



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



ifr

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izyki Rzemiosła Polskiego



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Methodology



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

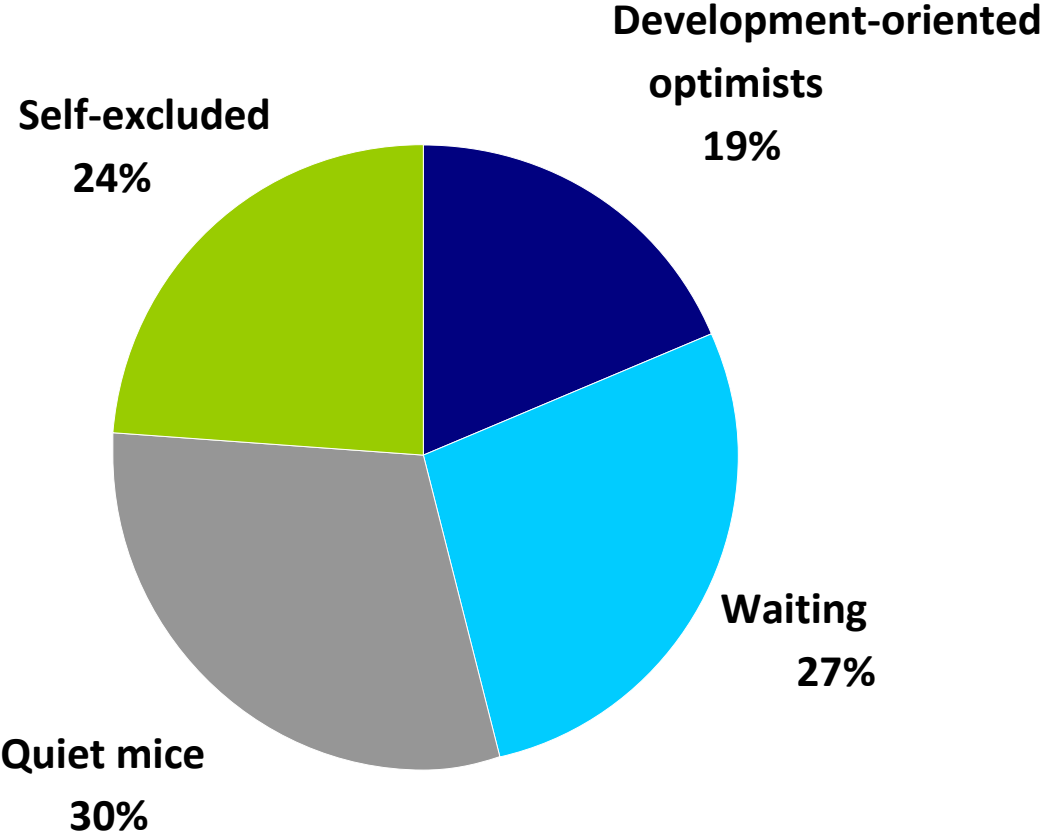


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Segmentation



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.

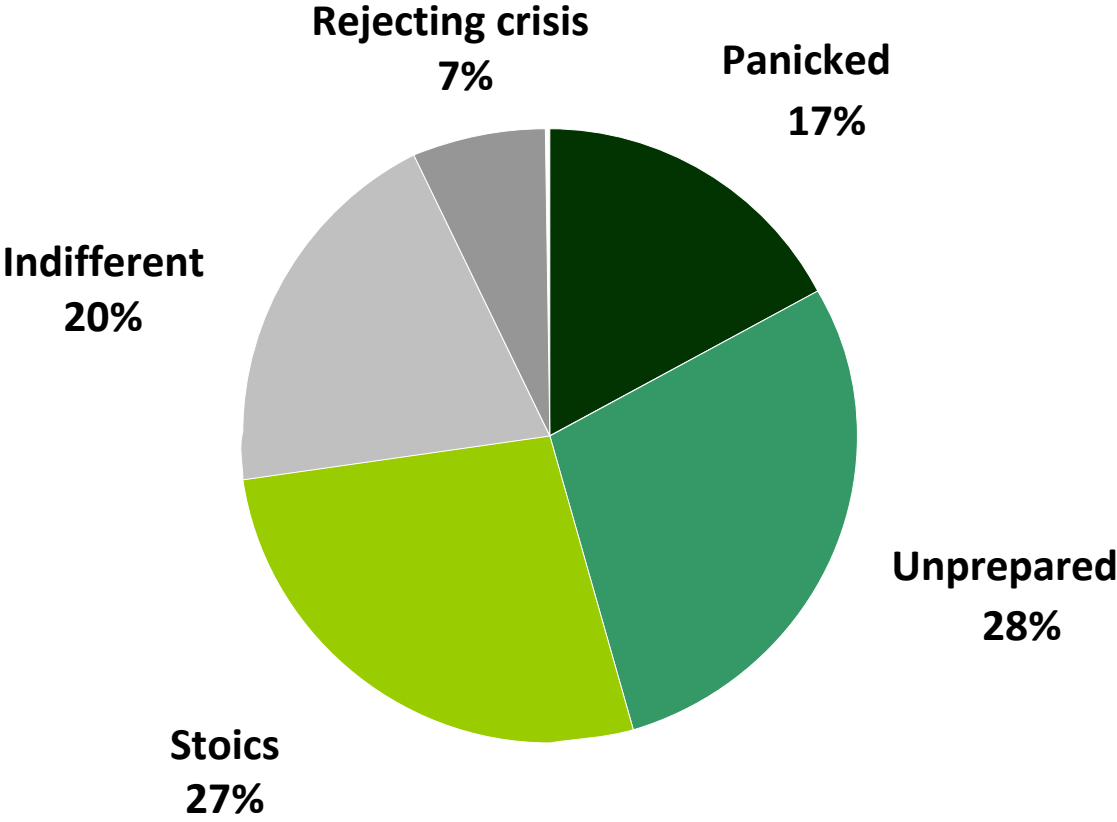


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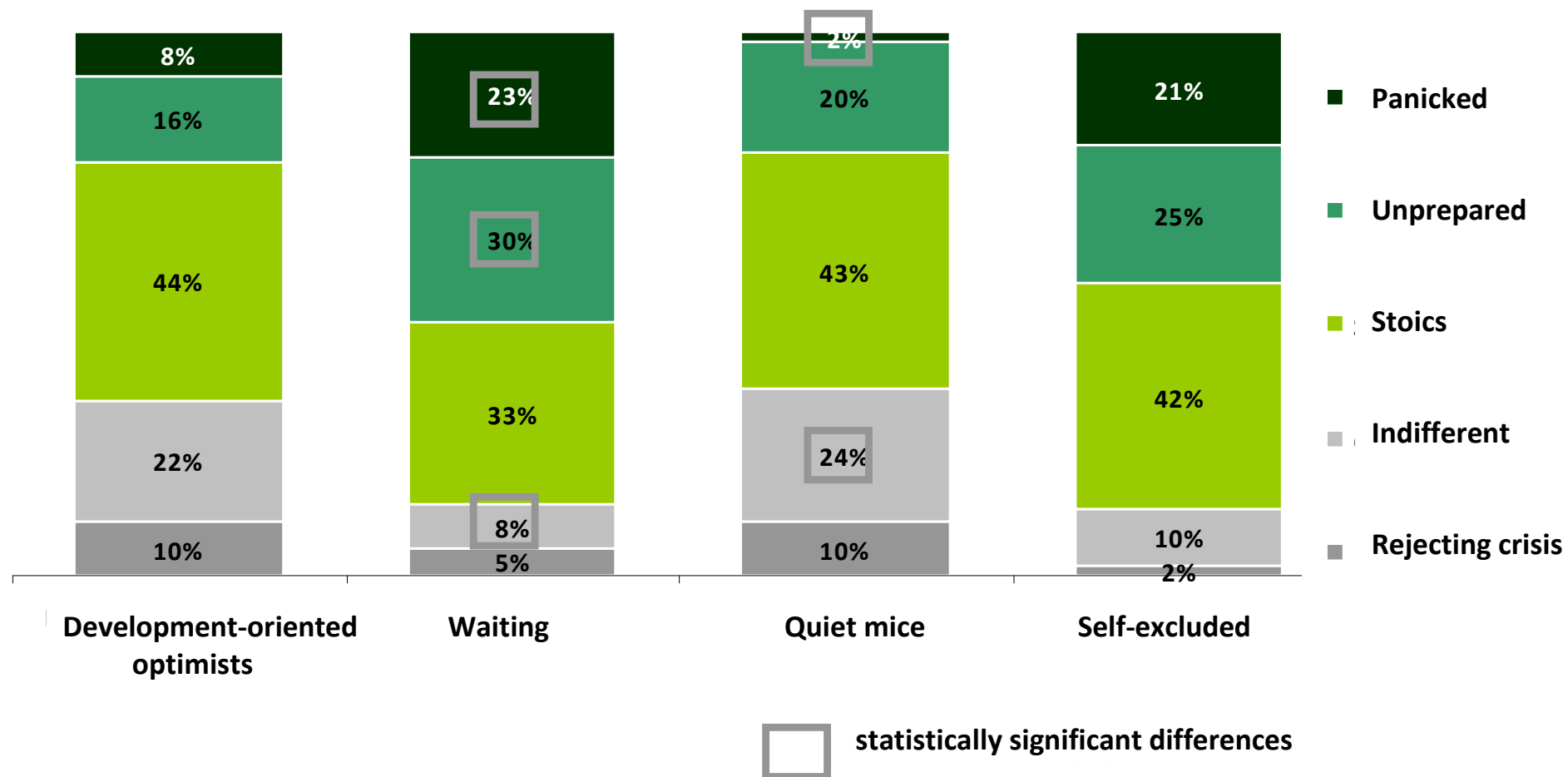
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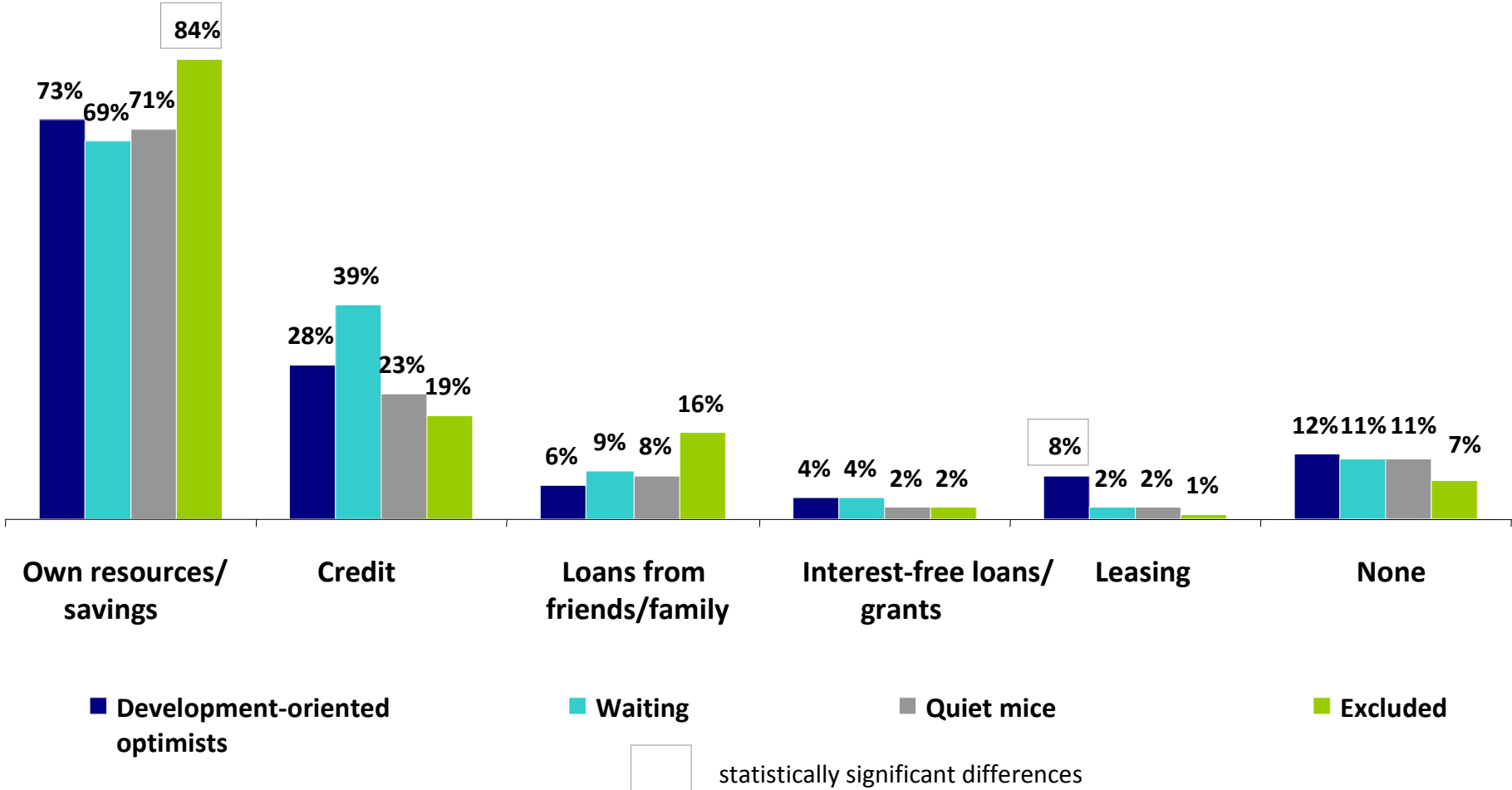
Perception of the 2008 – 2010 crisis



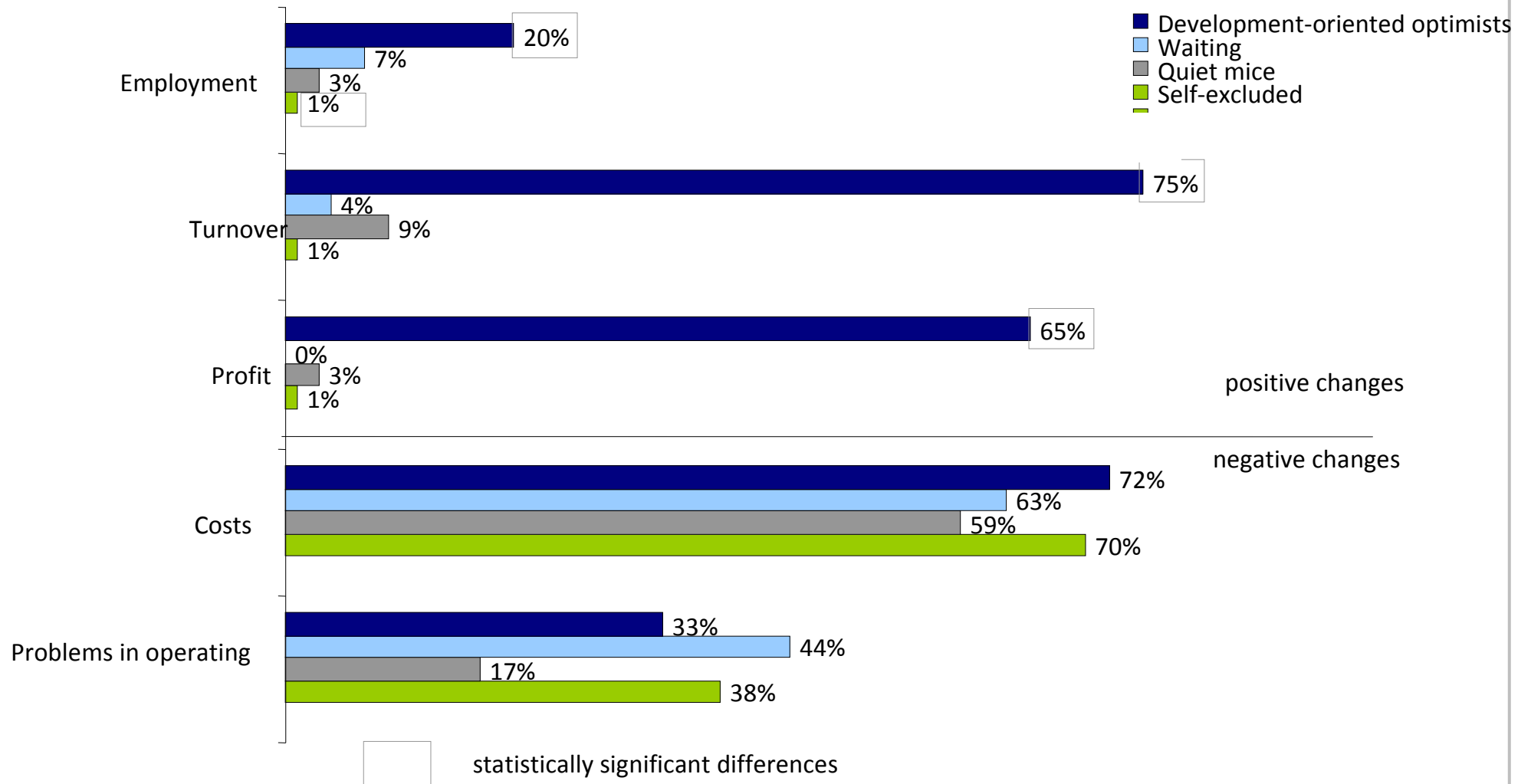
Perception of the 2008 – 2010 crisis



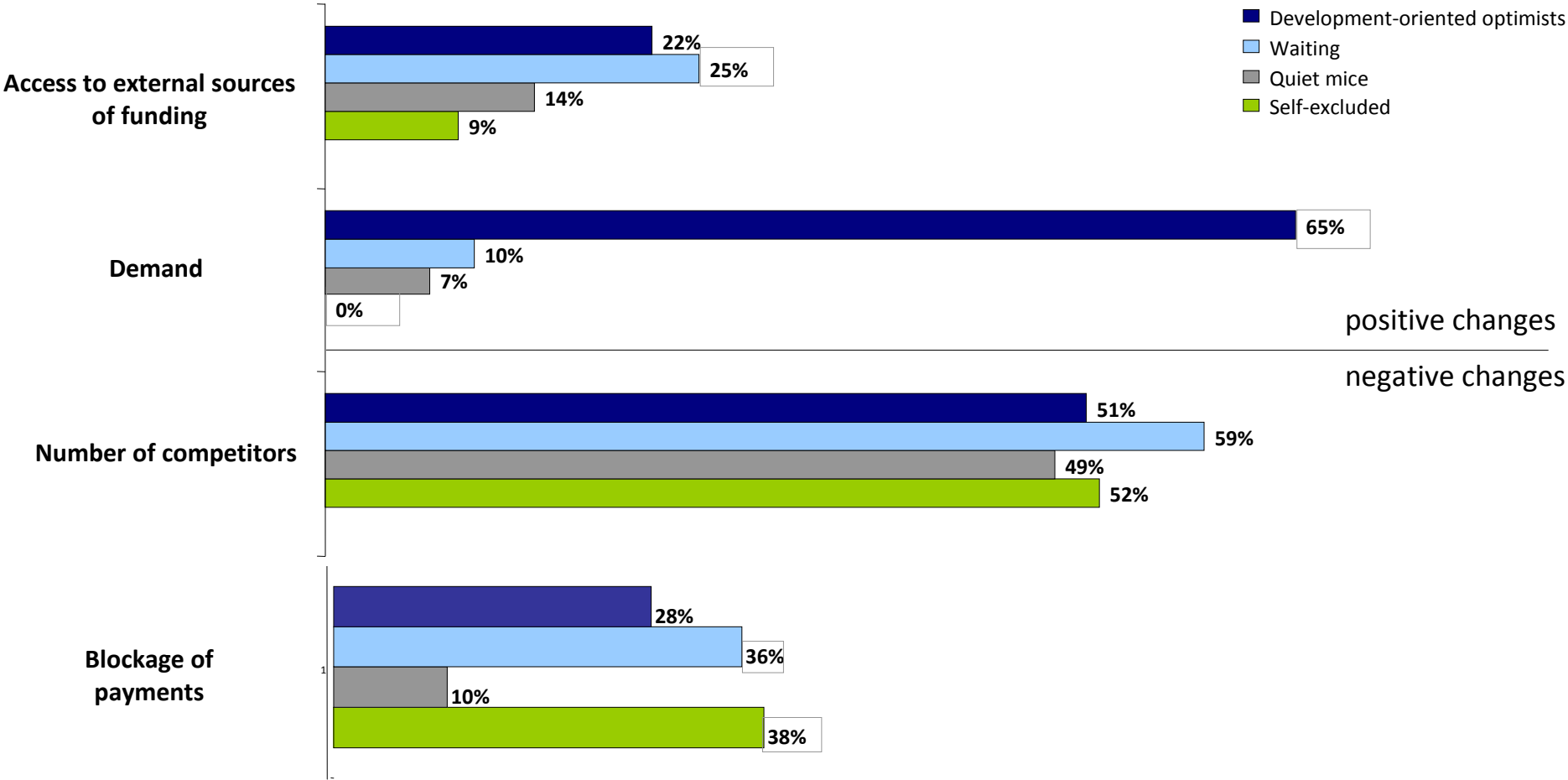
Forms of financing in the last two years



Perception of internal changes between the end of 2008 and 2011



Perception of external changes between the end of 2008 and 2011



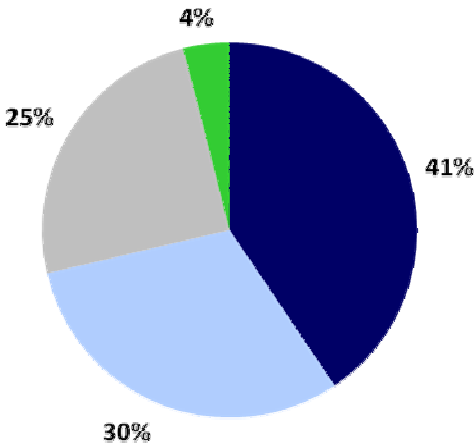
positive changes
negative changes

statistically significant differences



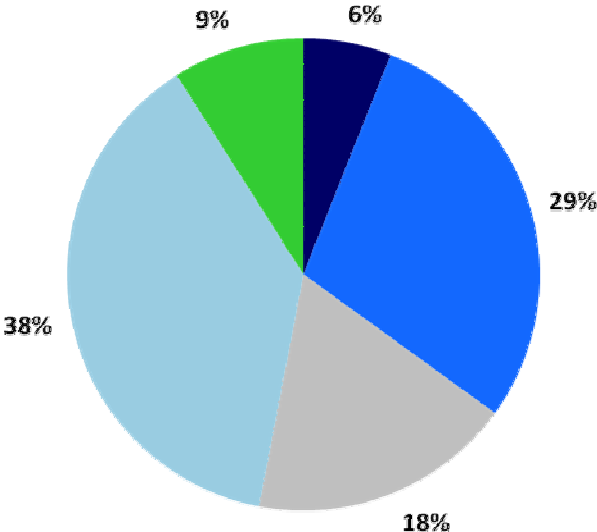
Management styles

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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