



## Survey among arts & crafts microentrepreneurs in Slovakia (summary)

### *O2: Capacity Gap Assessment*

by Katarina Grausova and Marian Holienka

#### Introduction, data and methods

In order to better understand perceptions of arts & crafts makers on level of their competences, required support and perceived barriers related to their microbusiness and internationalization, we have executed a questionnaire survey among eight active arts & crafts producers from small towns and villages close to Bratislava.

#### Summary of findings

Question 1. Which competencies do you consider important for the people involved in the development of micro and craft-type entrepreneurship initiatives? (1 = very important, 4 = not important).

Competence	Average
Calculating costs	1.00
Acquisition of new orders. customer groups	1.13
Entrepreneurial thinking and acting	1.25
Customer service communication	1.38
Developing creative ideas	1.50
Managing quality in business processes and services	1.63
Networking skills of the micro and craft type entrepreneur	1.88
Developing new services, broaden range of offered products	2.00
Implementing new technology in the business	2.13
Communicating with other companies and institutions	2.25
Developing knowledge about foreign markets	2.50
Communicating with customers and employees in foreign language	2.50
Securing own innovations and patents	2.63



Question 2. In which of the following thematic areas do micro and craft-type entrepreneurs need support for the effective operation of an arts & crafts / micro company? (1 = High priority, 4 = None).

Thematic area	Average
Basic legal and regulatory implications to tap into the EU Single Market	1.50
Branding and communication for competitiveness / internationalization	1.75
Building customer trust and earning references on foreign markets	1.75
Basics of market analysis for competitiveness / internationalization	1.88
Demand and supply analysis, testing and validation on foreign markets	1.88
Networking for micro and craft-type enterprises	2.13
ICT and use of ICT tools for competitiveness / internationalization	2.13
Business planning for micro and craft-type enterprises	2.25
Analysis of the external environment: SWOT, Customers, International markets	2.25
EU Projects Management for micro and craft-type enterprises	2.75

Question 3. Are you currently attending or have you attended during the last 3 years any training related to Micro and craft-type entrepreneurship development?

Entrepreneurship training	
Attending / have attended	0%
No experience	100%

Question 4. To which extent does the existing education and training system in your country covers adequately the knowledge and competence areas that may be required for setting up and operating a micro or craft-type enterprise? (1 = To a great extent, 4 = Not at all)

Competence	Average
Basics of market analysis for competitiveness / internationalization	2.13
Business planning for micro and craft-type enterprises	2.38
Analysis of the external environment: SWOT, Customers, International markets	2.38
Branding and communication for competitiveness / internationalization	2.50
EU Projects Management for micro and craft-type enterprises	2.50
Demand and supply analysis, testing and validation on foreign markets	2.63
Networking for micro and craft-type enterprises	2.63
ICT and use of ICT tools for competitiveness / internationalization	2.63
Basic legal and regulatory implications to tap into the EU Single Market	2.88
Building customer trust and earning references on foreign markets	3.13



Question 5: If you were given the possibility to attend specialized training to increase your capacity, which topics or themes would you be interested in? (1 = Most likely, 4 = Extremely unlikely)

Topic	Average
Project management / Strategic planning	1.38
Basic legal and regulatory implications to tap into the EU Single Market	1.50
Branding and communication for competitiveness / internationalization	1.63
EU Projects Management for micro and craft-type enterprises	1.88
Basics of market analysis for competitiveness / internationalization	2.00
Financial management and planning	2.00
Business planning for micro and craft-type enterprises	2.25
Networking for micro and craft-type enterprises	2.38
ICT and use of ICT tools for competitiveness / internationalization	2.63
Analysis of the external environment: SWOT, Customers, International markets	2.88

Question 6: In case you will be considering to enter a foreign market, which issues / questions would you find the most important? (1 = Most important, 4 = Least important)

List of most important / important questions	Average
<b>A. Competitive analysis and finding a place on the market</b>	
Difference from competitors? Advantages/disadvantages/uniqueness.	1.25
Anyone selling the same / similar product? Who is that?	1.38
Can I compete with the existing competitors?	1.38
What means are available for me to penetrate the market?	1.50
Prices of similar product on target market.	1.57
What are the costs of market analysis / survey?	1.75
Who exactly my customers are?	1.88
Is the market for my products in the target country big enough?	1.88
What are the risks of entering a foreign market?	1.88
Is there any trade representation available on the foreign market?	1.88
Which is the best "first foreign market" for me to enter?	2.00
How to do promotion and advertising on the foreign market?	2.00
Size of the target market. How big is the potential customer segment?	2.00
<b>B. Using online tools for foreign market analysis</b>	
Difference from competitors? Advantages/disadvantages/uniqueness.	1.13
Anyone selling the same / similar product? Who is that?	1.25
Prices of similar product on target market.	1.25
Size of the target market. How big is the potential customer segment?	1.50



Open Educational  
Resources for  
Arts & Crafts

Co-funded by the  
Erasmus+ Programme  
of the European Union



[www.craftstraining.eu](http://www.craftstraining.eu)

How do I recognize whether and who is interested in my products?	1.50
Is the market for my products in the target country big enough?	1.63
Which foreign market is suitable for testing?	2.00
<b>Thinking locally on foreign markets</b>	
How shall I adapt my product to the foreign market?	2.00
<b>Building customer trust on foreign markets</b>	
How will I earn first references to my products?	1.25
What is the relevant and available platform for references on the foreign market?	1.25
<b>Looking for partners on foreign markets</b>	
What sales channel is most efficient?	1.38
Who can I partner with on the foreign market?	1.50