

EVALUATION STUDY

Prepared under the **Interreg V-A Austria-Hungary Program "Improving cross-border co-operation to increase the survival rate of Roma and Sinti SMEs"**, project **ATHU104**, abbreviated **ROMABIZ** (acronym)

for statistical evaluation of an anonymous questionnaire survey

Made by:

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A Cigánységért az Európai Unióban Egyesület

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Introduction

Questionnaires developed in the framework of the Interreg VA Austria-Hungary Program “Improving cross-border cooperation to increase the survival rate of Roma and Sinti SMEs” project ATHU104, abbreviated ROMABIZ (acronym), mainly as a result of an anonymous questionnaire survey to assess the situation of Roma entrepreneurs. We summarize the data of the enterprises surveyed in the project by examining its content and statistical analysis.

In the project, we use the results of the evaluation directly for the development of the Train the Train curriculum, in which we train the persons providing services in the project consultancy service with the training curriculum specially compiled for the project. As a result, the results of the evaluation also have an indirect effect on counseling.

In the evaluation, we deviate from the usual environmental analysis, as we specifically focus on the information collected in the survey.

During the questionnaire survey, answers to all questions could be refused or omitted for lack of information.

The questionnaire is attached as Annex 1 of the evaluation.

The project partners compiled the questionnaire jointly.

Projektpartners:

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

Partner responsible for compiling the questionnaire:

- Zala Megyei Kereskedelmi és Iparkamara – ZMKIK

Partner responsible for compiling the curriculum:

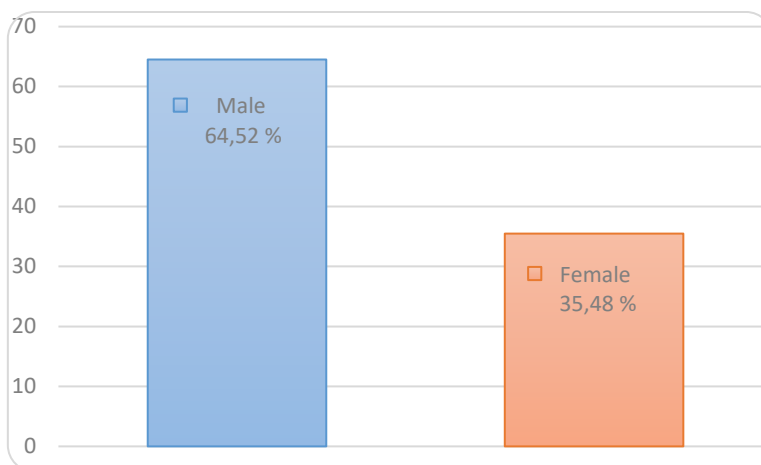
- Zala Megyei Cigány Civil Szervezet – ZMCCSZ

Partner responsible for carrying out the evaluation study:

- A Cigányságért az Európai Unióban Egyesület – CEUE

Distribution of entrepreneurs participating in the questionnaire survey:

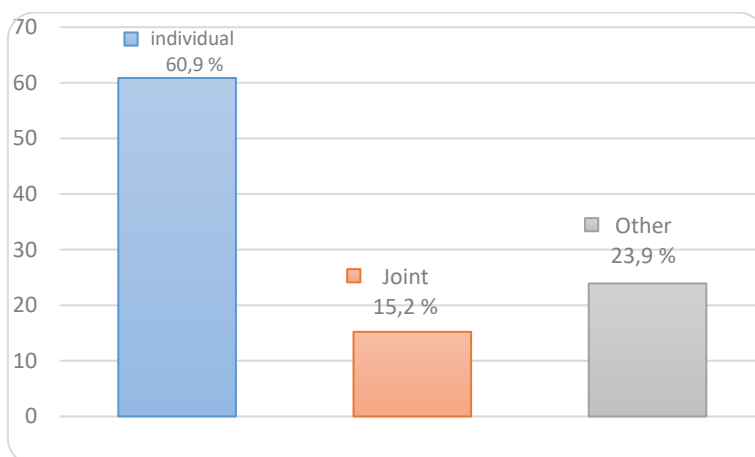
- **By gender:**



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.

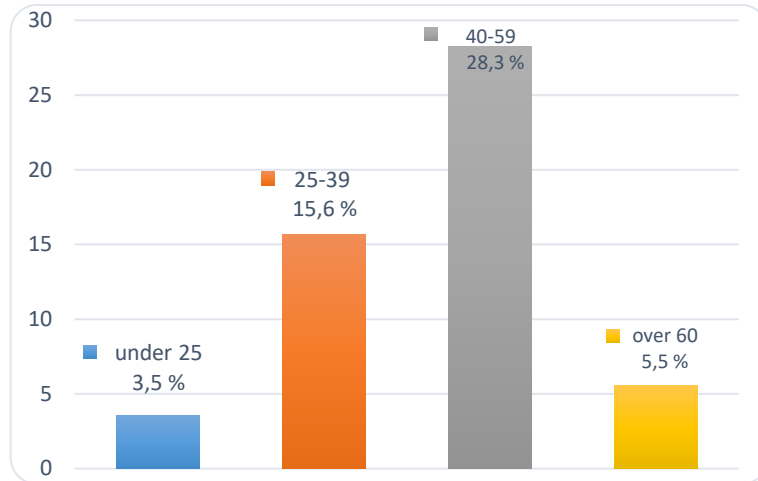
- **By type of business:**



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

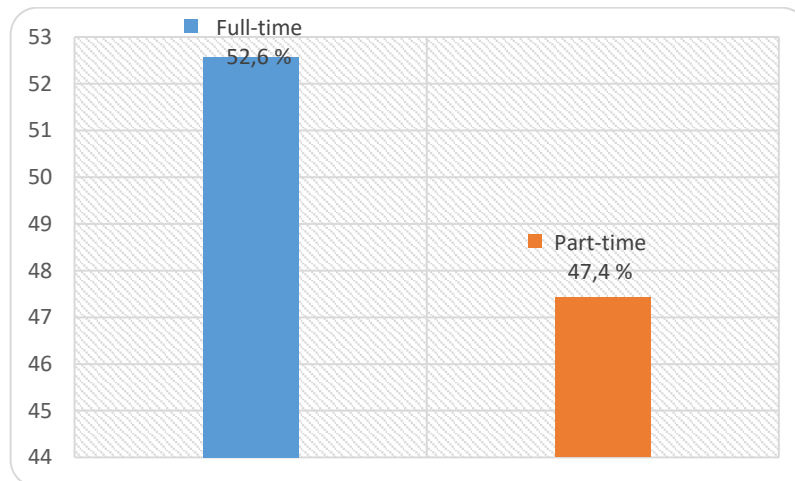
Interestingly, the proportion of other businesses is much higher than average. The reason for this is that we also included primary producers, social cooperatives and others with a tax number.

- **By age group**



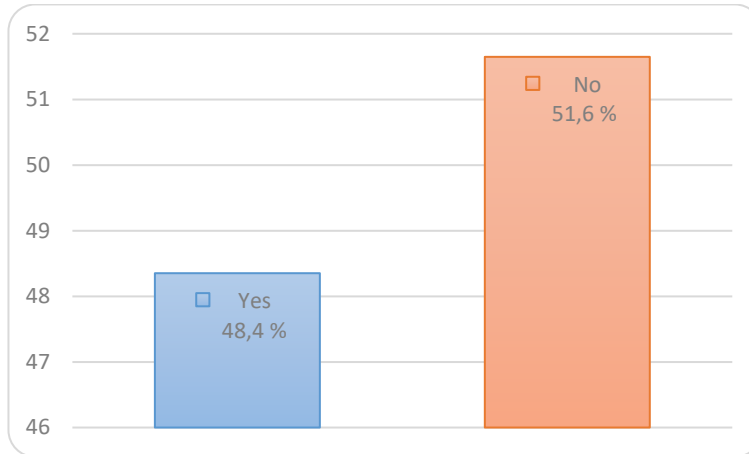
Among the surveyed enterprises, mainly middle-aged people are present. The number of people over 60 is quite low, and the number of people under 25 is even lower.

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



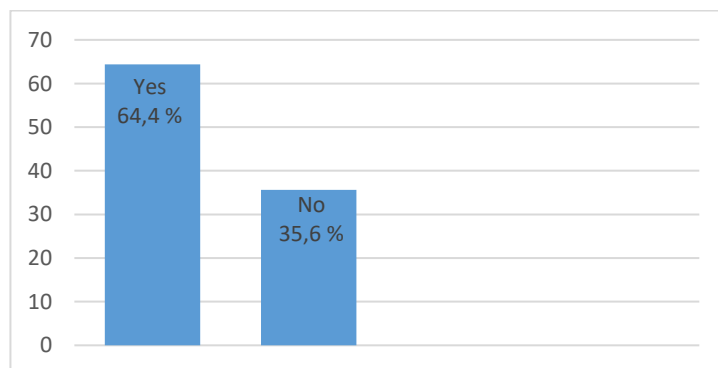
More than 52% of the companies surveyed are full-time entrepreneurs. The number of part-time entrepreneurs is also high. Beside the business, other activities are important for earning income, but they take energy and attention from the business.

- **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.

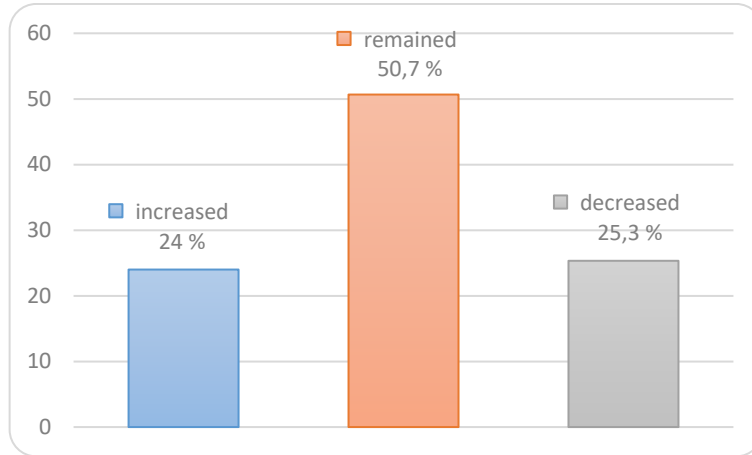
- **Distribution of companies that want and do not want to use consulting services.**



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.

Entrepreneur-specific information

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

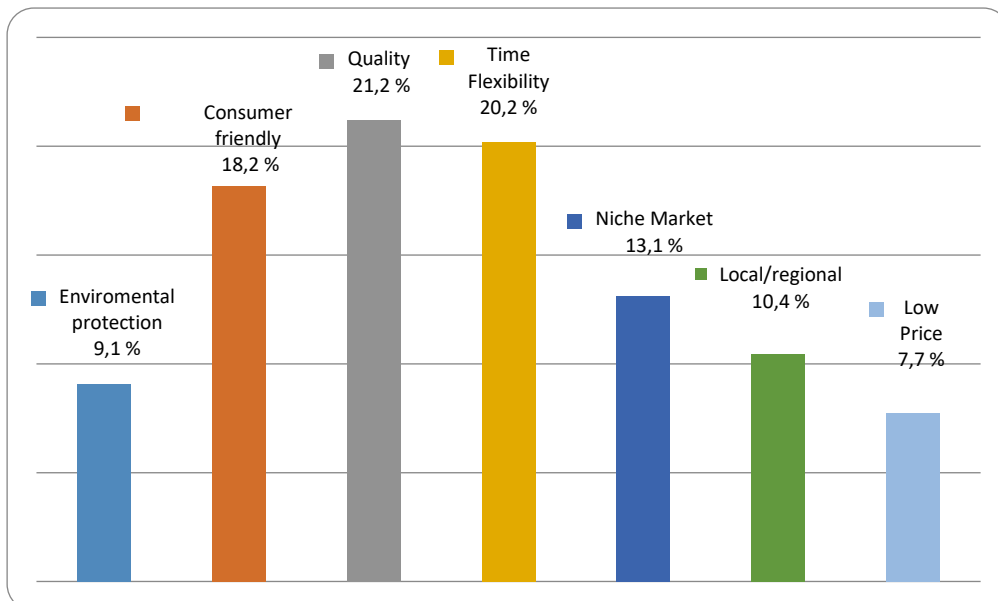


24 % of companies said sales were up year over year, while just over 25% said they were down.

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.

- **Company strengths**

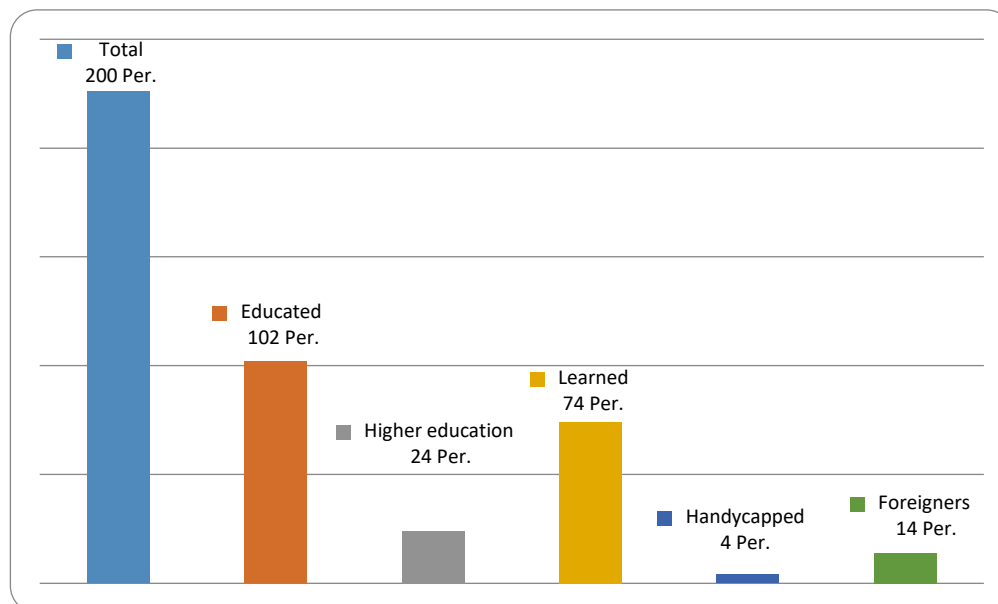


The strengths of companies at their own discretion, from the most common to the rarest.

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 employees in the company (including company managers, entrepreneurs):

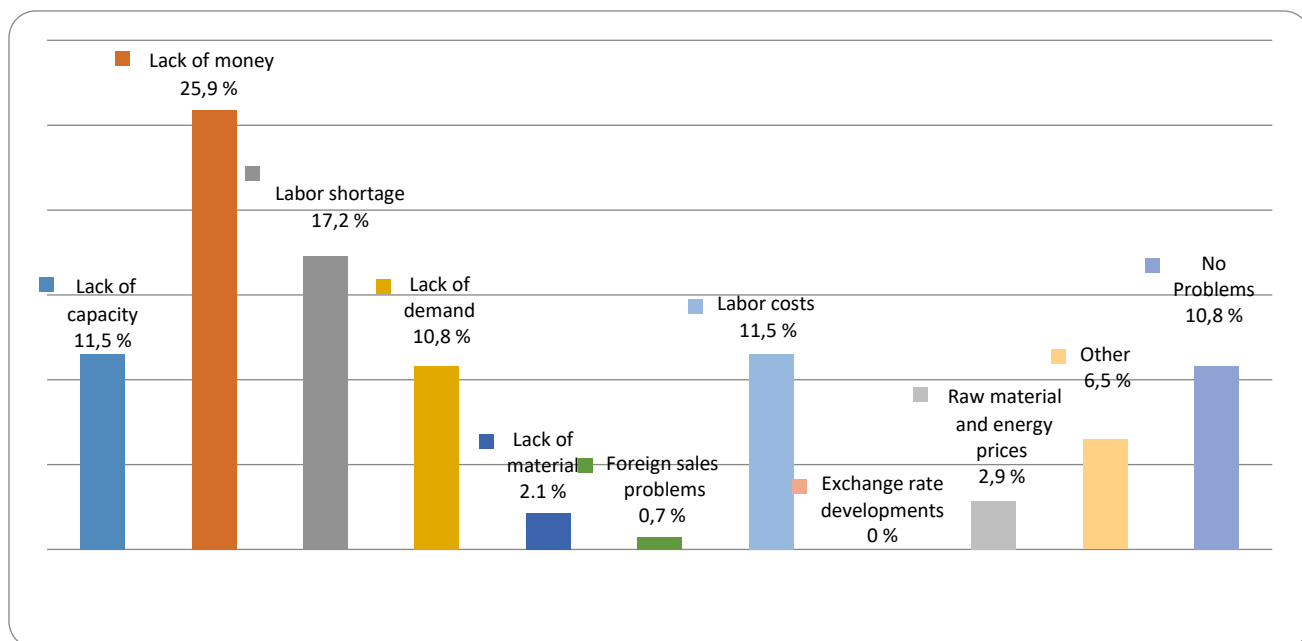


Half of the entrepreneurs have a skilled workforce and only 24 have a university education.

Not all companies have employees.



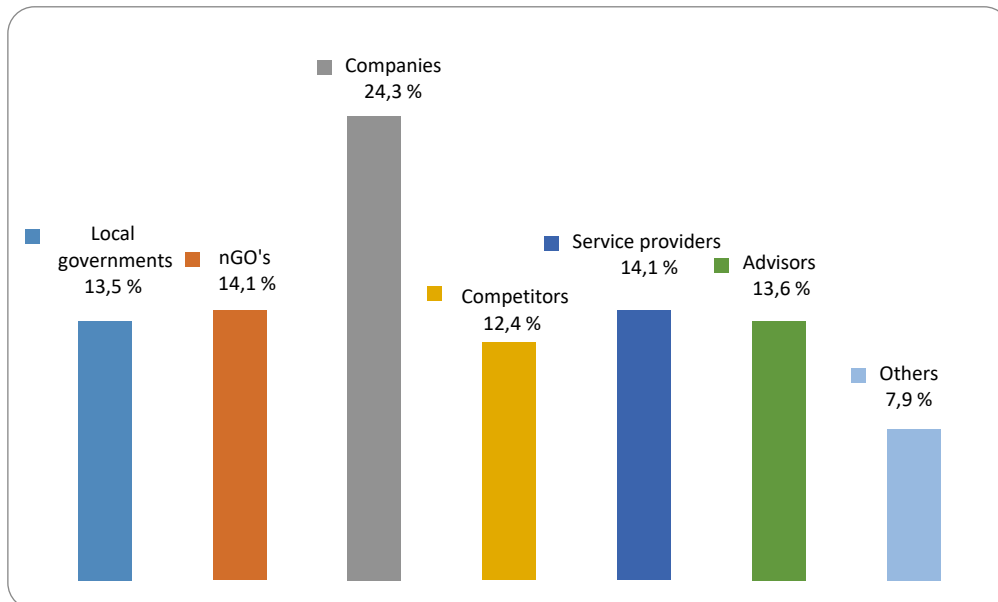
- **What factors have hindered your company's business the most over the past year:**



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

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

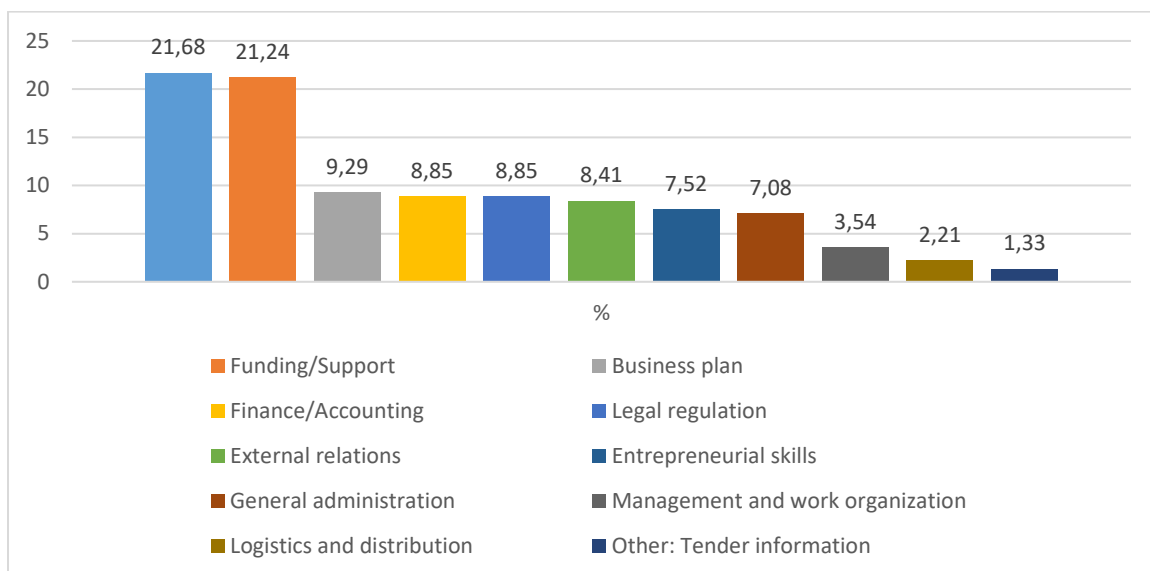


According to entrepreneurs, in order to be successful, most often they work with the following, in descending order of the number of answers:

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



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

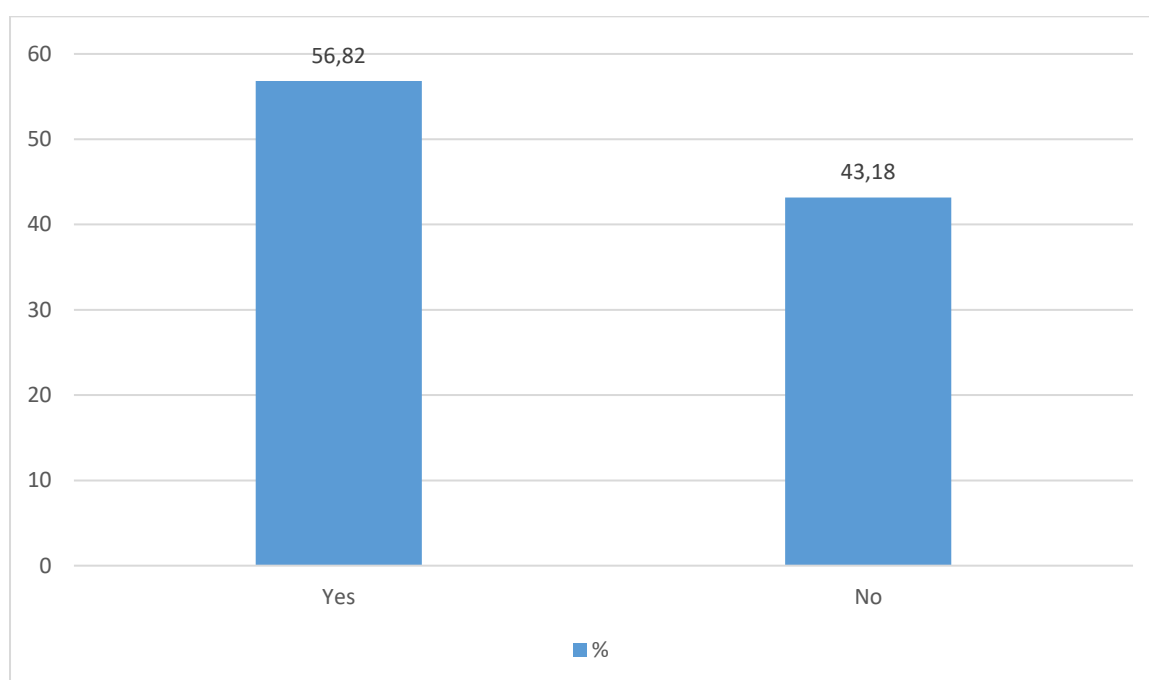


In percent of all respondents, “financing, support” and “marketing and advertising” are the most important information that companies consider necessary to increase market opportunities. Listing of the optional information in descending order of the frequency of the respondents' answers.

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.