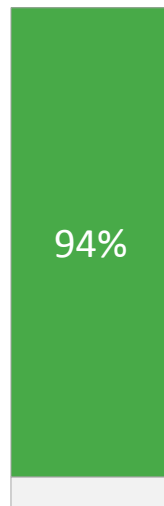


Company structure, n=1456

Satisfaction with the expansion and plans for the future

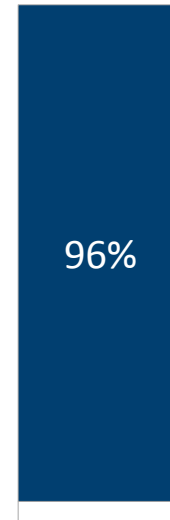
Companies “after expansion”

Would you **decide to expand again?**



■ yes

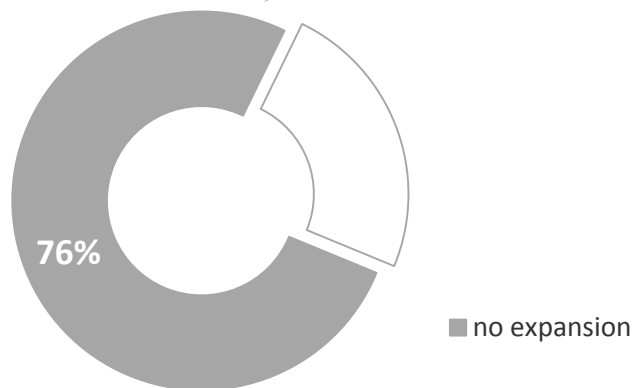
What are your **plans for the next 2 years?**



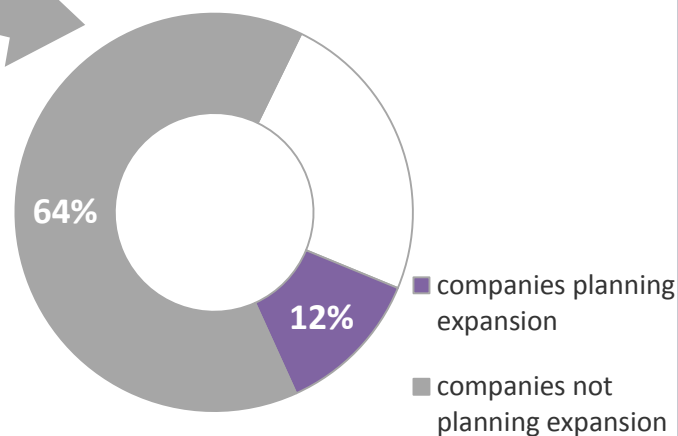
■ stay in new markets / further expansion into new markets

First expansion - plans

Companies “without expansion”:



What are your **plans** for the next 2 years?



12% of microenterprises are planning to start their first expansion in the next 2 years

Company structure, n=1456

Expansion in two years

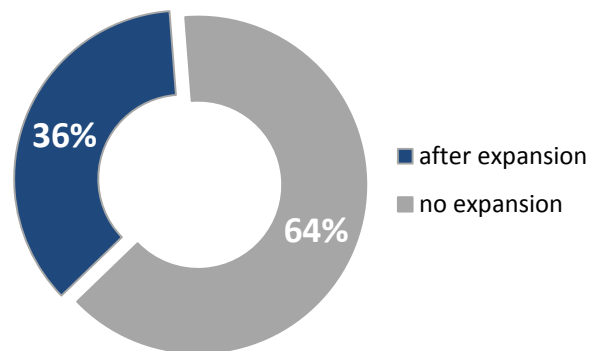
21%

of microenterprises plan to continue or begin expansion within the next two years

15%

of microenterprises will remain in the new market but are not planning any further expansion

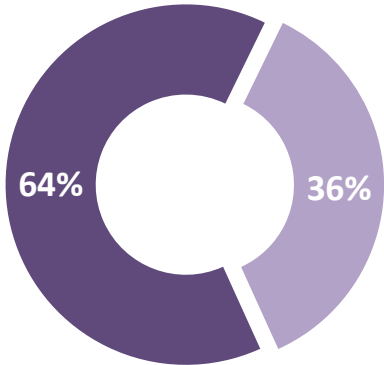
Structure of microenterprises in two years - forecasts



Company structure, n=1456

Extent and directions of expansion

Companies planning to expand



- international expansion
- domestic expansion

Domestic expansion:
n=129



International expansion:
n=74

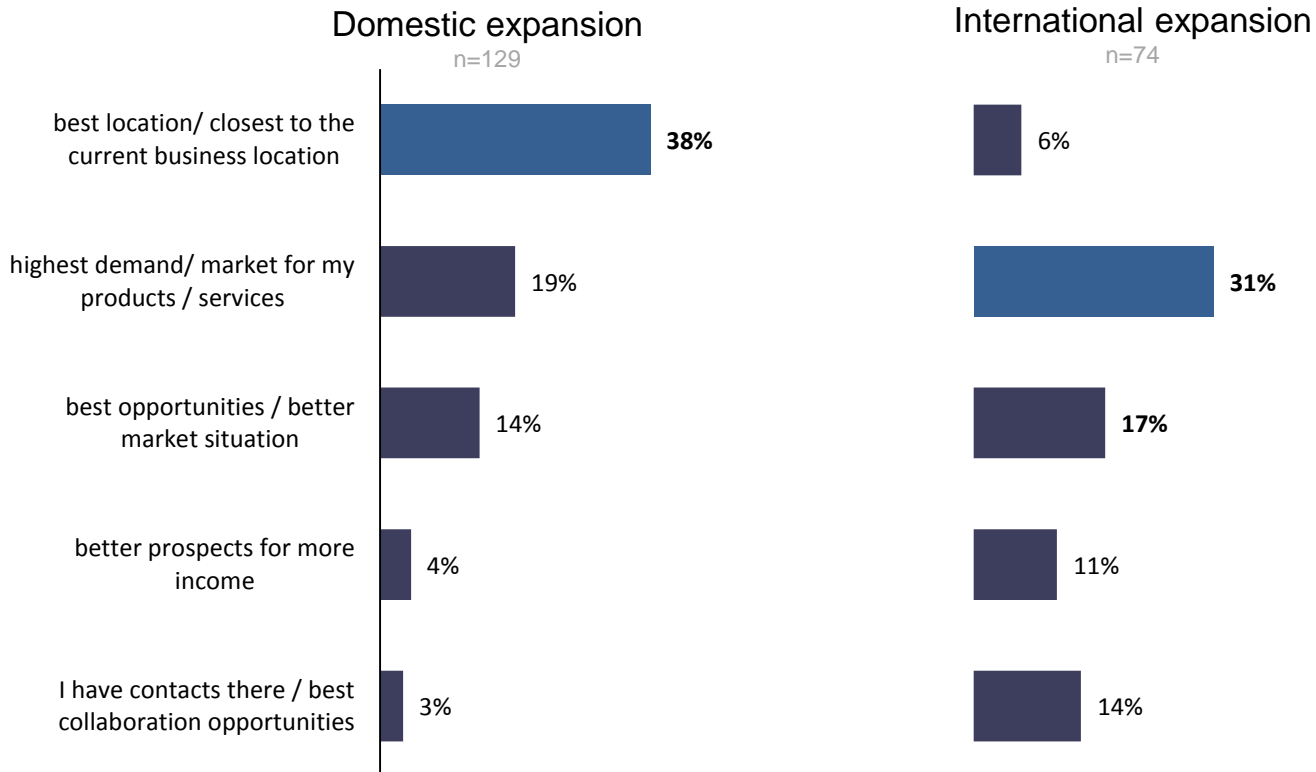


Germany
+
other European countries

Reasons for expansion

Companies planning to expand

Why did you choose these **cities/regions/countries**?

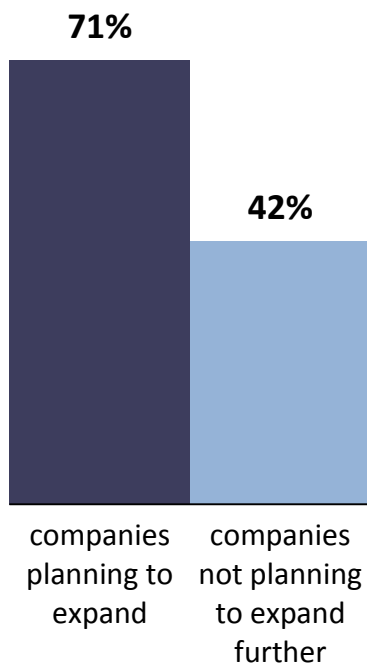


Optimism of companies planning to expand

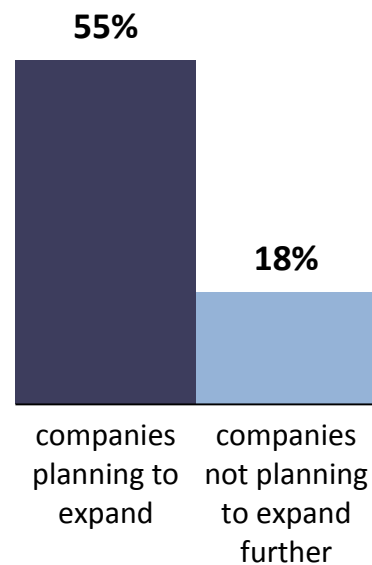
Are you planning to expand your business to **include a new product or service within the next 2 years?**

Do you believe that your company's revenue within the next 2 years will:

% of "yes" answers



% of "revenue will grow" answers



Thank You

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