

Settling our own future...

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Kisvállalkozás-fejlesztési Alapítvány

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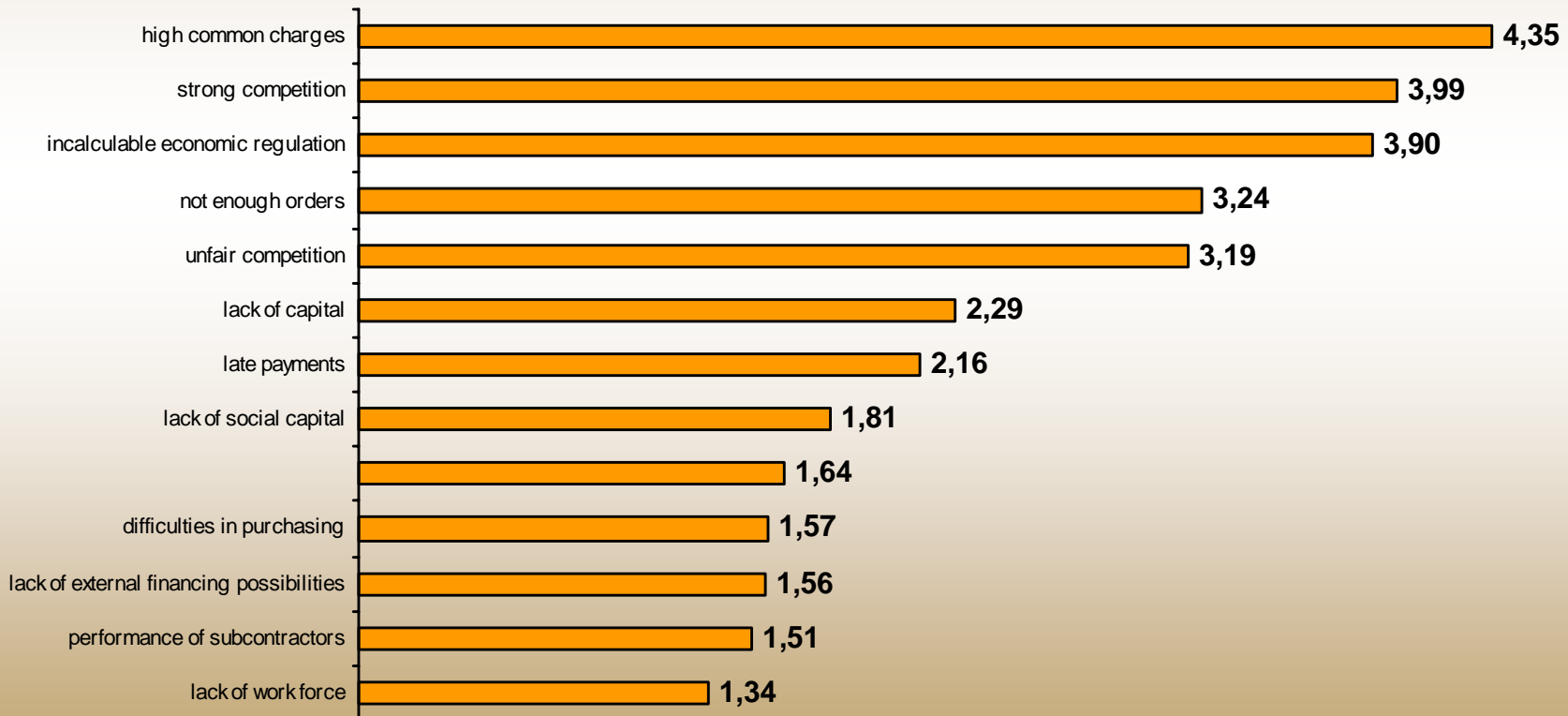
The world according to the results of the researches.....

- The needs can be properly defined
- The business can be planned
- The level of customer service can be increased
- The satisfied customer is going to return with further needs
- Businesses grow in a cycle, but the ones which plan for long term tend to be more successful

The activity of SEED has always been planned based on research findings of the foundation and other institutes

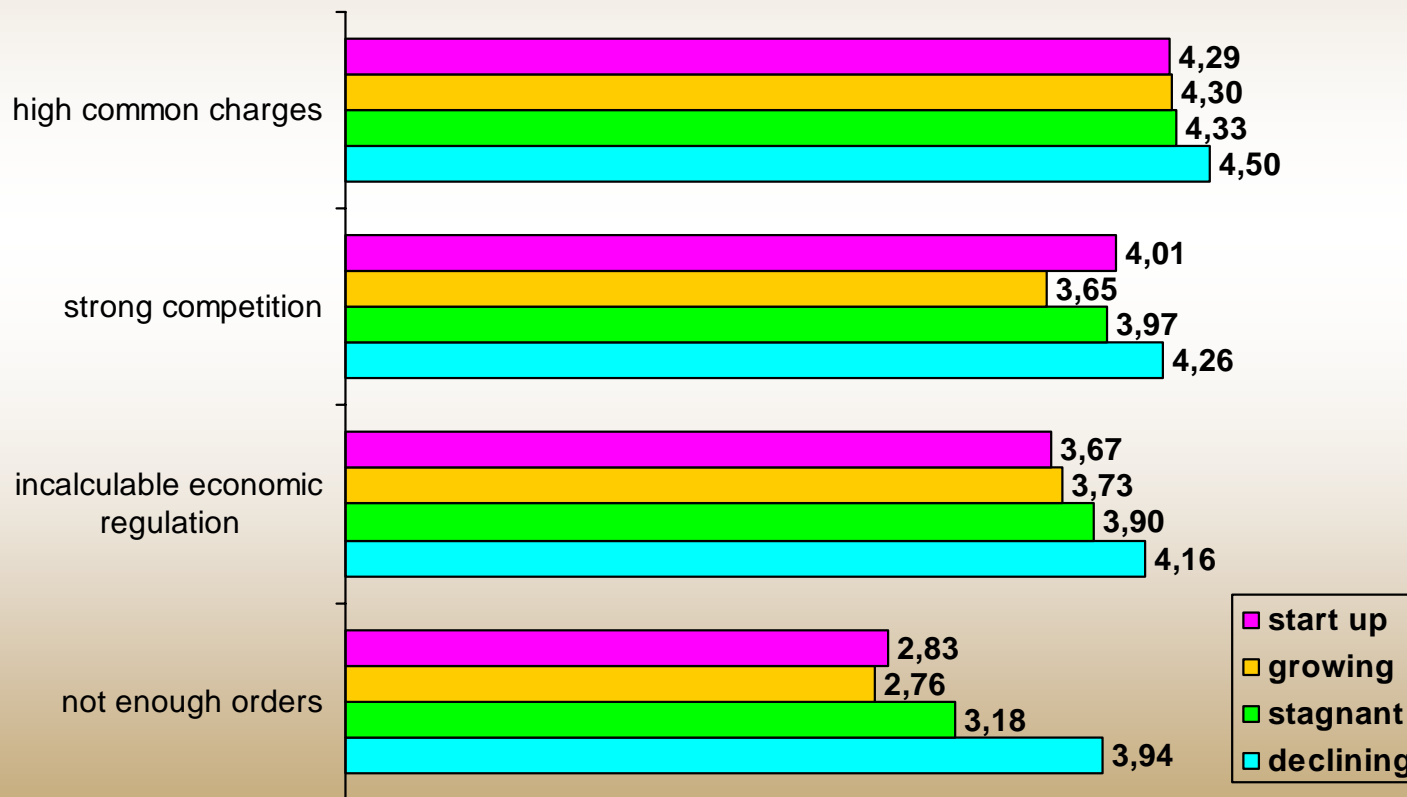
Obstructive factors

To what extent the following factors are setting back your business (average, 1-5)



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I.45.a Problems affecting the business (%)



- What depend on „them” and what on us?
- Searching for solutions instead of complaining
- Moving slowly forward instead of stagnating
- Legendary consciousness instead of legendary subconsciousness

It's easy to tell the future.

**It's much more difficult to understand what we
see in the present.**

(F. Dressler)

**Where are we now, and where shall we go?
We want more successful, growing women enterprises!**



seed

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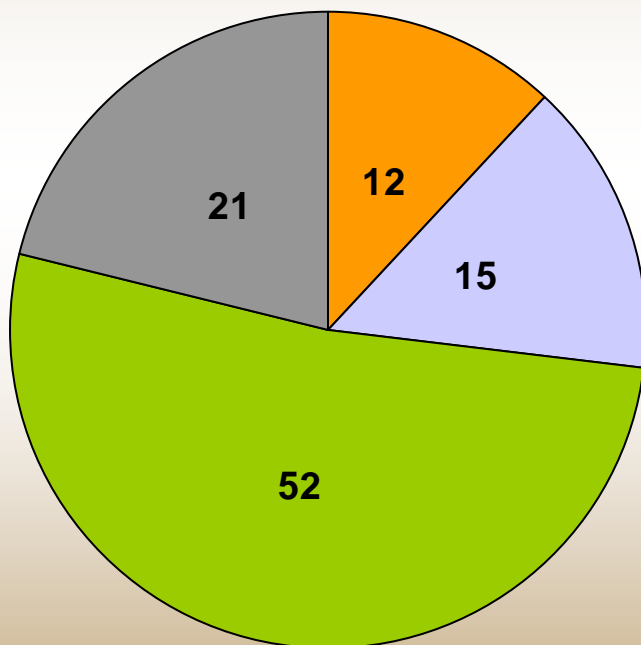
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The life-cycle of women enterprises – where are we now?

How would you describe the situation of your enterprise? (%)



■ start-ups
 ■ growing
 ■ stagnating
 ■ declining

Growing women enterprises:

At the capitals of the counties

Enterprises providing products or services

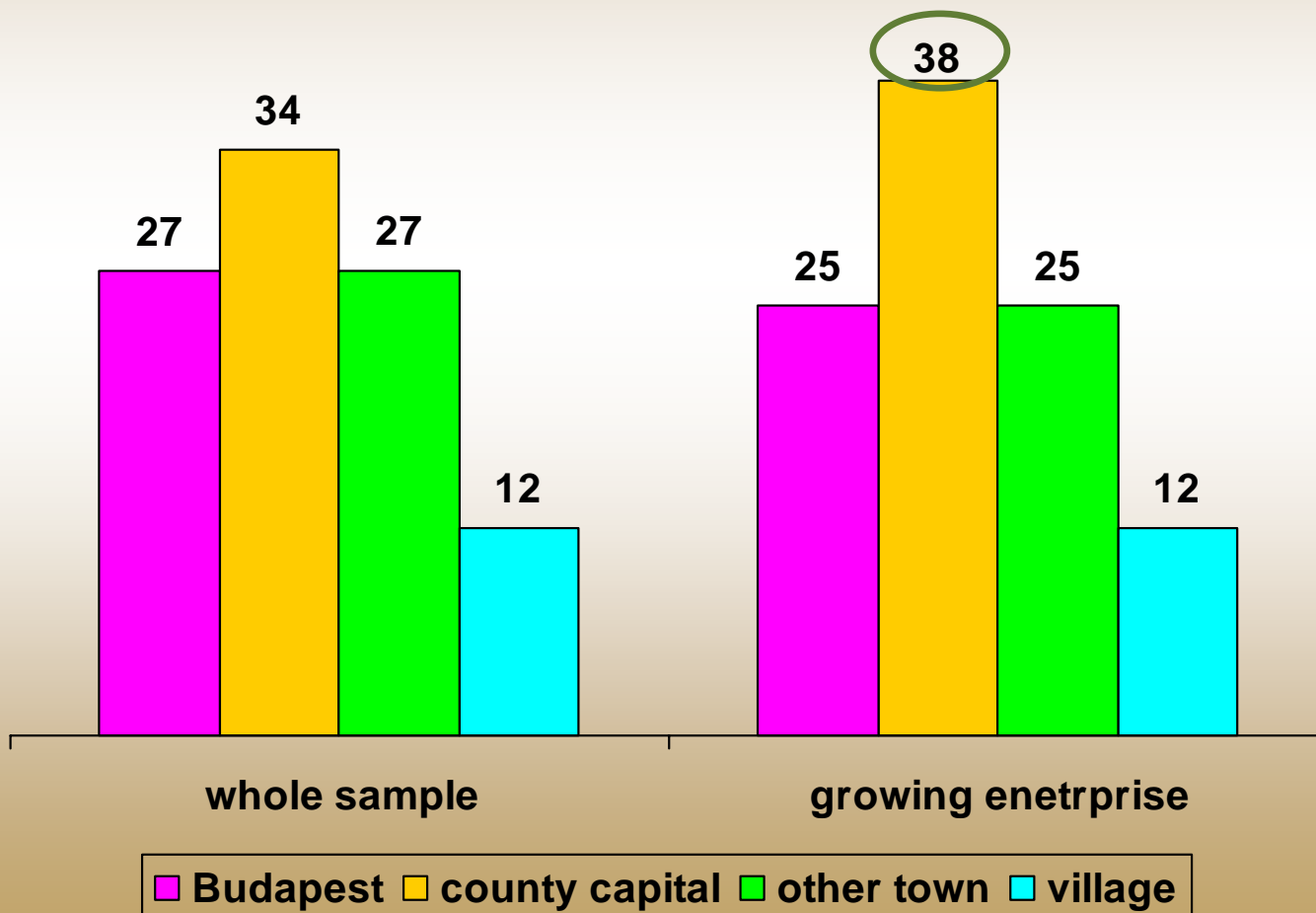
Founded after 2000, many of them Ltd-s

More than 10 employees, profitable.

Customer structure: many small and some big buyers

Growing women enterprises – well-located

Type of settlement (%) - (sig.: 0,001)

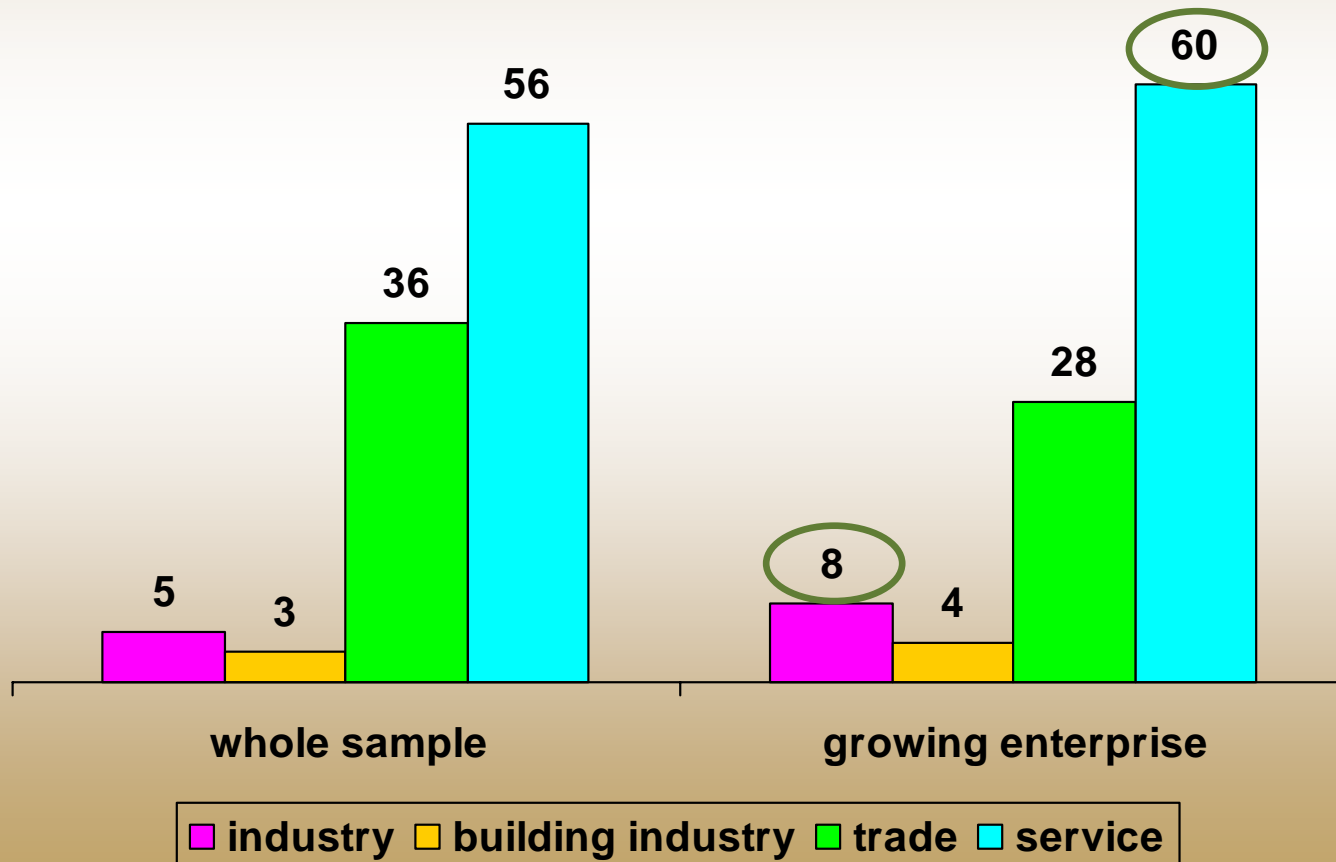




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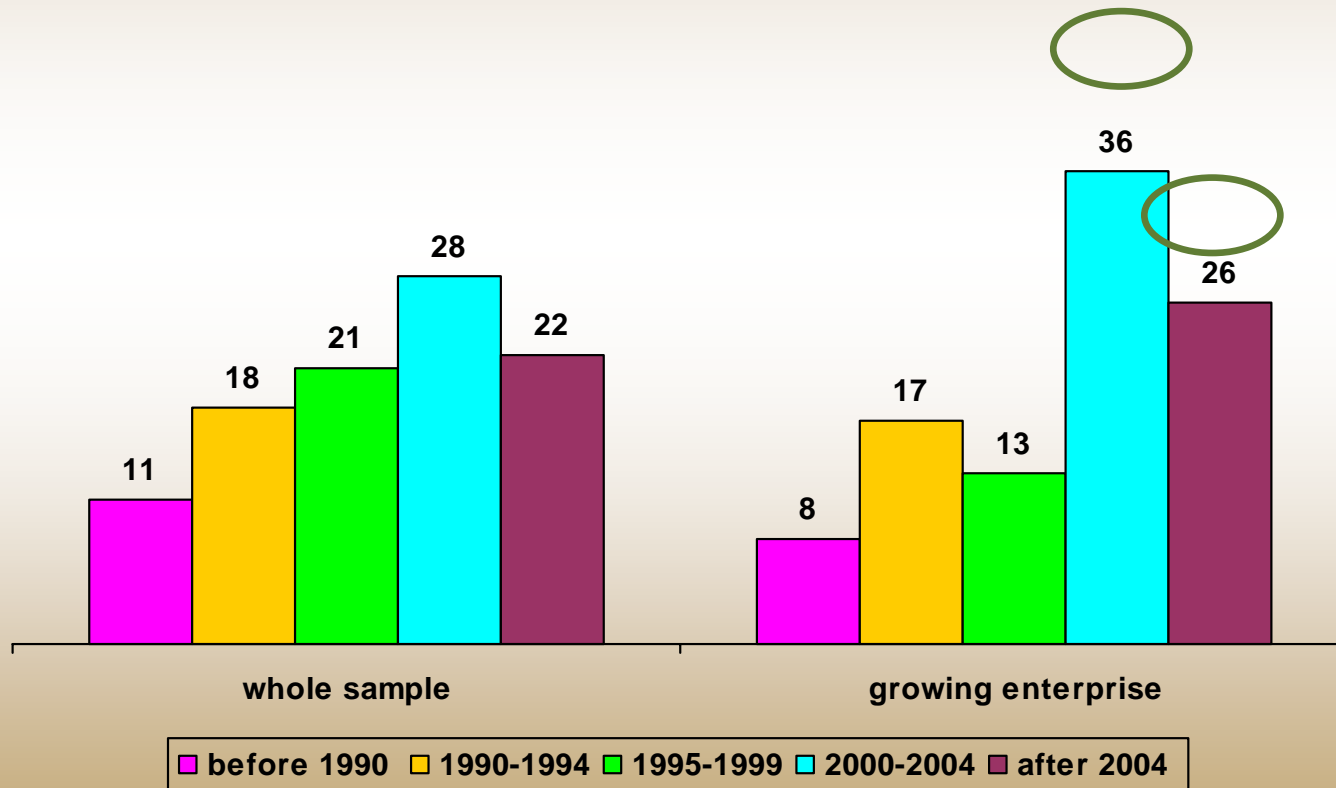
Growing women enterprises – where it's worth

Sector (%) - (sig.: 0,001)



Growing women enterprises – at the right time

Year of funding (%) - (sig.: 0,000)



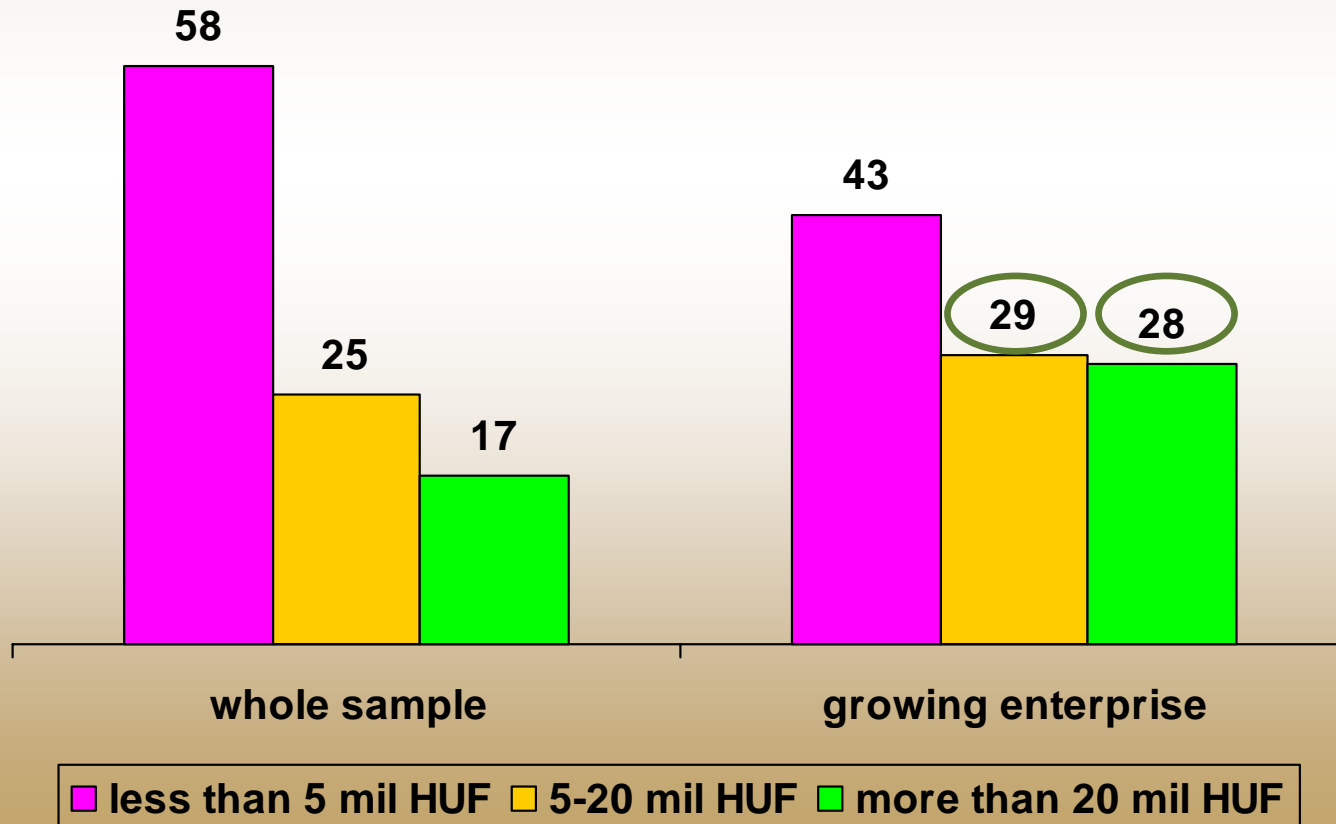
Growing but still micro businesses

Number of employees (%) - (0,006)



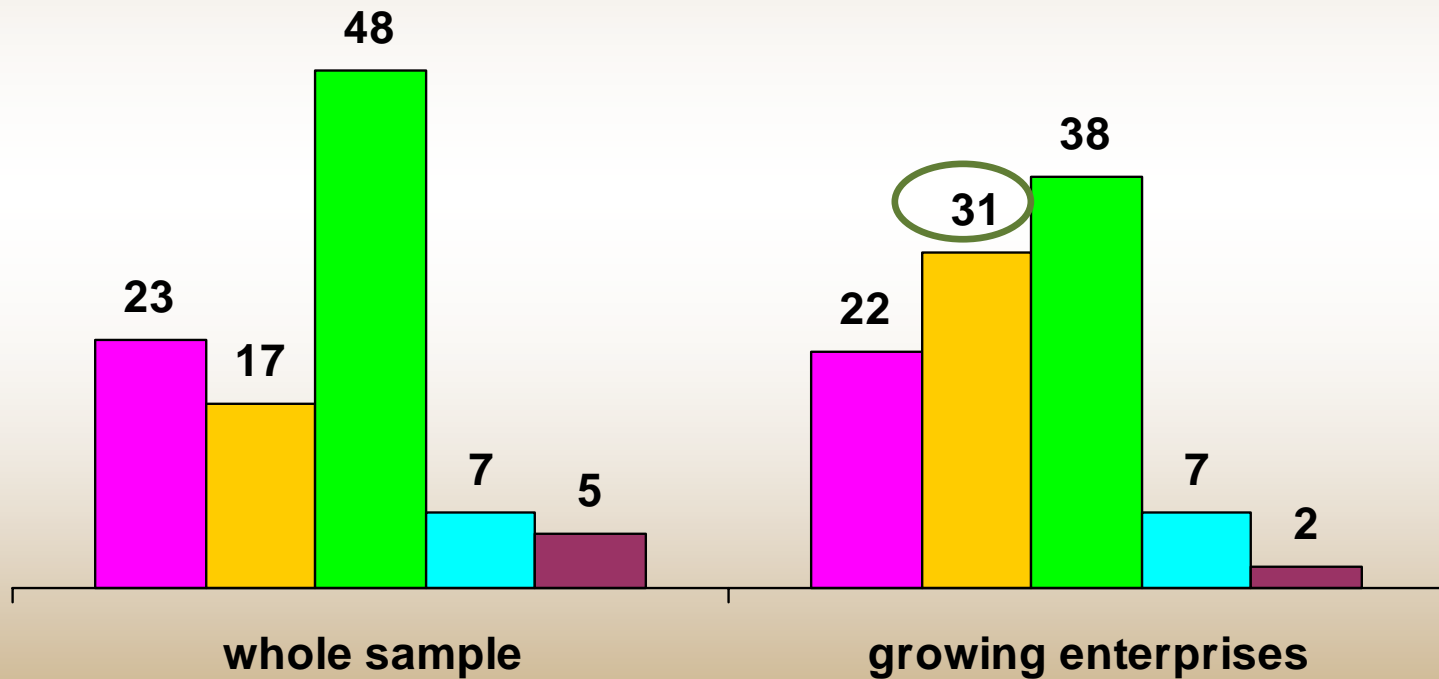
Growing but not yet very successful enterprises

Income (%) -(sig.: 0,000)



Growing enterprises – more blue please

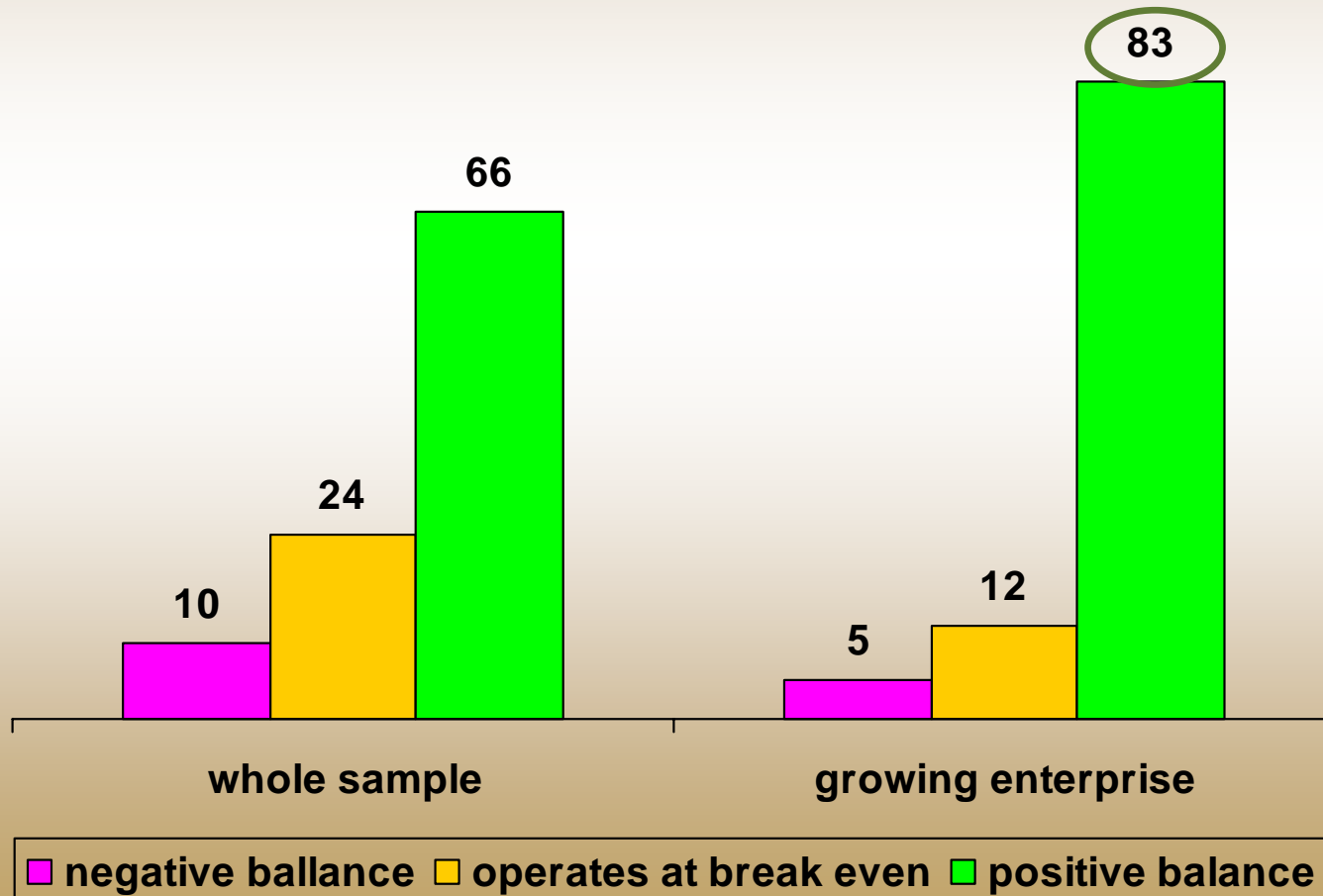
Buyers (%) - (0,000)



- many small ones without regular customers
- some big many small customers
- many small ones with regular customers
- some big customers
- other

Growing enterprises: Careful? Clever?

Result (%) - (0,000)





- Which usually comes faster than expected:
- Better technical conditions
- Unique strategy adopted to frequent changes
- Infrastructure
- Good crisis management
- The possibility of learning, LLL (SWOT)



And you?

- Where are you now and where are you heading to?
- What is your opinion about the possibilities of growing and extension?
- What would you like to learn and under what circumstances?
- Please share your opinion with us by answering our questionnaire.



Message

- For the rest of the day and for 2010

”

If you want to learn about you past, you have to learn about your present, first.

If you want to learn about your future, think about your current life, first. „

Thank you for the attention and the cooperation!