



# German Results of the Needs Assessment Survey to determine priority issues that should be covered in the e-training package

22 participants

## 1. Why do you want to start your business?

18%	To fill a need I saw in the market to create an entirely new product/service
36%	To fill a need I saw in the market for an improvement in an existing product/service
----	Because I identified a very profitable area for business (low wages, cheap inputs, new fashion, easy-to-get/convenient location...)
18%	To make more money
<b>82%</b>	<b>To gain greater flexibility, control of my time</b>
45%	To become more independent/To do for myself what I had been doing for others
<b>82%</b>	<b>To fulfill a dream, realize a passion</b>
45%	To supplement the family income
27%	To be example for my children or in society
----	Because I did not have any other choice/Lost job, laid off/To feed my family
----	I inherited the business from another person
----	None of these quite describes it; I started /I would like to start my business because (please specify)_____

## 2. What do you think are the main obstacles/problems facing women in starting their own business?

		Unimportant obstacle	Slightly important	Important obstacle	Very important obstacle
1	<b>Combining family and work life</b>	----	9%	55%	36%
2	Lack of information / lack of experience	27%	27%	18%	27%
3	<b>Liquidity and other financial problems (raising capital)</b>	----	36%	27%	36%
4	<b>No time for training / upgrading skills</b>	18%	45%	36%	----
5	Lack of self-confidence (believing in their abilities)	9%	36%	27%	27%
6	Finding the right contacts, networks for their business venture	9%	45%	27%	9%
7	Not being able to use online social network tools efficiently	36%	27%	27%	9%
8	Lack of role models	27%	55%	18%	----

9	Being a woman (i.e. gender discrimination)	18%	64%	18%	9%
10	Low budget for PR and marketing activities	9%	55%	18%	9%
11	Lack of entrepreneurship education	9%	55%	27%	9%
12	Lack of management skills	18%	55%	18%	9%
13	Lack of mentoring( on how to start an enterprise)	27%	27%	18%	27%

3. Do you have previous business experience?  YES (36%)  NO (64%)

4. Do you have your own business now?  YES (64%)  NO (36%)

5. What area of business are you hoping to go into?

----	Production/manufacturing
27%	Trade/Retail sale/wholesale
27%	Service
----	ICT
27%	Consulting
9%	Education
27%	Art
18%	Other

6. If planning to start your own business, what are the major problems facing you?

	YES	NO
Do you know how to start your own business?	73%	27%
Do you know how and where to register your own business?	73%	27%
<b>Do you know how to create your business plan?</b>	45%	55%
Do you plan to create your enterprise yourself?	100%	----
Do you plan to manage without employees	64%	36%
Do you see getting training as a problem?	36%	64%
<b>Do you know how to get low cost entrepreneurship training</b>	36%	64%
<b>Do you see finding start-up money as a serious obstacle?</b>	73%	27%
Do you see getting peer support as a problem?	36%	64%
Do you consider yourself as using the internet effectively for business purposes?	64%	36%
<b>Do you know how to make a market research?</b>	55%	45%
<b>Do you know the legislation rules/laws in your country for starting a new business?</b>	55%	45%
Other	----	----

7. What areas do you need training, please prioritize (1 being most important and 5 least)

<b>Financing and Economy</b> (1: 45%; 5: 9%)
Sales and Marketing (1: 27%; 5: 18%)
Management and Law (1: 18%; 5: 9%)
ICT/IT (1: 9%; 5: 18%)
Communication and Networking (1: 18%; 5: 9%)
Other (----)

8. Do you know anything about local and online resources that support women entrepreneurs?

YES (45%)       NO (55%)

9. Do you know how to set up communication tools:

	YES	NO
WEB page	100%	----
Blog	64%	36%
Facebook page	64%	36%
<b>Twitter account</b>	45%	55%
Newsletter	91%	9%
Other (Xing, LinkedIN)	9%	----