

VALUATION STUDY

Prepared within the **Interreg V-A Austria-Hungary program**

Project ROMABIZ ATHU104

"Improving cross-border cooperation to increase the survival rate of Roma and Sinti SMEs"
for the statistical evaluation of an anonymous
questionnaire survey

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Introduction

In the project "Improving cross-border cooperation to increase the survival rate of Roma and Sinti SMEs", ATHU104, ROMABIZ (acronym), which is carried out within the framework of the Interreg V-A Austria-Hungary programme, we compile the data of the enterprises surveyed in the project by examining the content of the questionnaires and statistically evaluating the data obtained as a result of the anonymous questionnaire survey, which is primarily intended to assess the situation of Roma entrepreneurs.

The project will use the results of the evaluation directly to develop the train-the-trainer curriculum, which will train the people providing services under the project's extension service with trainings developed specifically for the project. In this way, the results of the analysis will also have an indirect impact on the counselling service.

The results may differ from those of a usual survey because it focuses specifically on the information collected in the survey.

In the questionnaire survey it was possible to refuse to answer questions or to omit them because of missing information.

The questionnaire is annexed to the evaluation and was developed jointly by the project partners.

Project partnership:

- Berufsförderungsinstitut Burgenland - BFI Burgenland (Leadpartner)
- A Cigánységért az Európai Unióban Egyesület - CEUE
- Zala Megyei Kereskedelmi és Iparkamara – ZMKIK
- Zala Megyei Cigány Civil Szervezet - ZMCCSZ

The partner responsible for compiling the questionnaire:

- Zala Megyei Kereskedelmi és Iparkamara – ZMKIK

The partner responsible for the training curriculum:

- Zala Megyei Cigány Civil Szervezet – ZMCCSZ

Partner responsible for the evaluation study:

- A Cigánységért az Európai Unióban Egyesület – CEUE

About the questionnaire survey

The target area of the questionnaire survey includes the ROMABIZ project area, i.e. the regions of Burgenland and Zala.

As part of the questionnaire survey, mainly Roma and Sinti SMEs (micro, small and medium-sized enterprises) in the region were contacted in order to record their current situation and their future intentions.

During the questionnaire survey, 98 enterprises were interviewed anonymously, i.e. the enterprises could not be identified after the survey. Anonymity was of great importance, as we found during the survey that Roma and Sinti businesses are very closed and received the interviewers with reservations. These reservations were mostly due to fears of discrimination and persecution in the past, as emerged from the interviews.

This important experience of the target group's reluctance and reservation was also transferred to the development of the Train the Trainer curriculum.

Methodology of the survey:

The questionnaire was completed with the help of interviewers. The companies were contacted personally and interviewed or offered to make an appointment to conduct the interview. In any case, the survey was conducted by a member of the project staff.

The survey was conducted with the help of a questionnaire created for this purpose, which was jointly developed and designed by all project partners within the framework of this project. The questionnaire is attached for viewing.

All company representatives answered the questions voluntarily. The entrepreneur interviewed could choose to leave questions unanswered to ensure that privacy and trust were maintained.

The questions were mostly closed, guided questions, but at the end of the questionnaire we gave the entrepreneurs the opportunity to express their opinions and comments by asking an open question that allowed them to give feedback on the questionnaire, the interviewer and the survey as feedback. In the closed questions, we asked for specific information to get a more concrete picture of the situation of the businesses.

The survey does not include the entire company, but one representative of the company. The information about the company is therefore a snapshot and subjective, but sufficient to allow the ROMABIZ project to plan further activities.

Description of the target group

In the target area (Burgenland and district of Zala), the Roma and Sinti companies on the Austrian side and the Roma companies on the Hungarian side are the target groups for the questionnaire survey. SMEs include micro, small and medium-sized enterprises.

Microenterprises: Enterprises with less than 10 employees and less than 2 million euros net turnover.

Small enterprises: Enterprises with fewer than 50 employees and a net turnover of less than 10 million euros.

Medium-sized enterprises: Enterprises with fewer than 250 employees and a net turnover of less than 50 million euros or a balance sheet total of 43 million euros.

In order to get to know Roma and Sinti companies better, we would first like to introduce the ethnic groups. In the next chapter we discuss differences, similarities and problems.

Roma and Sinti

In Austria, it is mainly the Roma and Sinti ethnic groups that are affected by the ROMABIZ project, while in Hungary the Roma are the main target group. The following descriptions can be used to explain the origin of the Roma and Sinti:

According to most historians and ethnographers, the Roma are originally an ethnic group that migrated from India, with many subgroups that can be identified by the place of immigration and cultural changes during migration.

The Indian epic Mahabharata B.C. was written between 400 B.C. and 700 A.D. and mentions the "Romakah" people in central India. The term Szinti possibly originates from the Sindh region in north-western India.

The northwest of India was abandoned by the ancestors of the Roma and Sinti in the centuries before 1300. They migrated westwards in small groups and at different times. The causes of these migrations are seen in the economic and social spheres, in political and religious conflicts, and in climatic changes and disasters. In Middle Eastern countries such as Iran, Armenia and Byzantium, there were often longer stays that even spanned several generations. The presence of Roma in the area of present-day Istanbul has been documented since the late 13th century. There were both sedentary and itinerant groups who earned their living through agriculture or handicrafts.

The term "Gypsy" and its various vernacular variants probably go back to "athinganoi" or "adsingani".

The common image of the "Gypsy" distorts the reality of the Roma. Other ethnic groups were also quickly labelled as Gypsies when it came to nomadic craftsmen and traders who were marginalised, even if they had no cultural or linguistic ties to the Roma and Sinti.

In contrast, the romantic and fascinating antithesis to the commercially oriented Western society was the freedom-loving "gypsy", without work, without borders, with a free-roaming

life under the open sky, with free sexuality, artistic creativity and an exuberant lust for life characterised by music and dance.

Various Roma groups have emerged, such as the Ola and Beas Roma, who originally came from Romania and lived in slavery and serfdom for a long time. Today, the Oláh group is scattered all over the world and is in turn divided into the Kaldera (blacksmiths, coppersmiths) and the Lovari (horse traders who settled in the Oberwart area before the Second World War). The Roma have been living in today's Burgenland for about 600 years and in the Zala region for 700 years.

Maria Theresa and Joseph II were responsible for the forced resettlement and assimilation of the Roma in the 18th century.

As itinerant traders and merchants, Lováriak, Beás and Sinti rarely had a permanent residence before the Second World War. In the 1930s, their freedom of movement was increasingly restricted. Most wanted to settle, but were poorly housed in barracks and caravans, even if they had a permanent residence.

The difference in meaning between the terms Roma and Gypsy is mainly aesthetic, for Hungarian Roma the word Gypsy can also be used.

The Beas communities in southern Zala are even very proud of the term Gypsy. In the northern part of Zala County, the Lovári Gypsies are more represented and they use their language more than the Beás Gypsies. The Lovari Gypsies were engaged in horses and various crafts, the Beyaks in needlework and basket weaving. The first stop of the Roma in the Carpathian Basin was Romania, where they worked as slaves in the mines and from where they migrated over the centuries.

A group of Roma who speak their own language and have lived in Western Europe since the 14th century are called Sinti. In the 15th century, the Sinti migrated to the German-speaking areas of Central Europe. At the end of the 19th century, the Austrian Roma came mainly from Bohemia and Moravia, some also from southern Germany. Until the 1930s, they were mainly active in itinerant trade and crafts as well as in acting and music.

The social structures of the Sinti and other Roma groups were largely destroyed by the subsequent National Socialist genocide.

It can be said that the Sinti are also part of the Gypsy ethnic group, but because of their history, culture, occupation and traditions over the centuries, they form a separate ethnic group known as the Sinti.

Both Roma and Sinti have been discriminated against in past centuries and continue to be discriminated against today. With the development of the cultural and political environment, discrimination between ethnic groups also goes hand in hand, but unfortunately experience has shown that it does not disappear either in the case of a backward form of government or in the case of the welfare state.

Even today, Roma and Sinti fear the persecution, discrimination, census, deportation, labour and death camps and executions that have occurred in history.

Similarities of the ethnic groups Roma and Sinti are origin and culture, they make the majority society diverse, they use different languages, have different traditions, discrimination affects both ethnic groups.

The differences between the Roma in Hungary and the Roma and Sinti in Austria are that they speak a different language, have different traditions and a different culture and are affected by discrimination on different levels due to the social system. The Sinti are more integrated and assimilated into the majority society than the Roma themselves.

They also differ in their professions, of which the traditional professions of the Austrians, such as actors and musicians, have survived, while the professions of the Roma of Zala, such as woodcarvers and basket weavers, have almost disappeared, and the crafts that have survived among the Roma. In terms of professions, assimilation is higher among the Roma than among the Sinti, as the professions that have disappeared have been replaced by professions of the majority society.

Problems for Sinti and Roma in the target areas of both countries are that their opportunities in education, employment and health are affected by discrimination. Discrimination makes it very difficult for people in already difficult circumstances to break out. Housing conditions (musty, mouldy, little protection from damp, wind and rain) affect people's health and thus their ability to work. Housing conditions (sanitary facilities, clothes smoked on the cooker, laundry facilities) also have a direct impact on employment, education and appearance at work and training.

Education affects health and employment because the more enlightened and educated you are, the healthier your lifestyle and the more jobs you can do. This problem is more pronounced among Roma and Sinti than in the general population.

Given the above problem areas, it is also more difficult for Roma to become entrepreneurs and the 3-year survival rate of entrepreneurs is more at risk.

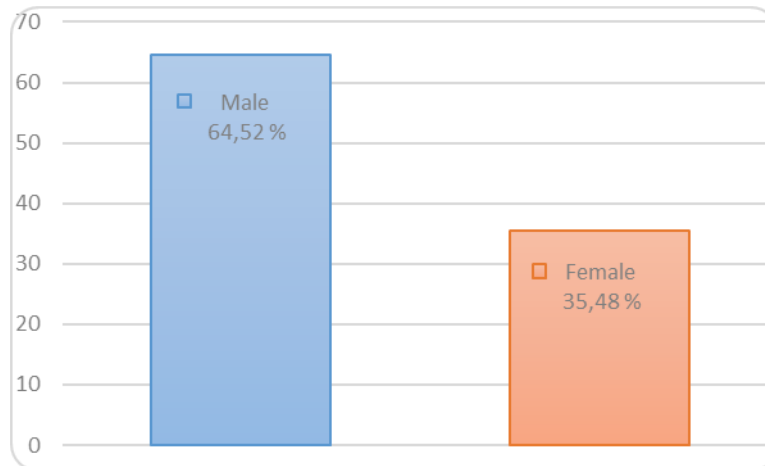
Traditionally, Roma are less likely to be able to pass on their parents' entrepreneurial experience to the next generation, as there were hardly any Roma and Sinti entrepreneurs in the target area in the 2000s.

Roma and Sinti entrepreneurs were most prevalent in the period 2010-2015, and it was precisely in response to this phenomenon that the ROMABIZ project was developed. Following the development of the ROMABIZ project, there has been a further upward trend in the creation of Roma enterprises, especially in Hungary, as the economic environment has become more favourable.

Results

Distribution of entrepreneurs participating in the questionnaire survey:

- By gender:



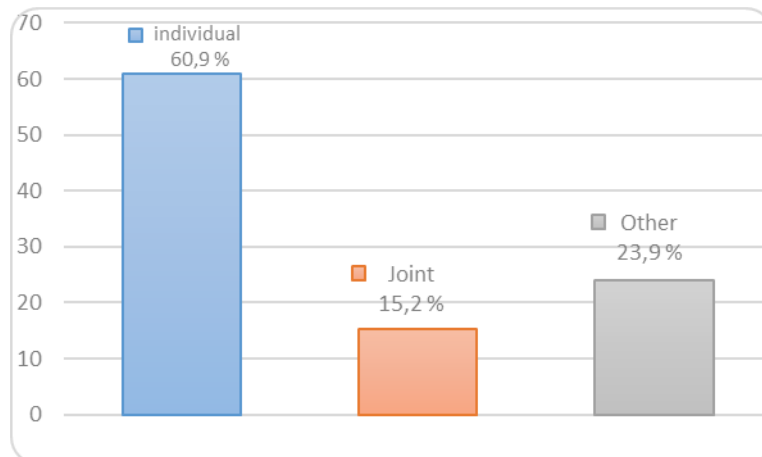
It is not the gender distribution of businesses that can be seen, but the proportion of people surveyed. In enterprises, we do not know the proportion of the sexes among the employees and owners.

Number of respondents: 93

Of which male: 60

Of which female: 33

- By type of business:



The proportion of individual enterprises is generally higher than that of joint ventures in the border region, as in Europe.

Interestingly, the proportion of other businesses is much higher than average. The reason for this is that we also included primary producers, social cooperatives and others with a tax number.

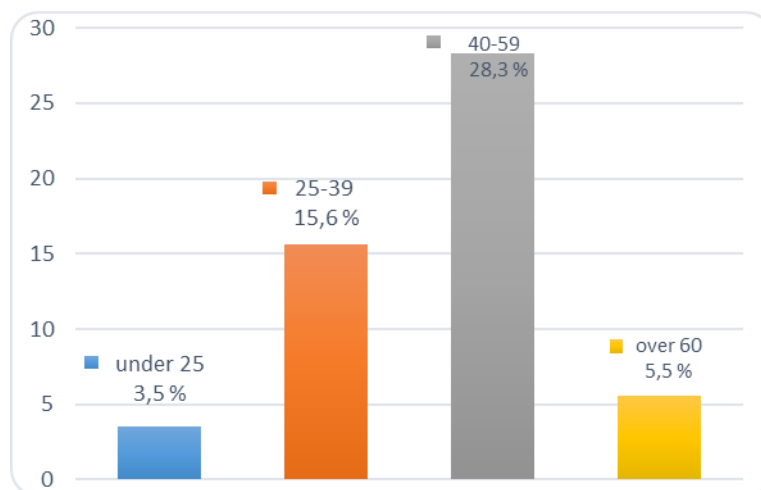
Number of responses: 92

Individual enterprises: 56

Companies: 14

Other businesses: 22

- **By age group**



Among the surveyed enterprises, mainly middle-aged people are present. The number of people over 60 is quite low, and the number of people under 25 is even lower.

More people are involved in the response than in the number of respondents, as more people work in a company.

Number of responses: 105

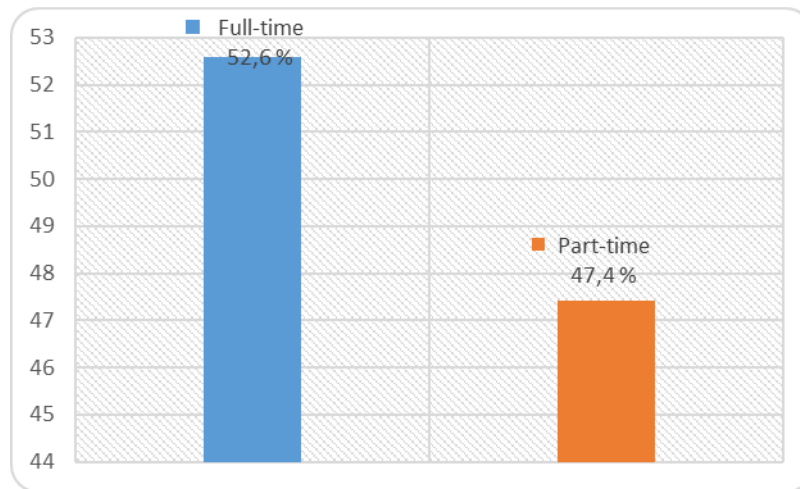
up to the age of 25: 7

25-39: 31

40-59: 56

60 -: 11

- **Full-time or part-time:**



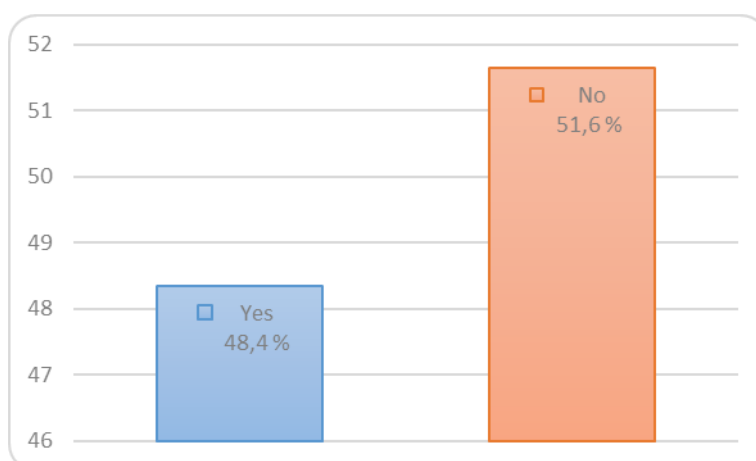
More than 52% of the companies surveyed are full-time entrepreneurs. The number of part-time entrepreneurs is also high. Beside the business, other activities are important for earning income, but they take energy and attention from the business.

Number of responses: 97

Full-time: 51

Part-time: 46

- **Has the continuation / subsequent operation of the business been resolved:**



For almost half of the companies, the continuation of the business already seems to be solved. This is very encouraging, but it is possible that the person continuing the business perceived by the interviewed entrepreneur would not always agree with the entrepreneur.

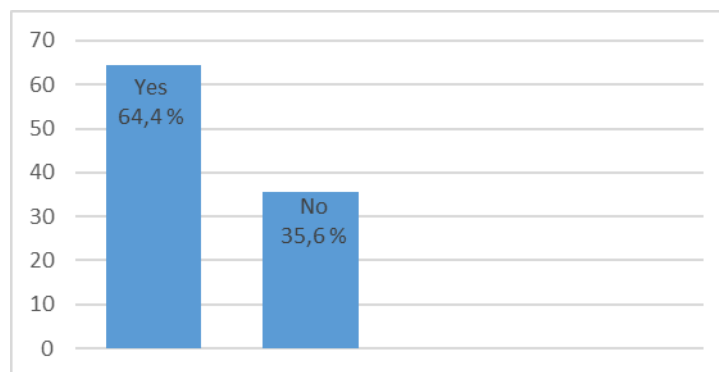
This was not measured separately. Taking into account the negative change in the economic situation of the company, this number may decrease further, as the company may even cease to exist before being transferred.

Number of responses: 91

Yes: 44

No: 47

- **Distribution of companies that want and do not want to use consulting services.**



Around two thirds of the respondents would like to use a consulting service in the future, which could even be a service of the ROMABIZ project.

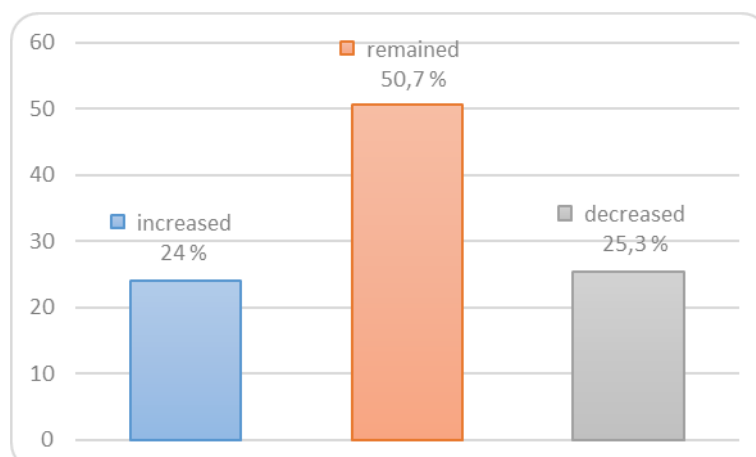
Number of responses: 90

Yes: 58

No: 32

Entrepreneur-specific information

- **Sales volume compared to the previous year:**



24 % of companies said sales were up year over year, while just over 25% said they were down.

On this basis, the market shows a balanced, stagnating trend.

Purchasing power is not accurately reflected in the above data, as it does not include the mutual sales volume between companies.

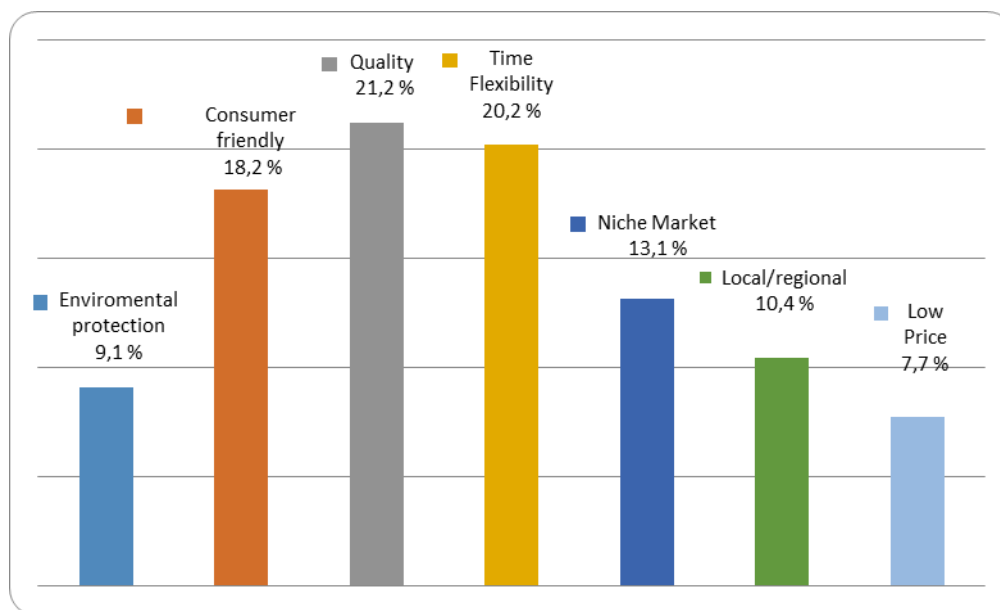
Number of responses: 75

Increased: 18

Remained the same: 38

Decreased: 19

- **Company strengths**



The strengths of companies at their own discretion, from the most common to the rarest.

1. Product / service quality
2. Time flexibility
3. Consumer friendly
4. Niche market product
5. Local / regional product
6. Environmental protection

7. Other: (low price)

Quality and flexibility come first, which is very positive for the companies surveyed, as the border region strives for quality and flexibility.

Number of responses: 297

Product/service quality: 63

Time flexibility: 60

Consumer friendliness: 54

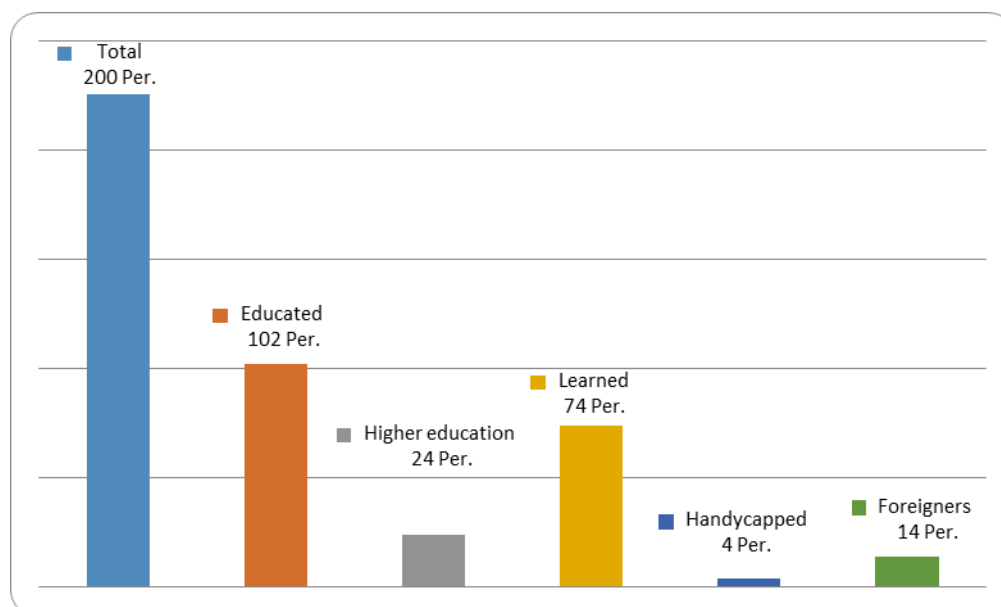
Product serving a niche market: 39

Local product / regional product: 31

Environmental protection: 27

Other: (low price): 23

- **Number of employees in the company (including company managers, entrepreneurs):**



Half of the entrepreneurs have a skilled workforce and only 24 have a university education.

Not all companies have employees.

Total number of employees in the companies: 226

Of which skilled workers: 102

Of which academics: 24

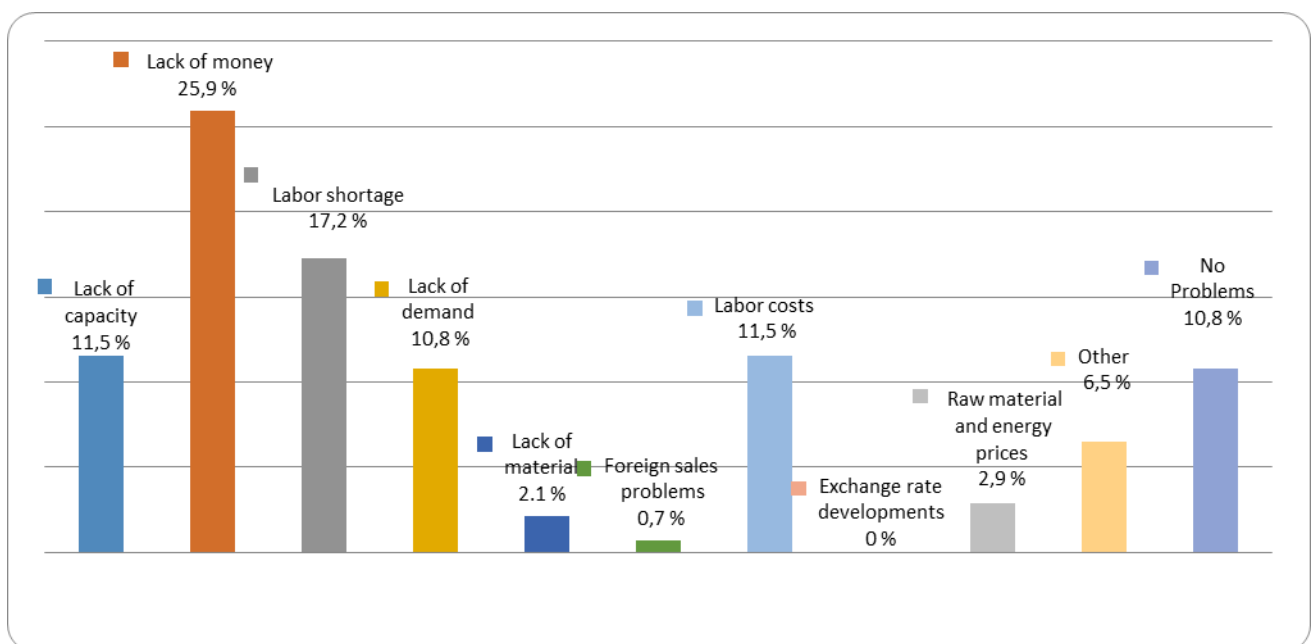
Of which semi-skilled workers: 74

Of which people with disabilities: 4

Of which foreign employees: 14

(Total number of mentions: 444)

- **What factors have hindered your company's business the most over the past year:**



Factors in order of frequency of responses:

1. Capital / lack of money
2. Labor shortage
3. Labor costs
4. Lack of capacity
5. Lack of demand

6. Nothing has hampered the company's business
7. Other
8. Raw material and energy prices
9. Lack of material
10. Foreign sales problems
11. Exchange rate developments

Number of responses: 139

Capital/lack of funds: 36

Labour shortage/lack of skilled workers: 24

Labour costs: 16

Lack of capacity: 16

Lack of demand: 15

Nothing prevented the company from doing business: 15

Other: 9

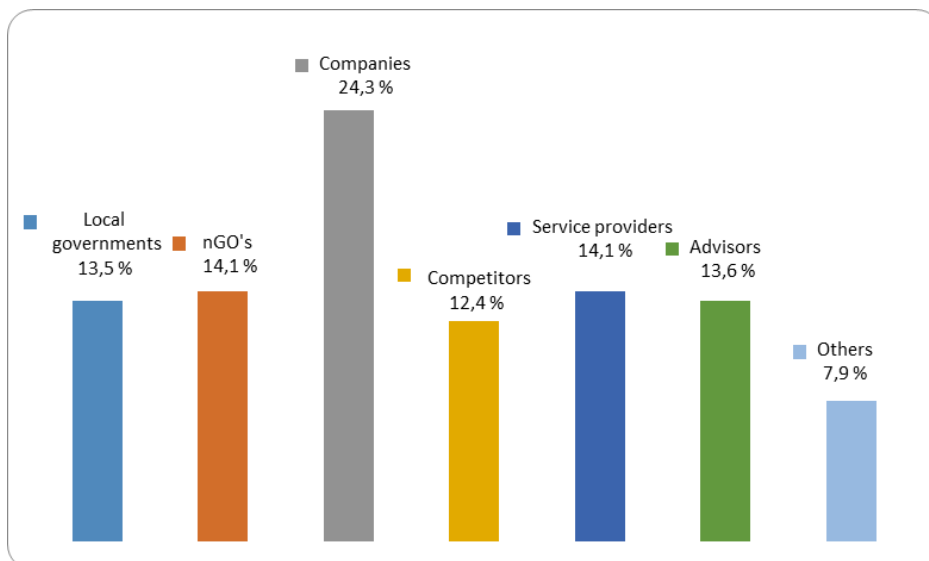
Raw material and energy prices: 4

Shortage of materials: 3

Sales problems in foreign markets: 1

Development of exchange rates: 0

- **What kind of cooperation do entrepreneurs believe would promote the activity and development of their company:**



According to entrepreneurs, in order to be successful, most often they work with the following, in descending order of the number of answers:

1. with companies
2. with service providers
3. with NGOs
4. with advisors
5. with local governments
6. with competitors
7. Others

Number of responses: 177

With companies: 43

With service providers: 25

NGOs: 25

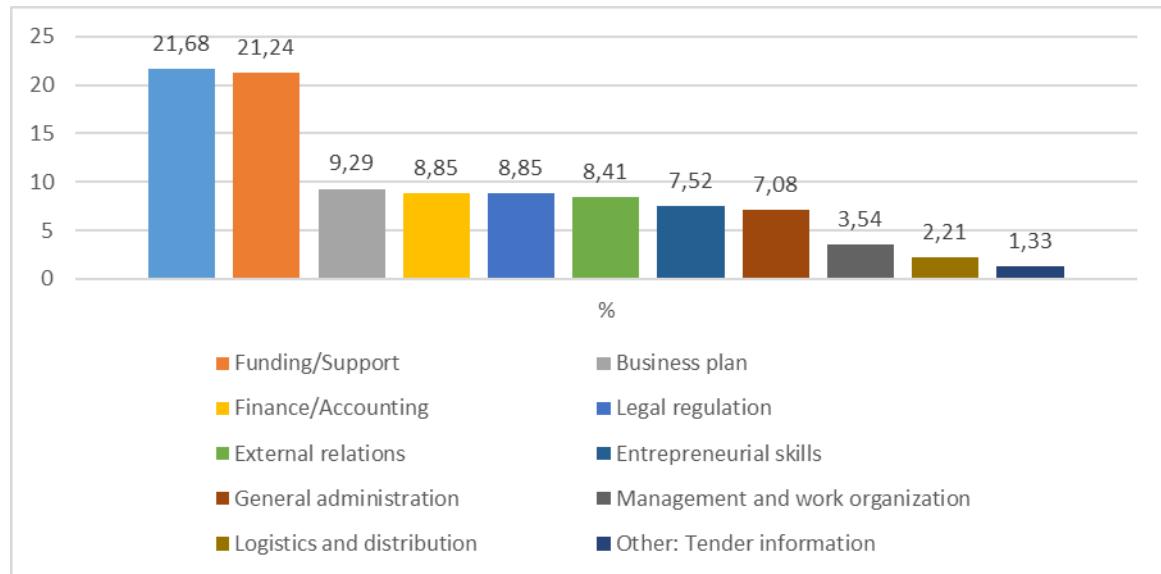
With advisors: 24

With local governments: 24

With competitors: 22

Others: 14

- **What information and advice do you need to increase your company's market opportunities?**

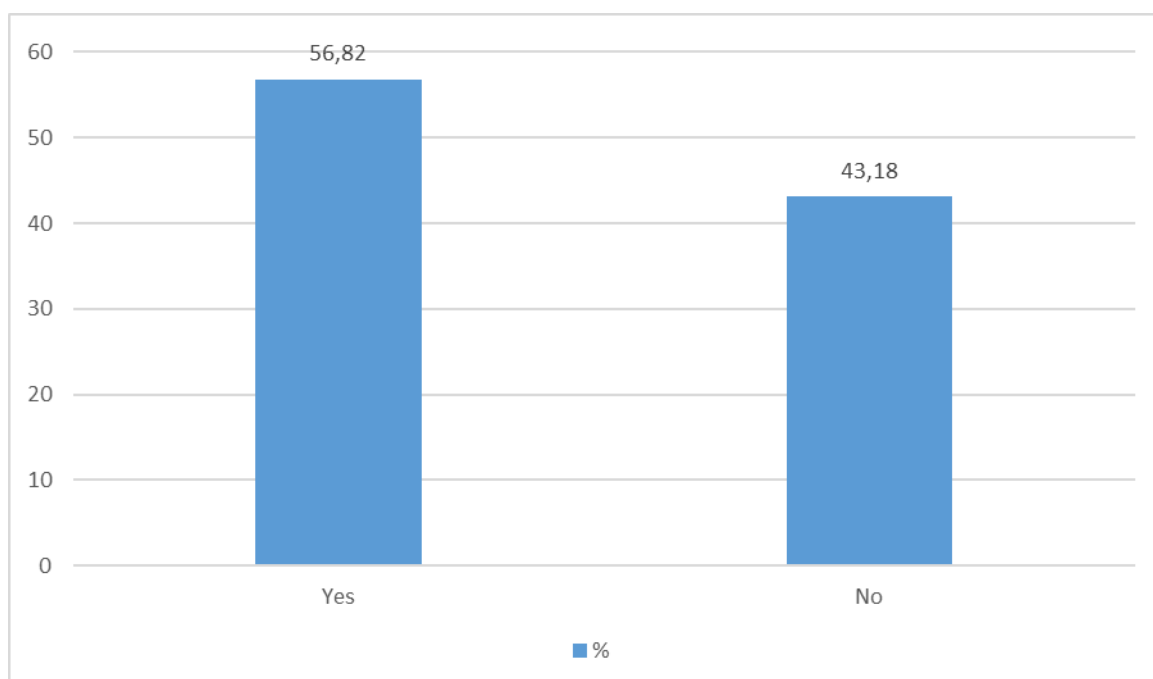


In percent of all respondents, “financing, support” and “marketing and advertising” are the most important information that companies consider necessary to increase market opportunities. Listing of the optional information in descending order of the frequency of the respondents' answers.

1. Marketing and Promotion
2. Funding, support
3. Business plan
4. Finance, accounting
5. Legal regulation
6. External relations
7. Entrepreneurial skills
8. General administration
9. Management and work organization
10. Logistics and distribution
11. Other: Tender information

This point is one of the most important in developing the Train the Trainer curriculum. In order to satisfy the interests of entrepreneurs, the two prominent subject groups must be taken into account when creating the curriculum.

- **Distribution of companies according to who wants to present their company on a platform and who wants to take part in events.**



56.82% of the respondents would like to introduce their business to others. When organizing study trips, this can be a base that more than half of the companies would receive visitors.

Number of responses: 88

Yes: 50

No: 38

Summary

The first contact with the potential target group of the ROMABIZ project was made during the questionnaire survey.

Some of the contacted companies refused to answer and did not want to participate in the ROMABIZ project. According to statements and experiences, Roma enterprises were afraid of censorship, and non-Roma enterprises were afraid of being classified as Roma and discriminated against, despite anonymity.

Some entrepreneurs stressed that they could fill in the questionnaire but would not participate in the project because it was not anonymous enough, which was of course understood and accepted by both sides.

Even with the greatest care, the questionnaire prepared for the survey had shortcomings as it did not capture the attitudes and fears of the respondents, which were collected anonymously based on the personal experiences of the interviewers.

Overall, the survey has provided information about the current state and situation of the target group, from which we can draw conclusions. In addition to the static questions, the survey also included a contact request, which not only allowed us to get to know the companies, but also to communicate the future services of the project.

The companies were reluctant to share information, so their reluctance was evident, but so was their curiosity about what the ROMABIZ project could offer them, and perhaps more importantly, they felt that they were not alone, that there was someone offering them a helping hand that they did not have to accept, but that they could use.

This was the most important message of the survey to the companies.

Based on the experience of the survey officers and the evaluation of the questionnaire survey, the following findings are made for the companies surveyed:

- They are mainly looking for information and advice on "marketing and promotion" and "financing and support" to increase their chances of success in the market. These are the two main areas where businesses need information and advice.
- They would primarily work with entrepreneurs as part of their activities. Entrepreneurs are trusted more because of the common entrepreneurial approach.
- Entrepreneurs are in many cases unaware of their strengths, difficulties, opportunities and threats, so it is important that they are aware of them. SWOT analysis is extremely important for entrepreneurs.
- In many cases, they are not able to assess whether their existing plans and ideas are appropriate or good for the development of the business. SMART analysis is very important in business.

- In Roma and Sinti companies, there is a high level of fear of pretending to be Roma or Sinti because they are afraid of discrimination, of being labelled and of violence because of their origin. They are afraid of the work they invest to even become entrepreneurs in the discriminatory social environment.

When developing the train-the-trainer curriculum, we recommend taking the above experiences into account.

Our recommendations for the development of the Train the Train curriculum:

- We recommend that the SWOT and SMART analyses be included in the Train the Train curriculum so that the counsellors can easily apply them in the context of the businesses during the mentoring process.
- The topics "marketing and promotion" and "financing, support" should also be covered in the curriculum so that the counsellors are prepared for the topics that are most interesting for entrepreneurs. Funding and support can vary from country to country, so special attention should be paid to this.
- Due to discrimination, communication with entrepreneurs is extremely important. Sensitisation of the counsellors should be emphasised.

Our further proposal for the project:

- The project should facilitate cooperation among entrepreneurs, as the sympathies and plans of entrepreneurs are in this direction. By helping each other, the enterprises also represent a market for each other, so that enterprises can further strengthen their cooperation in this direction.

To develop the train-the-trainer curriculum, we offer to share our personal experiences.

Acknowledgements

We would like to thank all responding entrepreneurs for their participation and contribution to the success of the project!

Készült: az INTERREG V-A Ausztria-Magyarország Programban keretében megvalósuló „ROMABIZ” elnevezésű, „ATHU104” azonosító számú projekt keretében

HELYZETFELTÁRÓ KÉRDŐÍV

melynek célja a ROMABIZ projekt megvalósítási területén - *Burgenland és Zala megye* – a vállalkozói sajátosságok felmérése a roma és szinti vállalkozók körében.

Célunk, hogy minél jobban megismerjük célcsoportunk jellemzőit, elvárásait, a projektben együttműködő szervezetek ennek alapján tudják szolgáltatásaikat fejleszteni.

A kérdőívek feldolgozásának eredményeként kiértékelő tanulmány készül, amely nyilvánosan elérhető lesz a roma vállalkozói platform (www.romabiz.eu) felületén.

A projekt keretében megvalósuló egyéni és csoportos tanácsadásra történő felkészítés tananyagának fejlesztéséhez jelen felmérés szintén hozzájárul.

Kitöltés dátuma:

2018. november



Interreg

Austria-Hungary

European Union – European Regional Development Fund

ROMABIZ



Vállalkozás típusa:

- Egyéni vállalkozás
- Társas vállalkozás
- Egyéb vállalkozás:

Vállalkozás vezetője:

- férfi vállalkozó
- női vállalkozó

A vállalkozás vezetőjének korcsoportja (év):

- 25 éves korig
- 25-39
- 40-59
- 60 -

Vállalkozás székhelye és telephelye(i) – csak települést kérünk megadni

.....

Vállalkozás fő tevékenysége

..... %

Egyéb, ténylegesen végzett tevékenysége(i)

Hány százalékot tesz ki az adott tevékenység a munkaidejéből?

..... %

..... %

..... %

Főállásban vagy másodállásban végzi a vállalkozói tevékenységet?

- Főállás
- Másodállás %

Mióta vállalkozik?

..... (év)

Megoldott-e a vállalkozás továbbvitele/későbbi működtetése (utódlás)?

- Igen
 Nem

A vállalkozás erősségei:

- környezetvédelem
 fogyasztóbarát
 termék/szolgáltatás minősége
 időbeli rugalmasság
 piaci rést kielégítő termék
 helyi termék / regionális megjelenés
 egyéb:

A vállalkozásban foglalkoztatottak állományi létszáma (cégvezetőt, vállalkozót is beleértve) fő

- ebből szakképzettfő
- ebből felsőfokú végzettségűfő
- ebből betanított munkásfő
- ebből megváltozott munkaképességű munkavállalófő
- ebből külföldi munkavállalófő

Milyen a cég jelenlegi

- üzleti helyzete: jó kielégítő rossz
- jövedelmezősége: jó kielégítő rossz

Az értékesítés volumene az előző évhez viszonyítva:

- összesen nőtt azonos maradt csökkent
- belföldön nőtt azonos maradt csökkent nem volt
- külföldön nőtt azonos maradt csökkent nem volt

Mely tényezők akadályozták leginkább cége üzleti tevékenységét az elmúlt évben?

- kapacitáshiány
 tőke/pénzhiány
 munkaerő/szakember hiány
 kereslethiány



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- anyagihiány
- külpiaci értékesítési problémák
- munkaerővel kapcsolatos költségek
- árfolyamok alakulása
- nyersanyag és energia árak
- egyéb, éspedig:
- semmi sem akadályozta a cég üzleti tevékenységét

A kapacitáskihasználtság mértéke jelenleg körülbelül%

Hogyan alakul a cégnél a vállalkozás üzleti helyzete a következő évben?

- jó
- kielégítő
- rossz

A vállalkozás fejlesztése érdekében igénybe veszi-e tanácsadók szolgáltatásait?

- Igen, éspedig:
- Nem

Véleménye szerint milyen együttműködések segítenék elő a vállalkozása tevékenységét, fejlődését?

- önkormányzatokkal
- civil szervezetekkel
- vállalkozásokkal
- versenytársakkal
- szolgáltatókkal
- tanácsadókkal
- egyéb, éspedig:

Részesült-e Ön vagy az alkalmazottjai képzésben vállalkozása fejlesztése érdekében az elmúlt 3 évben?

- Igen, éspedig:
- Nem, de tervezem, éspedig:
- Nem és nem is tervezem

Milyen információkra és tanácsadásra van szüksége vállalkozása piaci esélyeinek növelése érdekében?

- pénzügy, számvitel
- üzleti terv
- jogi szabályozás (pl.: munkajog, adatvédelem, fogyasztóvédelem, stb.)
- általános ügyintézés
- üzletvezetés és munkaszervezés
- finanszírozás, támogatás
- külső kapcsolatok, kapcsolatok releváns szervezetekkel
- logisztika és értékesítés
- marketing és reklám
- vállalkozói kompetenciák
- egyéb:

Általában hány km-es sugarú körben értékesíti a vállalkozás termékeit, szolgáltatásait?

..... km **vagy** (pl.: megyén belül, Budapesten, belföldön, az Európai Unión belül a következő országokban:, az Európai Unión kívül a következő országokban:))

Vett-e igénybe bármilyen támogatást?

- Igen
 - visszatérítendő támogatást/hitelt vettem igénybe (.....év)
 - vissza nem térítendő támogatást kaptam (.....év)
- Nem

Szeretnék tanácsadási szolgáltatást igénybe venni.

- Igen
- Nem

Tájékoztatást kérek a projektben való további részvételi együttműködési lehetőségekről

- E-mail:.....
- telefon:.....
- posta:.....

Szívesen bemutatom vállalkozásomat az érdeklődőknek.

- Igen
- Nem

Szívesen bemutatom cégemet egy platformon és veszek részt rendezvényeken.

- Igen
- Nem

Kérjük ossza meg velünk véleményét, észrevételeit a kérdőívvel és annak témájával kapcsolatban:

.....

.....

.....

Köszönjük együttműködését!

Vorbereitet für das Projekt „**ROMABIZ**“ Projektnummer „**ATHU104**“ im Rahmen des INTERREG V-A Österreich-Ungarn Programmes

FRAGEBOGEN ZUR SITUATIONSANALYSE

dessen Ziel es ist, im Rahmen des Projektes ROMABIZ – Burgenland und Komitat Zala – die unternehmerischen Eigenschaften der EPU und KMU mit dem Schwerpunkt Roma und Sinti Unternehmen zu erheben.

Unser Ziel ist, die Eigenschaften und Erwartungen unserer Zielgruppen besser kennenzulernen, damit die Kooperationspartner in AT und HU ihre Dienstleistungen entwickeln können.

Als Ergebnis der Bearbeitung der Fragebögen wird eine Studie geschrieben, die auf der Roma Unternehmensplattform (www.romabiz.eu) veröffentlicht wird.

Diese Studie wird auch zur Entwicklung eines Curriculums zu den Einzel- und Gruppenberatungen im Rahmen des Projekts herangezogen werden.

November 2018

Rechtsform des Unternehmens:

- Einzelunternehmen
- Gesellschaft mit beschränkter Haftung
- sonstige Unternehmensform:

Zur Person der UnternehmerInnen

- männlicher Unternehmer
- weibliche Unternehmerin

Altersgruppen zur Person der UnternehmerInnen (Jahre):

- bis 25
- 26-39
- 40-59
- 60 -

Sitz und Standort(e) des Unternehmens – bitte nur den Ort angeben

.....

Haupttätigkeit des Unternehmens

..... : %

Sonstige, tatsächliche Tätigkeit(en)

Wieviel Prozent Ihrer Zeit macht die angegebene Tätigkeit aus?

..... : %

..... : %

..... : %

Betreiben Sie Ihr Unternehmen haupt- oder nebenberuflich?

- Hauptberuf
- Nebenberuf %

Seit wann betreiben Sie Ihr Unternehmen?

..... (Jahr)

Ist die Betriebsnachfolge oder –übernahme gesichert oder lösbar?

- Ja
- Nein

Schwerpunkte des Unternehmens:

- Umweltfreundlichkeit
- Kundenfreundlichkeit
- Produkt-/ Dienstleistungsqualität
- Zeitliche Flexibilität
- Nischenprodukte
- Regionalität
- Sonstiges:

Anzahl der MitarbeiterInnen des Unternehmens (einschließlich der UnternehmerInnen)

- Pers.
- davon FacharbeiterInnen Pers.
- davon AkademikerInnen Pers.
- davon angelernte ArbeiterInnen Pers.
- davon Menschen mit Einschränkungen Pers.
- davon ausländische ArbeitnehmerInnen Pers.

Für Österreich: Familienhafte Mitarbeit bzw. familiäre Beistandspflicht:

Personen, die innerhalb der Familie unentgeltlich im Unternehmen tätig sind Pers.

Wie ist die derzeitige Einschätzung der

- Geschäftslage des Unternehmens: gut befriedigend schlecht
- Wirtschaftlichkeit des Unternehmens: gut befriedigend schlecht

Umsatzprognose im Vergleich zum vorigen Jahr:

- Insgesamt zugenommen blieb gleich abgenommen
- im Inland zugenommen blieb gleich abgenommen
- im Ausland zugenommen blieb gleich abgenommen war kein Umsatz

Welche Faktoren haben Ihre Geschäftstätigkeit im vergangenen Jahr am meisten behindert?

- Kapazitätsmangel
- Kapital-/Geldmangel
- Mangel an Arbeitskräften / FacharbeiterInnen
- Mangel an Nachfrage
- Mangel an Materialien
- Probleme des Auslandsverkaufs
- Lohnkosten
- Wechselkursentwicklungen
- Kosten der Rohmaterialien und Energie
- Sonstiges:
- Die Geschäftstätigkeiten wurden nicht behindert.

Die prozentuelle Kapazitätsauslastung ist derzeit ungefähr:

Wie wird die Geschäftslage des Unternehmens im nächsten Jahr?

- gut befriedigend schlecht

Werden Beratungsorganisationen in Anspruch genommen, um Ihr Unternehmen zu entwickeln.

- Ja, und zwar:
- Nein

Welche Art von Zusammenarbeit würde Ihrer Meinung nach dazu beitragen, die Tätigkeit und die Entwicklung Ihres Unternehmens zu fördern?

- mit Ämtern und Behörden
- mit NGOs
- mit anderen Unternehmen
- mit Mitbewerbern
- mit Dienstleistern
- mit UnternehmensberaterInnen
- mit anderen Organisationen, nämlich
- Sonstiges:

Haben Sie oder Ihre MitarbeiterInnen in den vergangenen 3 Jahren an Ausbildungen teilgenommen, um Ihr Unternehmen weiter zu entwickeln?

- Ja, und zwar:
- Nein, aber ich habe es vor in diesem(n) Bereich(en):
.....
.....
- Nein, hatte und habe ich nicht vor

Welche Informationen und Beratungen benötigen Sie, um die Marktchancen Ihres Unternehmens zu steigern?

- Finanzen, Rechnungswesen
- Businessplan
- gesetzliche Regelungen (zB.: Arbeitsrecht, Datenschutz, Konsumentenschutz, usw.)
- allgemeine Verwaltung, Rechnungswesen
- Geschäftsführung und Arbeitsorganisation
- Finanzierungen, Förderungen
- externe Beziehungen, Kontakte zu relevanten Organisationen
- Logistik und Vertrieb
- Marketing und Werbung
- unternehmerische Kompetenzen
- Sonstiges:

In welcher Entfernung verkaufen Sie die Produkte und Dienstleistungen Ihres Unternehmens im Allgemeinen?

..... km **oder** (zB.: innerhalb des Bundeslandes, in Wien, im Inland, in folgenden europäischen Ländern,
in nichteuropäischen Ländern))

Haben Sie eine Förderung beansprucht?

Ja

- ich habe (eine) rückzahlbare Förderung(en)/Darlehen beansprucht (.....Jahr)
- ich habe (eine) nicht rückzahlbare Förderung(en) erhalten (.....Jahr)

Nein

Bitte geben Sie uns Ihre Meinung zu diesem Fragebogen und zum Thema der Erhebung bekannt:

.....
.....
.....

Datum:

Wir danken für Ihre Kooperation!