

Poles opinion on Family Businesses 2016

Businesses with potential



FUNDACJA
— FIRMY RODZINNE —

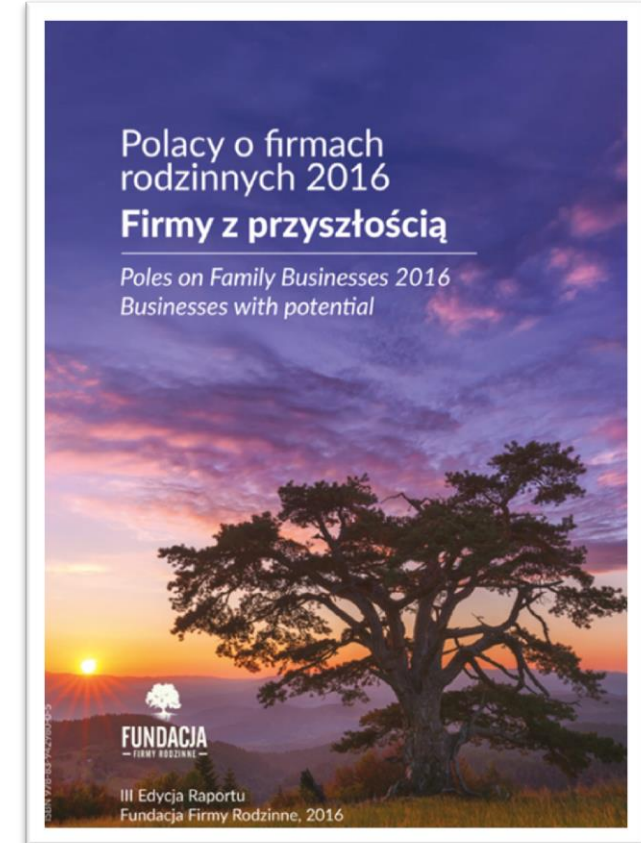
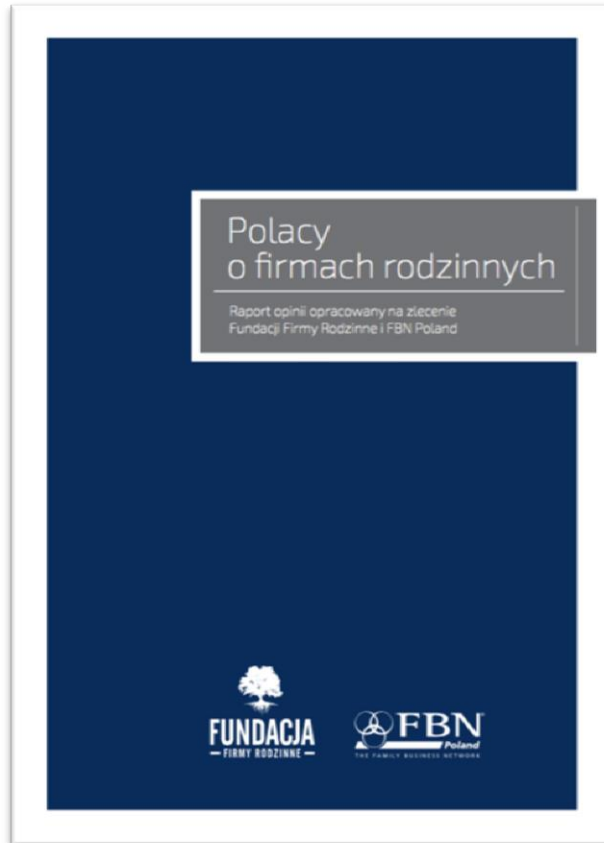
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It is the third edition of the Report 2014 – 2015 - 2016



Research Methods

The research was conducted between **5.08 and 12.08.2016** to produce this report by

SW RESEARCH agency

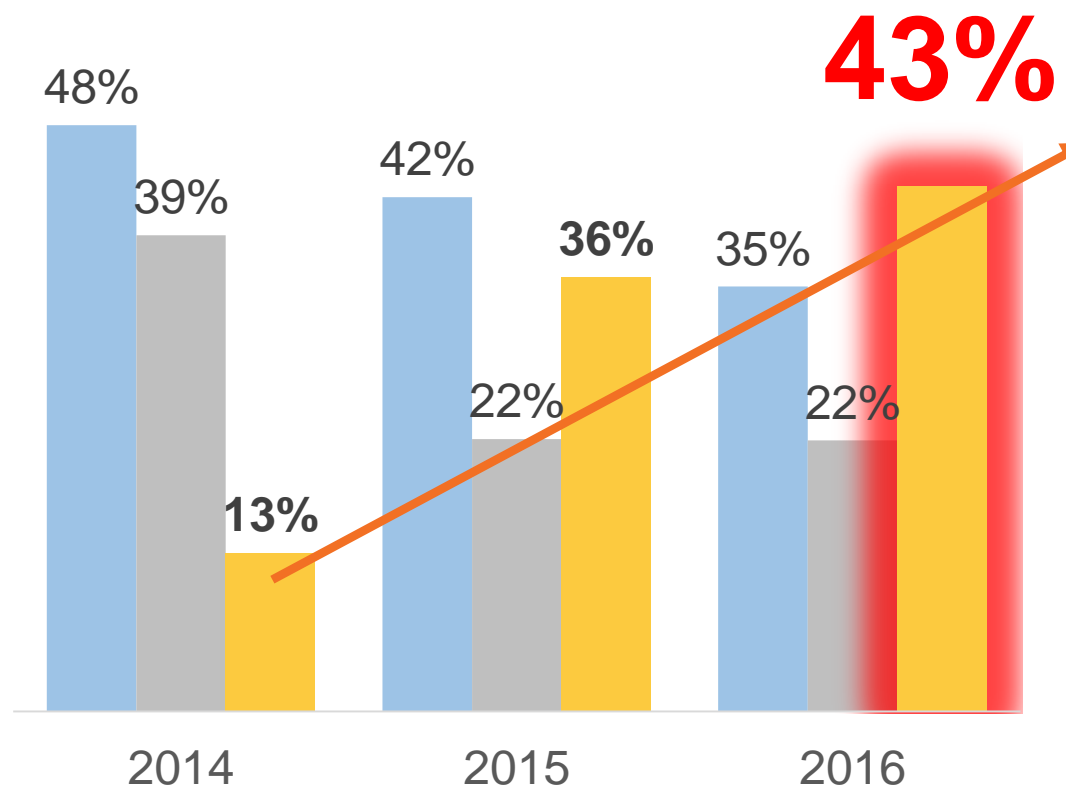
using online questionnaires (CAWI) on an online SW Panel.

There were 1013 questionnaires completed.



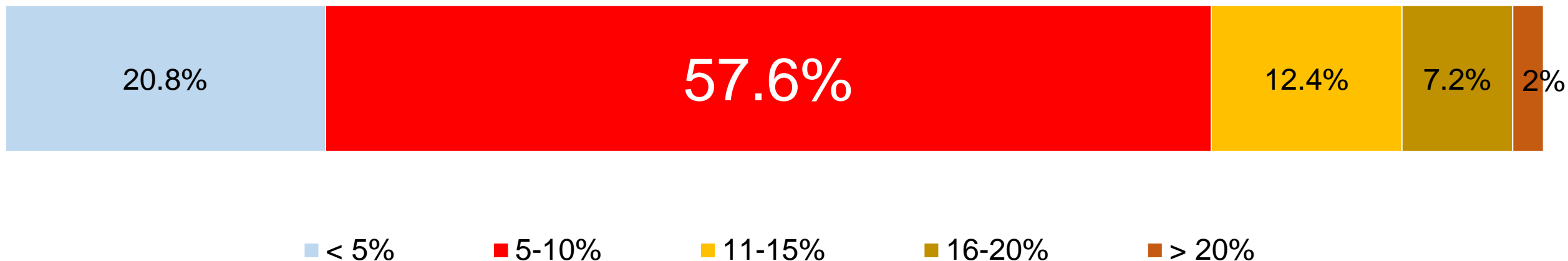
43% of Poles are willing to pay extra for products manufactured by a family business

Would you pay more for a product manufactured by a Family Business than for a comparable product from a business which does not declare any family aspect?



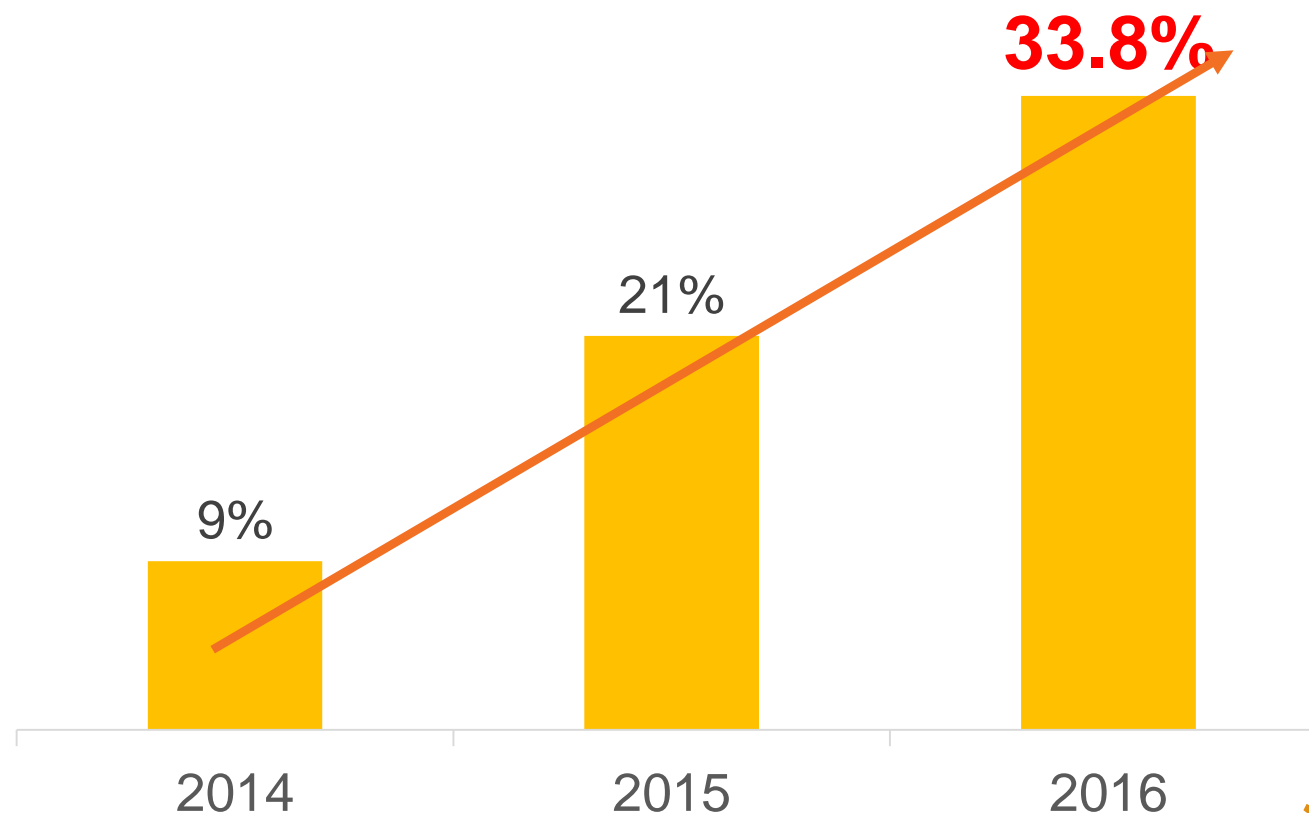
■ I have no opinion/it depends on a product ■ no ■ yes

The majority would pay 5-10% extra



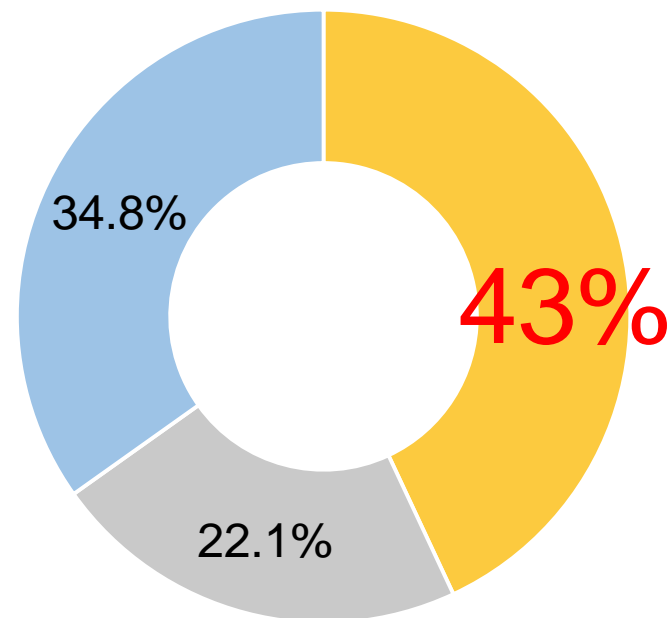
Family businesses are noticed more and more by customers

The respondents who confirmed noticing an indication on a product that it was manufactured by a family business



We trust in what lasts through generations

Does your trust in a product or service offered by a family business increase if you know that the enterprise is run by a consecutive family (consecutive or further) generation?



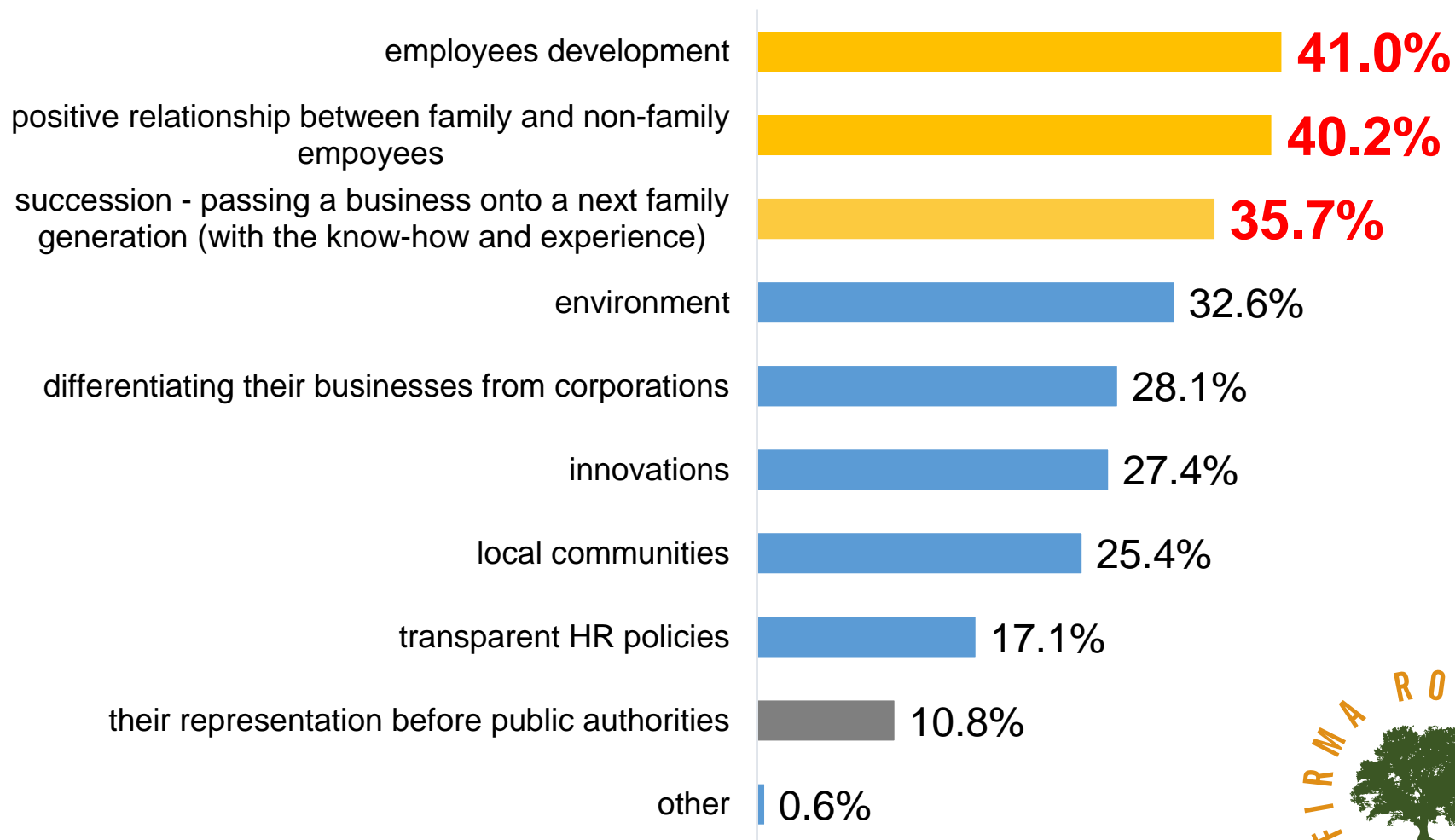
■ yes

■ no

■ I have no opinion

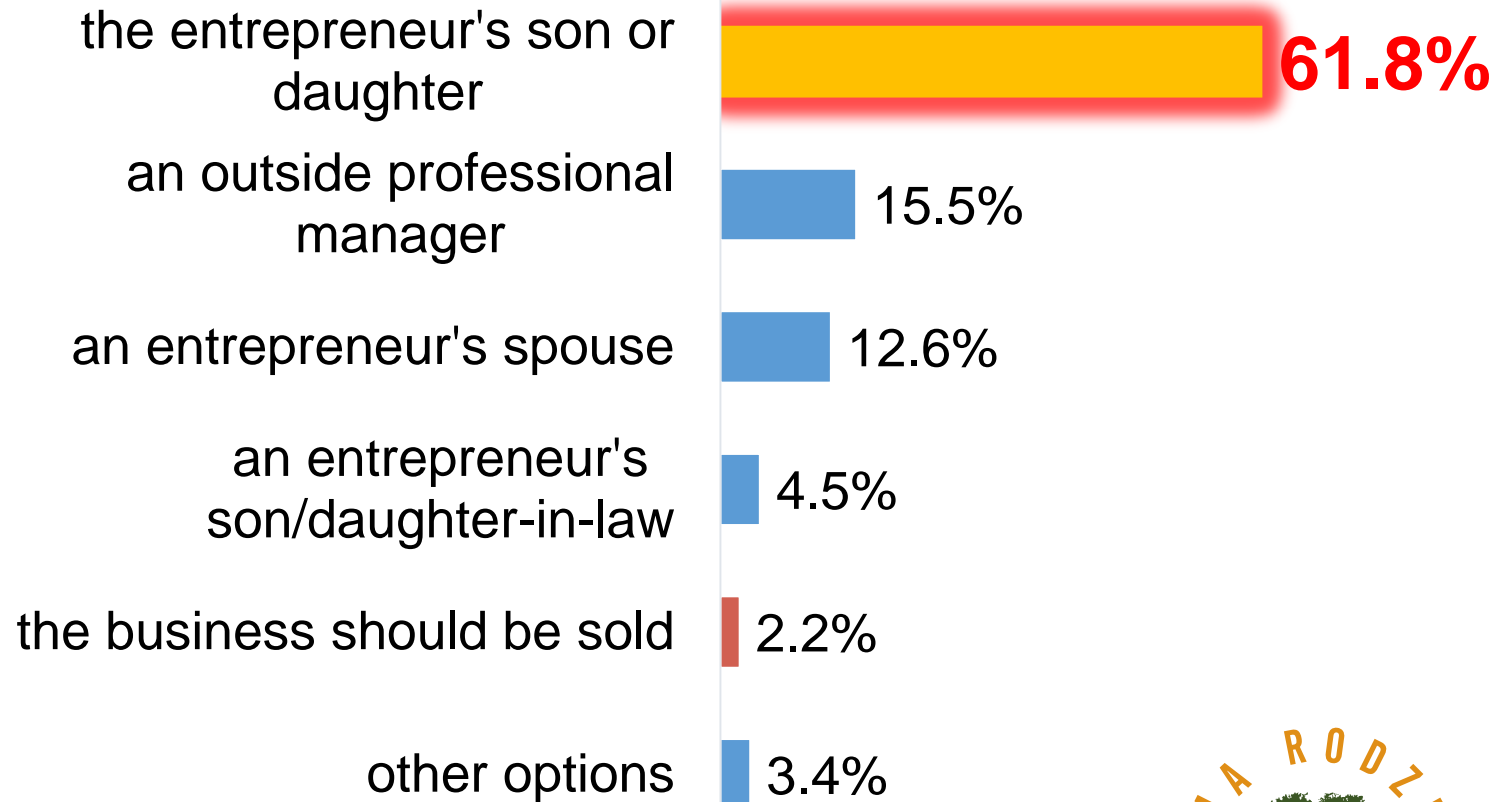
Three challenges of the future

What should family entrepreneurs primarily care about in their businesses?
(multiple choice is allowed)



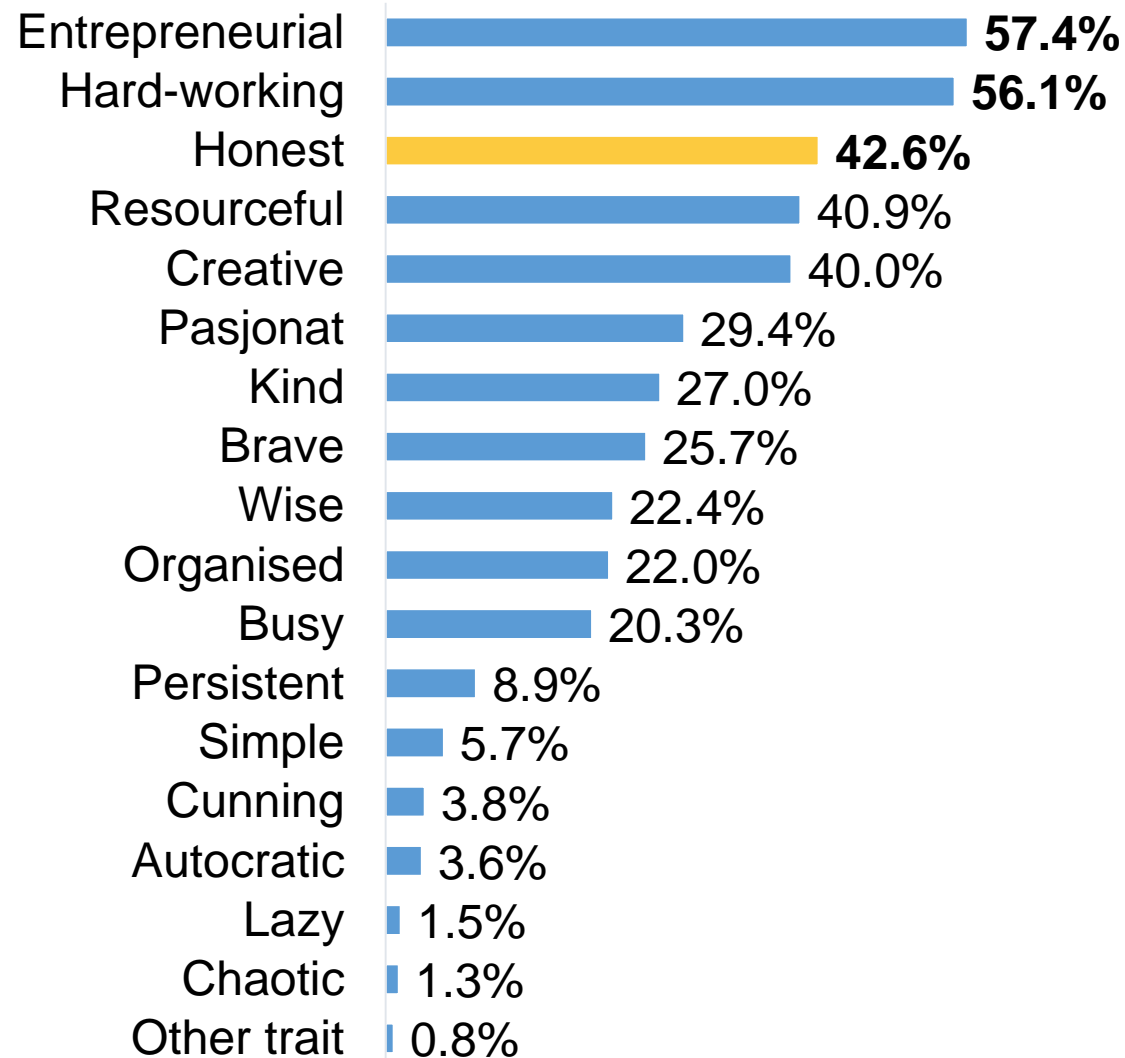
Family businesses should remain in a family

Many representatives of the first generation entrepreneurs from the Polish transformation period will soon retire and face a dilemma who should take over their business. Who do you think should be in charge of a business after a founder leaves? (only 1 answer is possible)



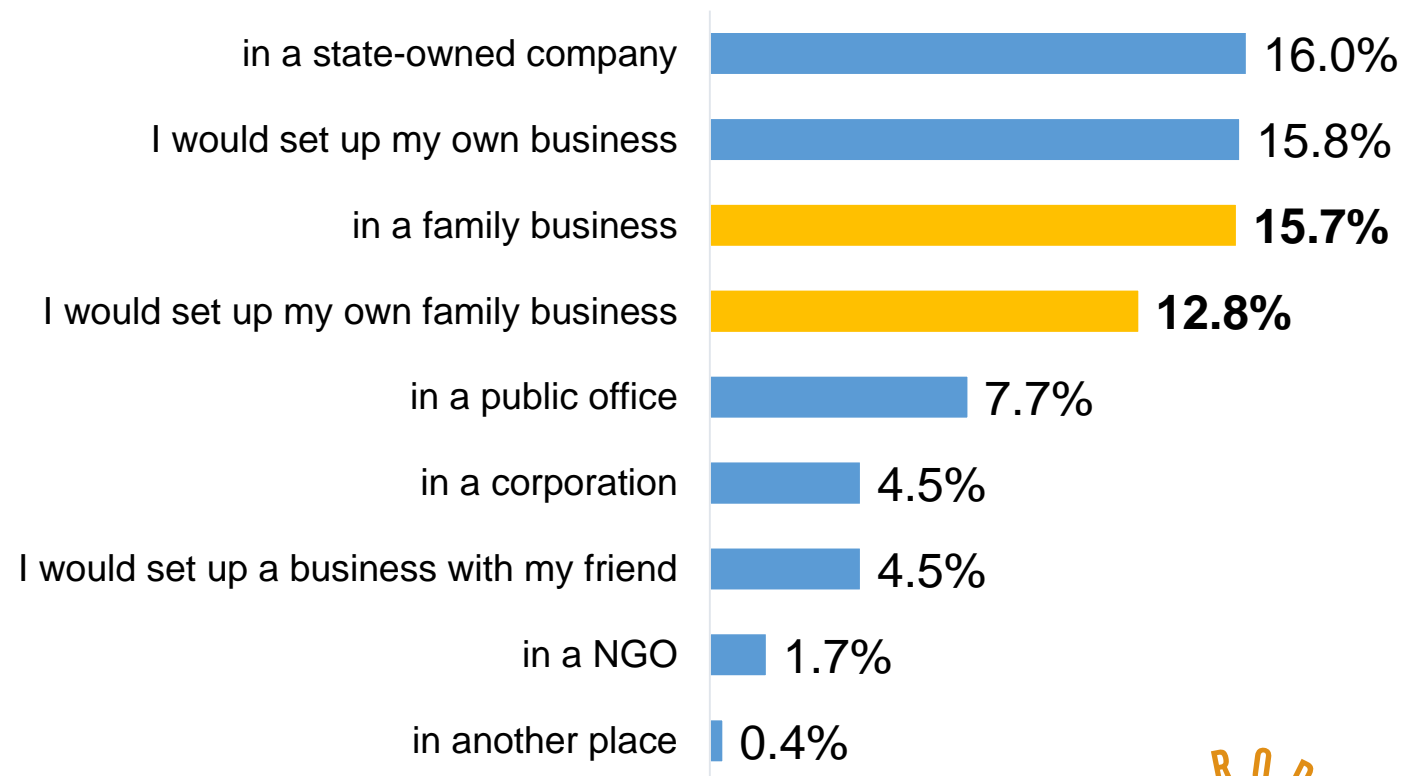
Positive image of a family business owner

Which traits are the best description of a family business owner?
(multiple choice is allowed)



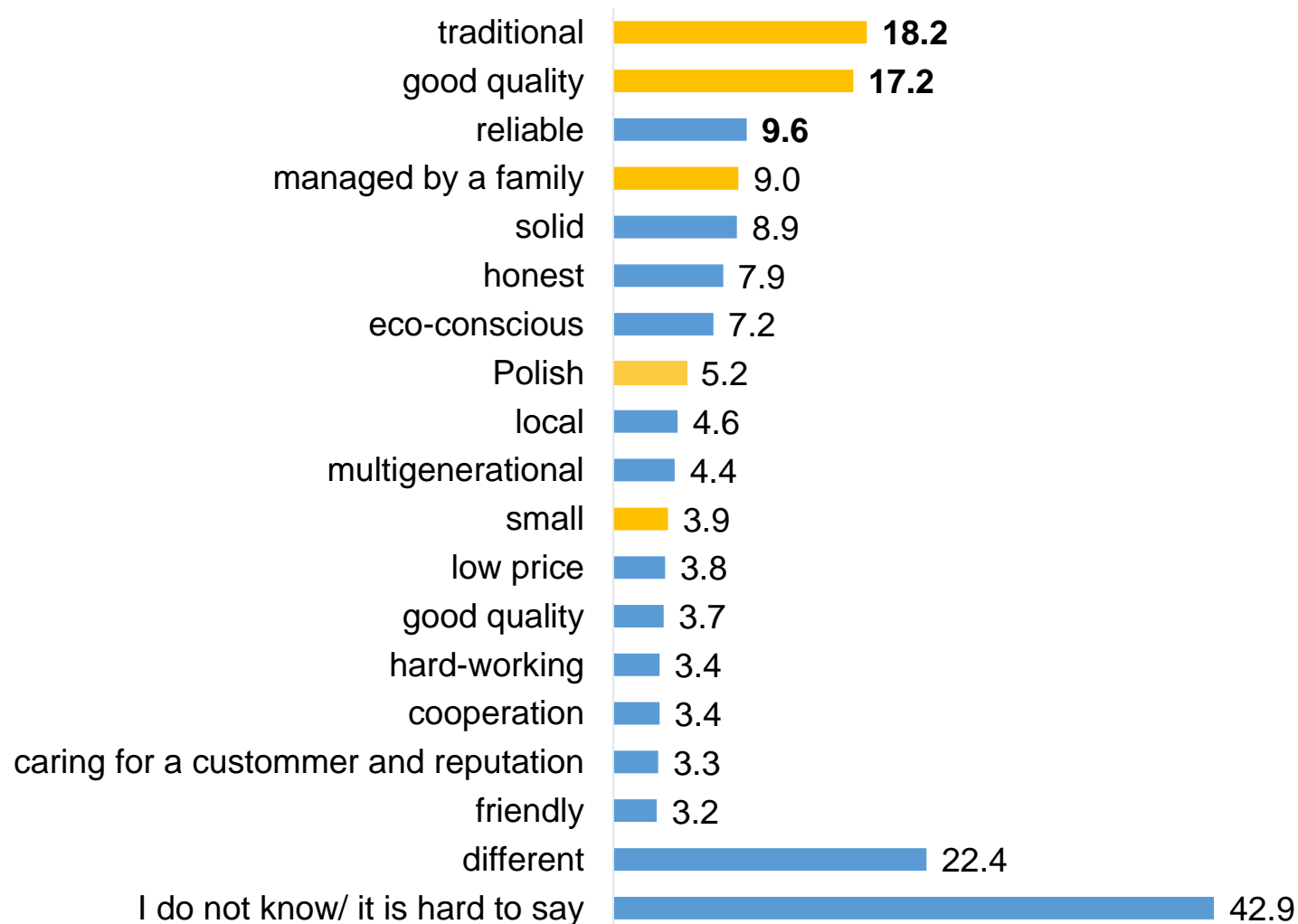
Almost a 1/3 of Poles tie their future with family businesses

In what type of business would you like to work next?
(single answer is possible)



Most important features of family businesses according to Poles

Which words describe best family businesses?
(an open-ended question)



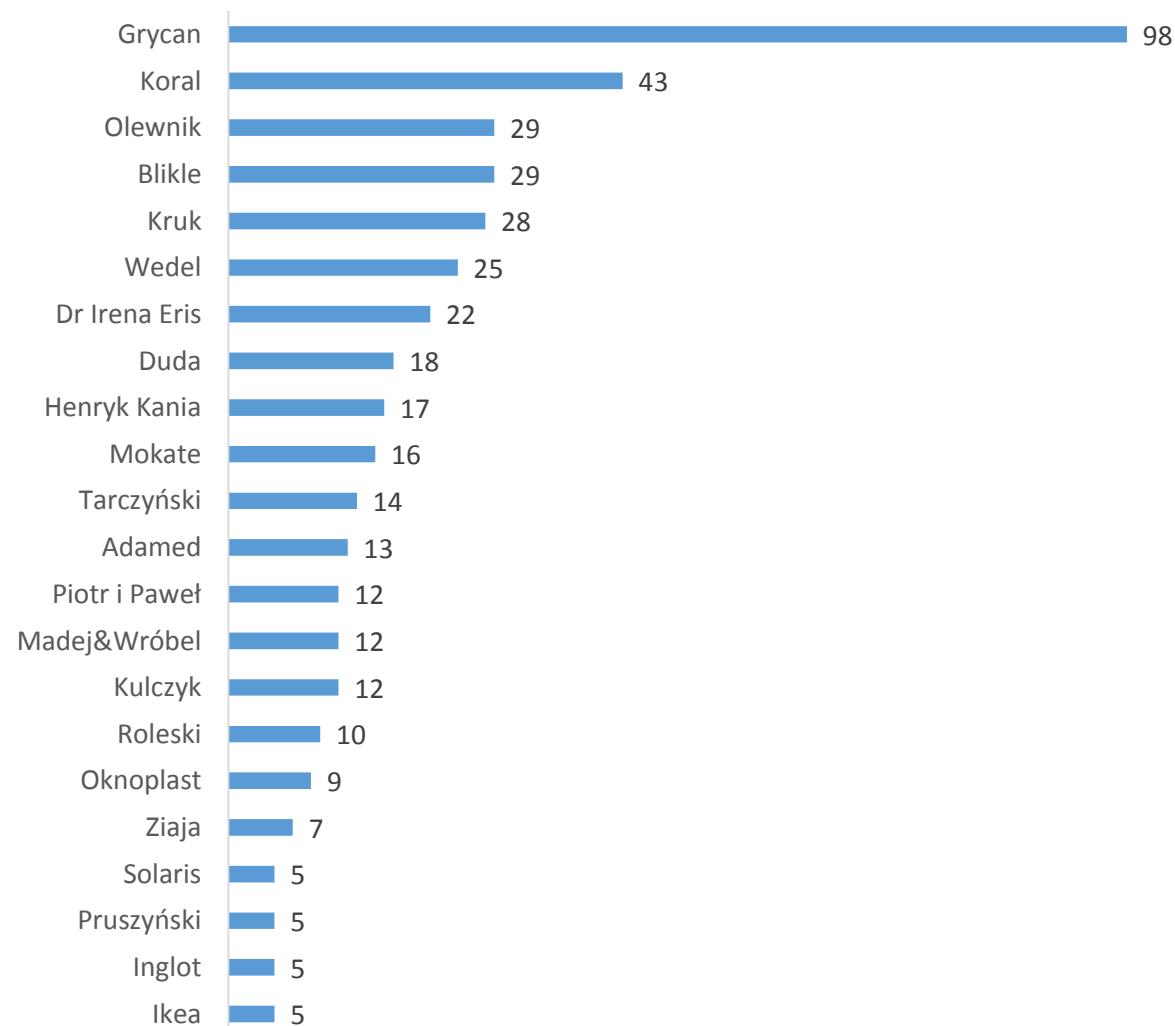
Products' quality and Polish make are the most appreciated properties

What encourages to buy products offered by family businesses?
(multiple choice; data presented in %; N=458, customers who have ever purchased a product from a family business)



Grycan, Koral, Olewnik

- the most recognised family businesses operating in the Polish market



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