

METRO INTERNATIONAL OWN BUSINESS STUDY

**- SUPPORTING INDEPENDENT BUSINESSES
IS EVERYONE'S BUSINESS**

WHY THIS STUDY?

METRO has a clear purpose – to be the Champion for Independent Business. That is why METRO initiated the **“OWN BUSINESS DAY”**, a day dedicated to business owners and their accomplishments. To gain further insights into the experiences of business owners and how the public views independent businesses, METRO has commissioned the Own Business Study, a representative study encompassing 10,000 respondents across ten countries. Building on the findings from 2017, the study's second round in 2018 takes a closer look at:

WHAT PEOPLE AROUND THE WORLD THINK ABOUT INDEPENDENT BUSINESSES

HOW OWNERS OF INDEPENDENT BUSINESSES LOOK AT THEIR EXPERIENCE

HOW GOVERNMENTS CAN SUPPORT INDEPENDENT BUSINESSES

WHAT ELSE IS NEEDED TO SUPPORT INDEPENDENT BUSINESSES

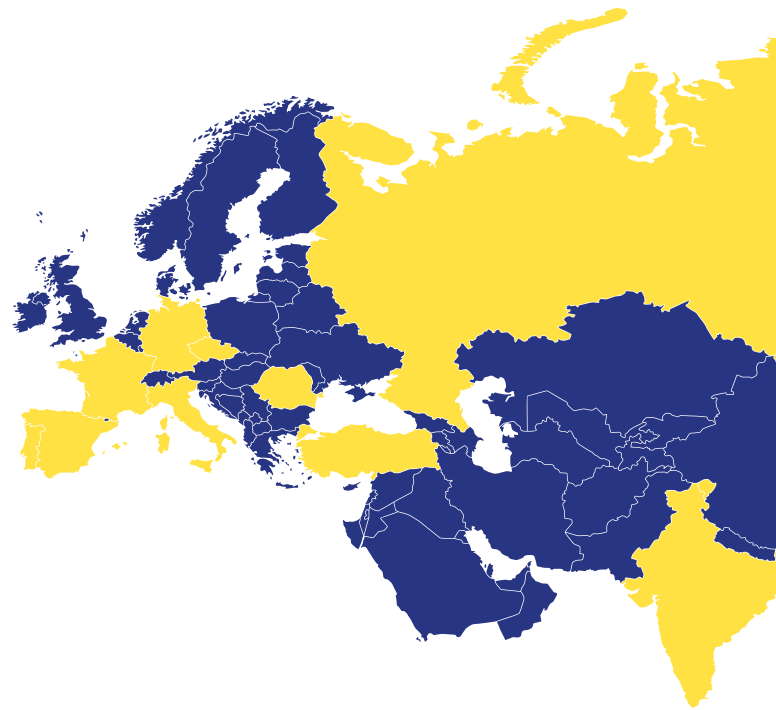
METRO is a leading international specialist in wholesale and food retail. The company operates in 35 countries and employs more than 150,000 people worldwide. In financial year 2016/17, METRO generated sales of approximately € 37 billion. The company provides custom solutions to meet the regional and international needs of its wholesale and retail customers. With its sales brands METRO/MAKRO Cash & Carry and Real as well as delivery services and digitisation initiatives, METRO sets the standards for tomorrow: for customer focus, digital solutions and sustainable business models. www.metroag.de

 **10,000**
RESPONDENTS

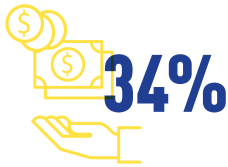
 INCLUDING
1,500
BUSINESS OWNERS

 **10**
COUNTRIES

CZECH REPUBLIC / FRANCE / GERMANY /
INDIA / ITALY / PORTUGAL / ROMANIA /
RUSSIA / SPAIN / TURKEY



**PARTICULARLY DURING THE EARLY STAGES OF STARTING A BUSINESS,
BUSINESS OWNERS FACE MANY CHALLENGES:**



of all owners stated that raising funds to start their business has been difficult.



of business owners found it difficult to advertise their business.



of business owners said they did not have enough customers on the day of their opening.

AFTER HAVING OPENED THEIR BUSINESS, CHALLENGES REMAIN FOR MANY BUSINESS OWNERS. THROUGHOUT THEIR JOURNEY, THEY CONTINUE TO STRUGGLE WITH ECONOMIC CONCERNS, SUCH AS:



The economic situation not being ideal



The amount of taxes



Less security of income

**BUSINESS OWNERS HAVE A PRETTY CLEAR IDEA ABOUT
HOW GOVERNMENTS COULD SUPPORT THEM:**

61% SAID REDUCING AND SIMPLIFYING TAXATION IS BY FAR THE MOST IMPORTANT FACTOR

OWNING AND RUNNING A BUSINESS CERTAINLY TAKES A LOT OF TIME, EFFORT AND PERSISTENCE – DO CONSUMERS APPRECIATE ALL THIS HARD WORK?

They do! The study finds that people value independent businesses a lot. *Many see them as engines for local growth.*



of all consumers surveyed stated that independent businesses are important for the local economy. Only 12% said the same about non-independent businesses.



of consumers said that independent businesses are important for the diversity of the area where they live. Only 12% said the same about non-independent businesses.

SUPPORT FOR INDEPENDENT BUSINESSES IS REFLECTED IN CONSUMERS' PREFERENCES:

Reasons for this preference are:



consumers want to support their local community.



consumers say they offer better quality.



consumers like to buy from people they know personally.

ALMOST **3x MORE** PEOPLE STATE THEY PREFER TO BUY PRODUCTS OR SERVICES FROM INDEPENDENT BUSINESSES

BUT MANY PEOPLE HAVE TROUBLE FINDING OUT ABOUT INDEPENDENT BUSINESSES. THIS CAN MAKE IT DIFFICULT FOR CONSUMERS TO EXPRESS SUPPORT.



of consumers think that it is difficult to find information about independent businesses.



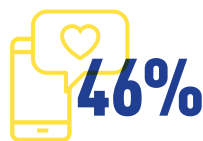
of consumers said they do not see many ads from independent businesses.



of consumers said that independent businesses are not visible online.

THIS IS ALSO REFLECTED IN BUSINESS OWNERS' USAGE OF DIGITAL TOOLS:

While **81%** of business owners believe that digital tools are important for marketing their business, the reality looks different:



have a presence on social media - less than half!



have a website.

REALISING THE FULL POTENTIAL OF INDEPENDENT BUSINESSES IS A TASK FOR EVERYONE. POLITICS NEEDS TO IMPROVE THE REGULATORY FRAMEWORK, OWNERS TO HIGHLIGHT THEIR UNIQUE FEATURES AND CONSUMERS TO CONSIDER THE BENEFITS OF BUYING INDEPENDENT.

Scope:

Across the 10 countries, 10,000 members of the general public were surveyed online, 1,500 of whom were business owners. Respondents were recruited from survey panels and each country's results are representative of the wider population on age and gender.

In the survey, "independent businesses" or "own businesses" were defined as privately owned firms that are usually owned by the person or people who run the business and who have the freedom to choose which products they stock or the service they provide, as well as pricing.

To find out more about the study's findings, please contact:

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