



Mała firma

Duże perspektywy

## Financial Condition of Microenterprises after the Crisis

Research conducted on behalf of Kronenberg Foundation at

Citi Handlowy in cooperation with Microfinance Centre i Pentor RI

Coalition for microentrepreneurship



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# Methodology

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Mikropredsiębiorca  
Roku  
2011

- Objective: **diagnose the financial condition of microenterprises and the perception of 2008-2010 financial crisis**
- Sample: 500 microenterprises
- Technique: computer-assisted telephone interview (CATI)
- Implemented by: Pentor Research International



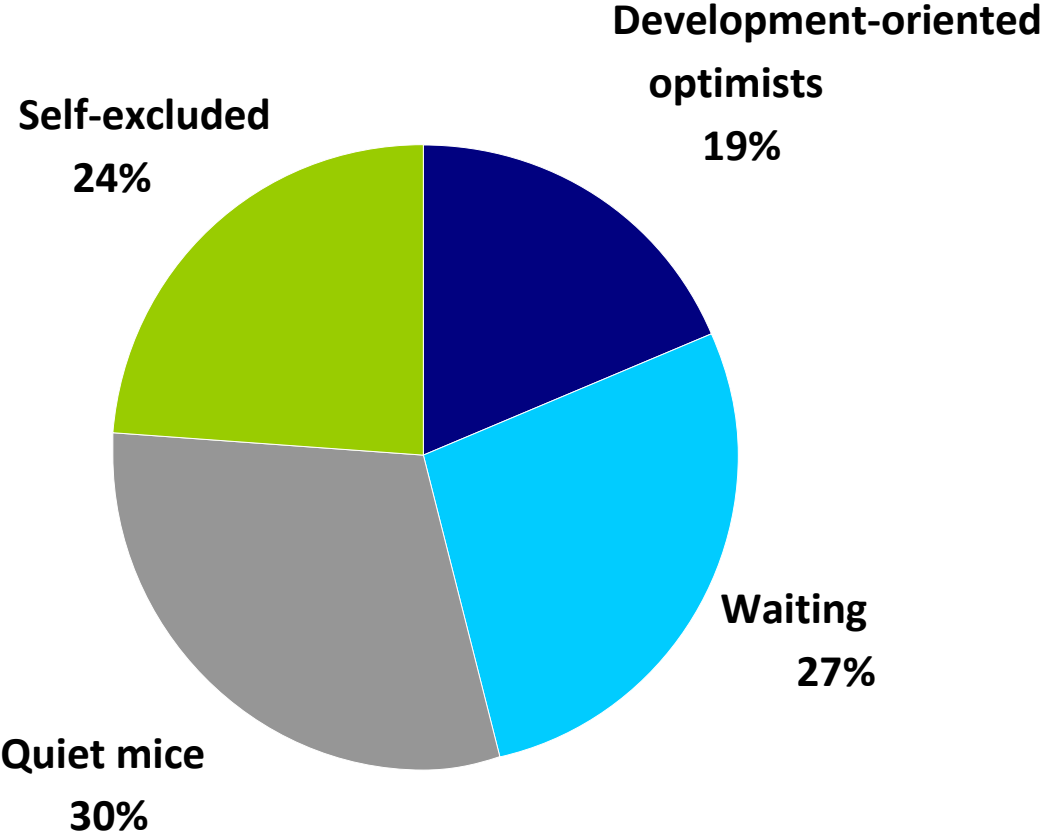
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# Segmentation

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### Development-oriented optimists

- Started between 1993 and 2000, now employ 2 - 5 people
- Oriented towards development of business, even in the times of crisis
- Businesses operating mainly in construction and financial intermediation

### Waiting

- Started after 2000, now employ 2 - 5 people
- Oriented towards development of business only in good times. In the time of crisis concentrate on the cost reduction.
- Located in urbanized voivodships with a large number of firms (mazowieckie, łódzkie)

### Quiet mice

- No distinct characteristics
- Oriented towards survival, not the development. Do not have concrete plans.

### Self-excluded

- Started between 1989 and 1993
- Indifferent towards development, consider closing the business. Do not have concrete plans. Operate on the regional market, mainly involved in trade.



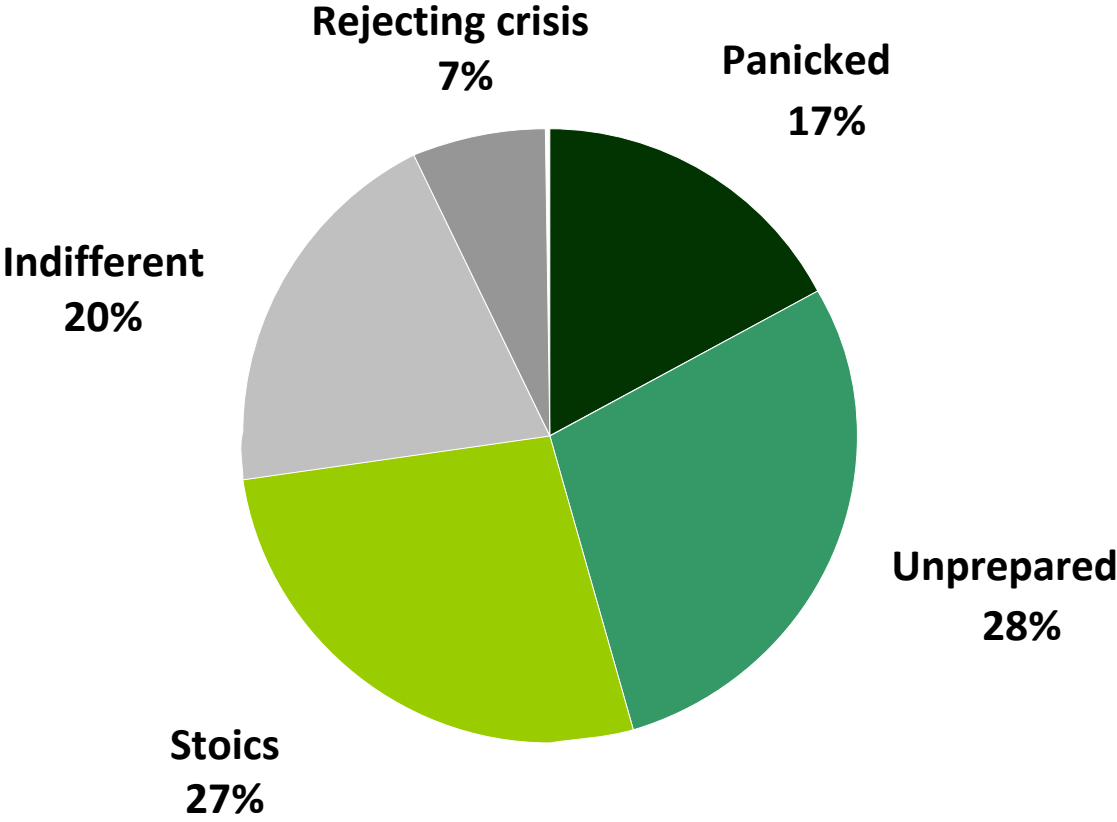
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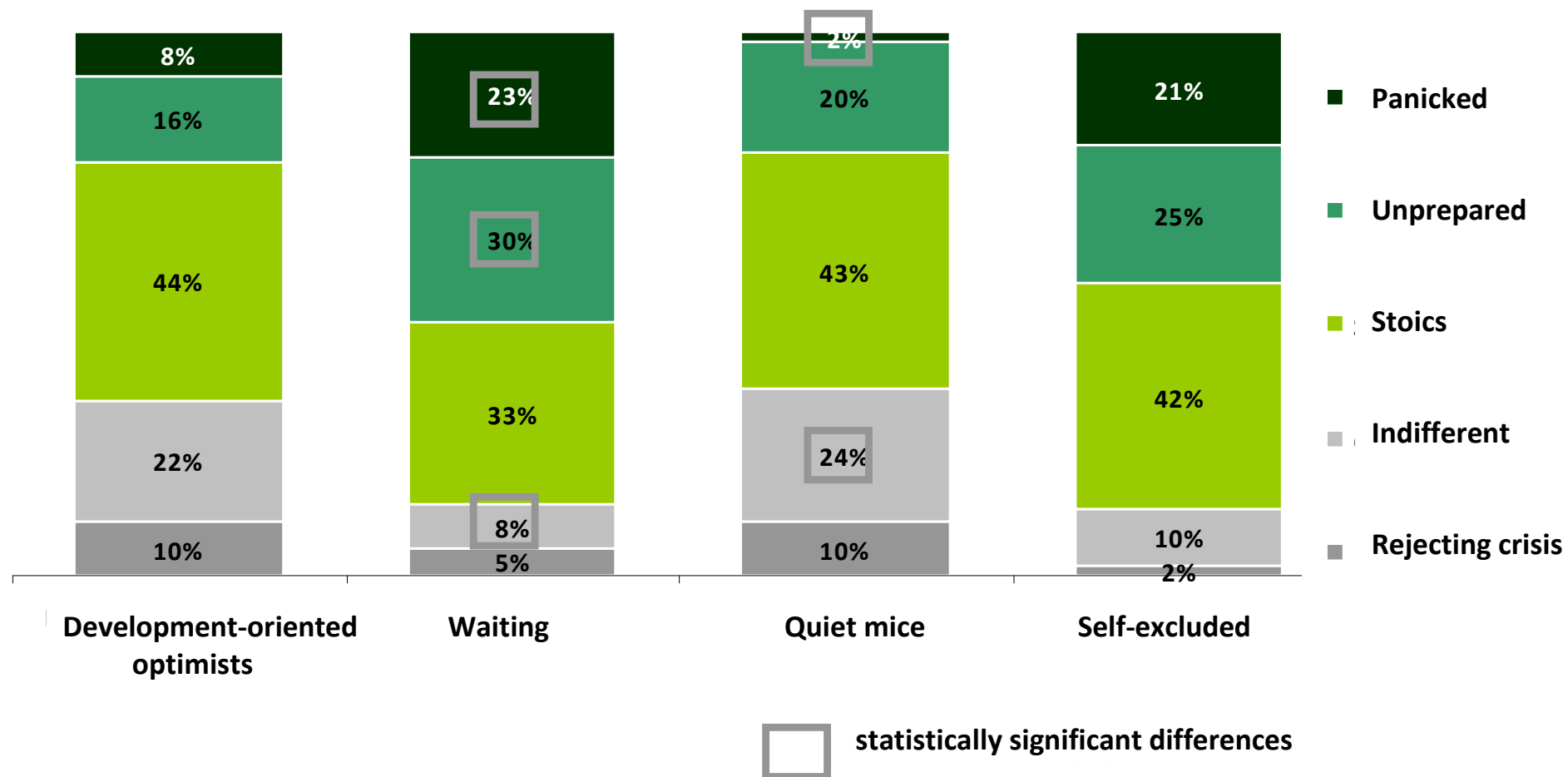
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# Perception of the 2008 – 2010 crisis

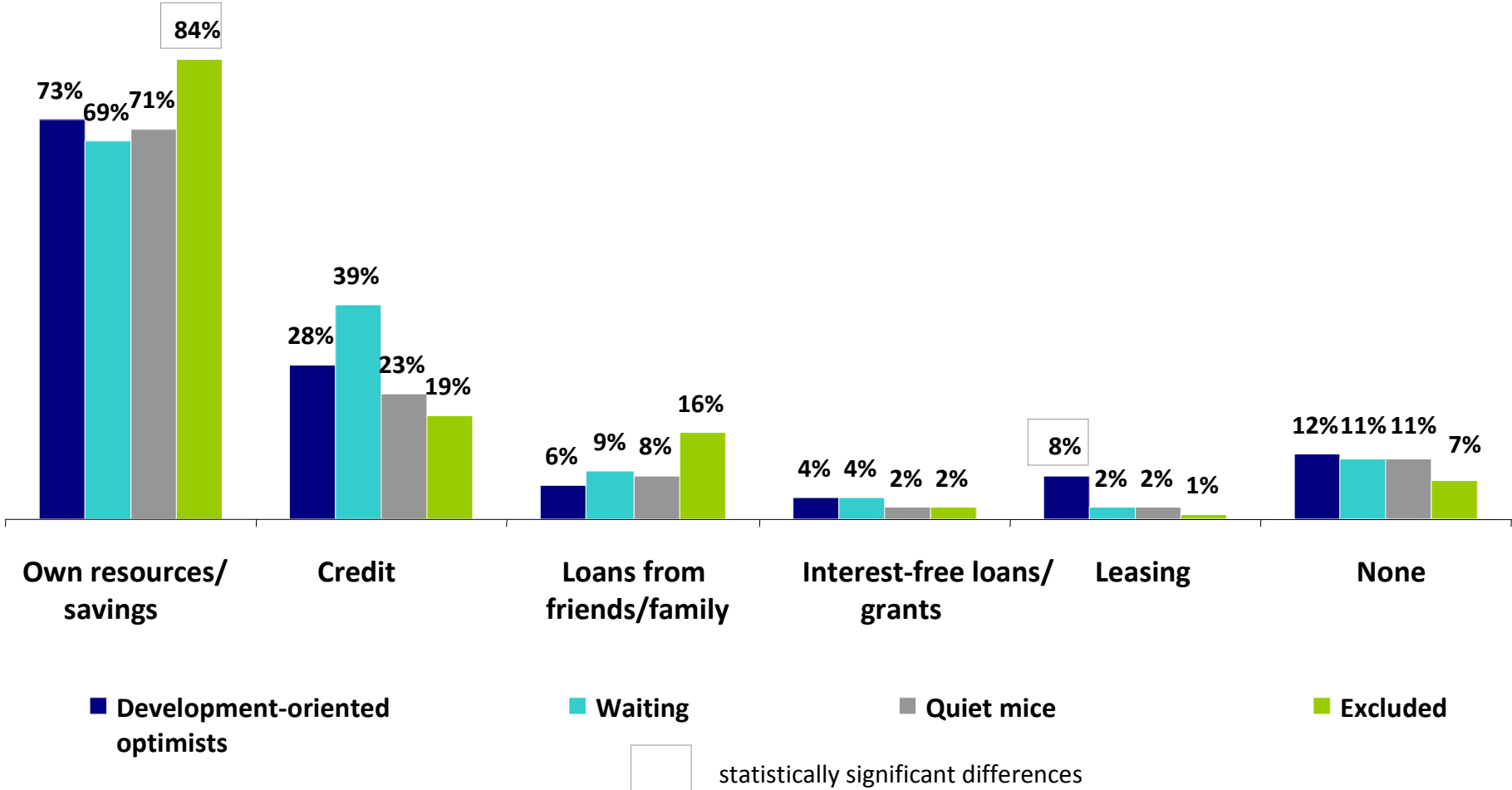
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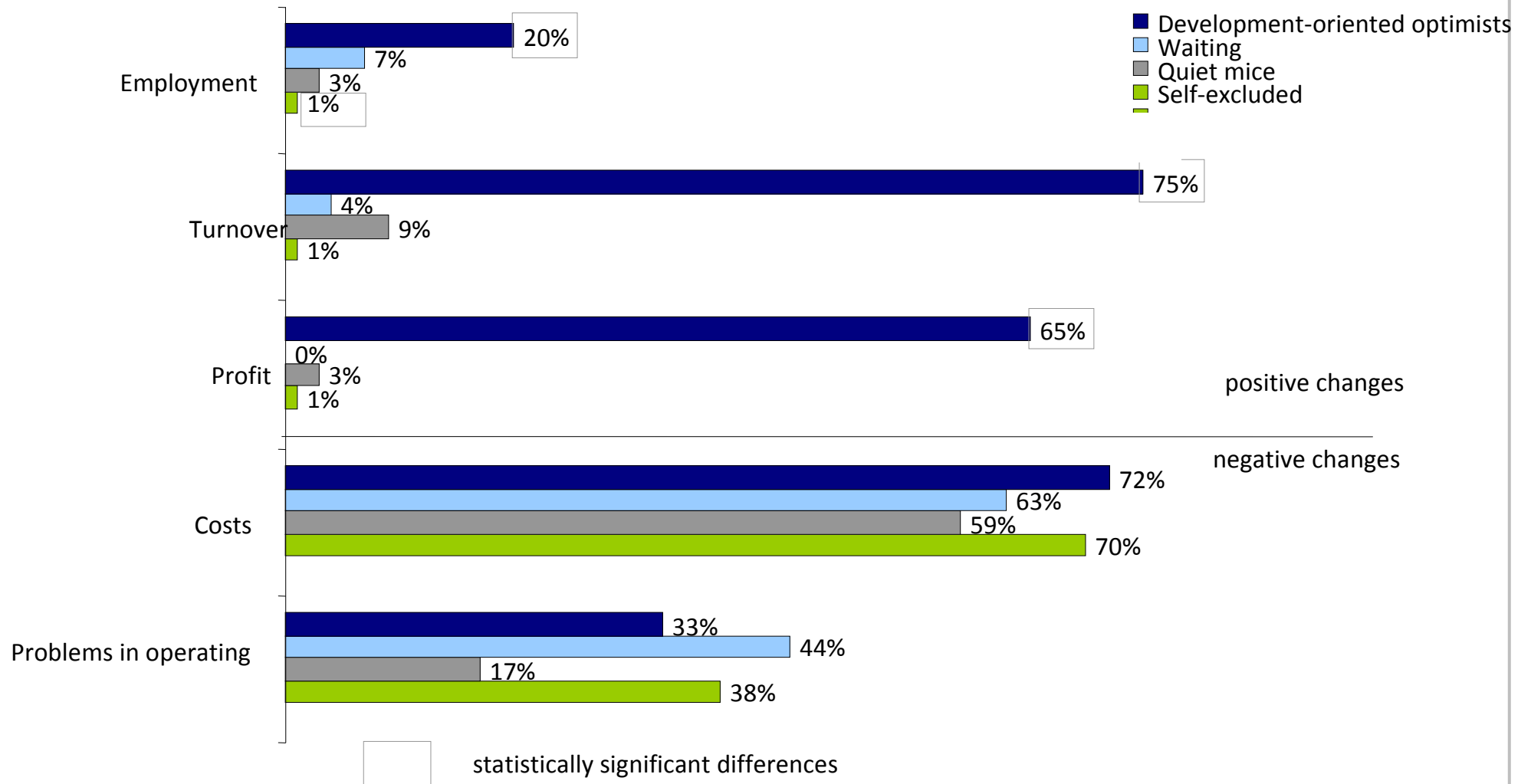
# Perception of the 2008 – 2010 crisis



# Forms of financing in the last two years

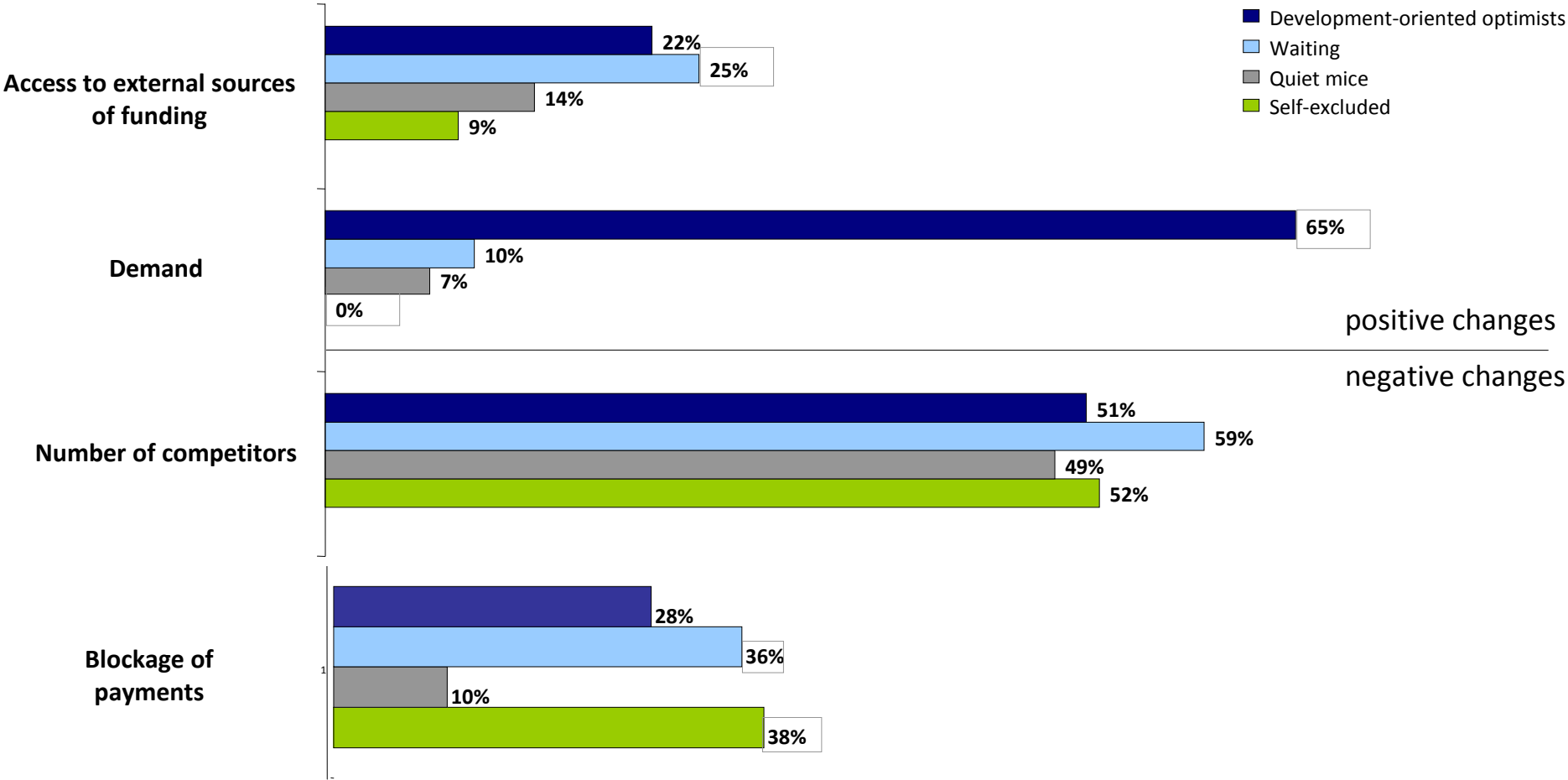


# Perception of internal changes between the end of 2008 and 2011





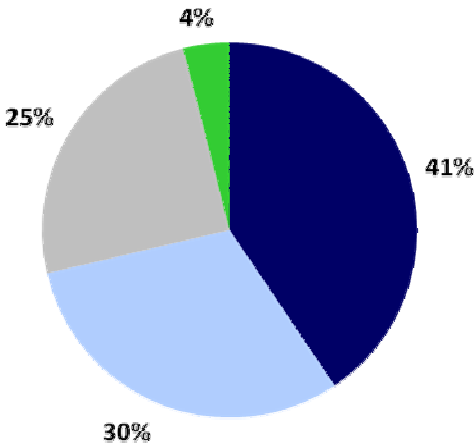
# Perception of external changes between the end of 2008 and 2011



statistically significant differences

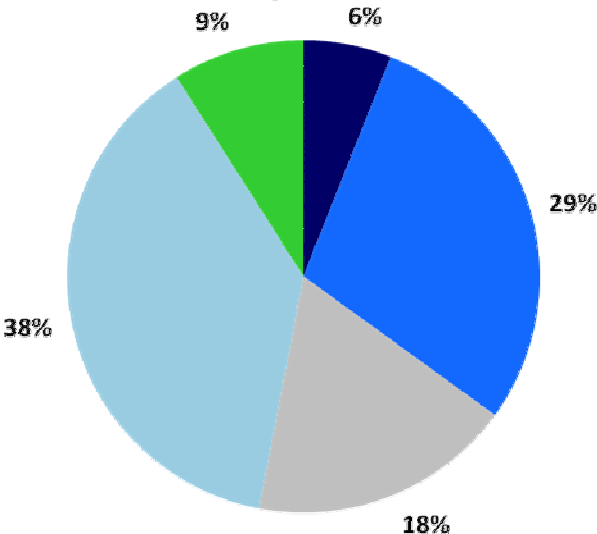
# Management styles

## Activities towards development



- Development as a priority - new products and markets
- Satisfaction with current level of development
- Indifference towards development, fear of the need to close-down
- No opinion

## Crisis management



- Anti-crisis measures implemented before the crisis
- Looking for solution at the outset of crisis
- Cost reduction
- Survival measures
- No opinion





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