

# TECHNOLOGICAL TOOLKIT FOR ENTREPRENEURS – [TTE@40](#)

## Training Needs Analysis: The Austrian Case

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# **1. INTRODUCTION AND OBJECTIVES**

## **1.1. INTRODUCTION**

To achieve the goals of TTE@40's project and better understanding of the project domain, the needs assessments should be made in each participating country. In this report the need assessment and the results of the questionnaire in Austria is presented, however the analysis and extracting the results and conclusions should be done by entrepreneurship specialists.

## **1.2. OBJECTIVES**

- To determine the profile, training and development needs, learning methods, and skills and competencies of the primary target group, namely mid-career, unemployed, underemployed, at risk of being unemployed and inactive men and women
- To gain insight on the challenges and opportunities facing would-be entrepreneurs in the new business environment e.g. globalisation/internationalisation of entrepreneurs, changing nature of the workforce, entrepreneurial spirit, mindset, risk, importance of teambuilding, access to research and finance, administrative hurdles

## 2. METHODOLOGY

### 2.1. POPULATION

The population of the study consists primarily of the target group to which the TTE@40 project is addressing, namely mid-career, unemployed, and underemployed, at risk of being unemployed and inactive men and women. This is a large potential target group and one that is not homogeneous. Due to the increasing pace of innovation and change the project will focus specifically on training our ageing labour force to create and grow technology-based, innovative enterprises.

### 2.2. TARGET GROUP

Mid-career entrepreneurs planning to create of innovative and technology-based SMEs.

### 2.3. SAMPLE

The sample was made of 250 mid-career entrepreneurs.

|                                |        |
|--------------------------------|--------|
| <b>N° of surveys sent</b>      | 426    |
| <b>Responses</b>               | 20     |
| <b>Percentage of responses</b> | 4,69 % |

| <b>Distribution channels of the questionnaire</b> |           |                   |
|---|-----------|-------------------|
|   | <b>N°</b> | <b>Percentage</b> |
| <b>Mailing</b>                                    | 426       | 100 %             |
| <b>E-mail</b>                                     | 0         | 0 %               |
| <b>Fax</b>  | 0         | 0 %               |
| <b>Web site</b>                                   | 0         | 0 %               |
| <b>Total</b>                                      | 426       | 100 %             |

### 3. RESULTS

#### 3.1. ABOUT THE RESPONDENT

| <b>1. Gender of the respondent</b> |           |                   |
|------------------------------------|-----------|-------------------|
|                                    | <b>Nº</b> | <b>Percentage</b> |
| Male                               | 19        | 95 %              |
| Female                             | 1         | 5 %               |
| Missing values                     | 0         | 0 %               |
| Total                              | 20        | 100 %             |

| <b>2. Age of the respondent</b> |           |                   |
|---------------------------------|-----------|-------------------|
|                                 | <b>Nº</b> | <b>Percentage</b> |
| Under 34                        | 3         | 15 %              |
| 35 – 44                         | 17        | 75 %              |
| 45 – 54                         | 0         | 0 %               |
| 55 – 64                         | 0         | 0 %               |
| 65 +                            | 0         | 0 %               |
| Missing values                  | 0         | 0 %               |
| Total                           | 20        | 100 %             |

| <b>3. Formal education of the respondent</b> |           |                   |
|--|-----------|-------------------|
|  | <b>Nº</b> | <b>Percentage</b> |
| Under Secondary school                       | 0         | 0 %               |
| Secondary school certificate                 | 0         | 0 %               |
| Post secondary education                     | 1         | 5 %               |
| University degree                            | 11        | 55 %              |
| Postgraduate degree                          | 8         | 40 %              |
| Missing values                               | 0         | 100 %             |
| Total  | 20        | 100 %             |

| <b>4. Other training/professional qualification of the respondent</b> |           |                   |
|---|-----------|-------------------|
|   | <b>Nº</b> | <b>Percentage</b> |
| Undergraduate   | 0         | 0 %               |
| Postgraduate  | 1         | 5 %               |
| Missing values  | 19        | 95 %              |
| Total   | 20        | 100 %             |

| <b>5. Respondents that started a business in the last 2 years</b> |           |                   |
|---|-----------|-------------------|
|   | <b>Nº</b> | <b>Percentage</b> |
| Yes   | 6         | 30 %              |
| No  | 14        | 70 %              |
| Missing values  | 0         | 0 %               |
| Total   | 20        | 100 %             |

| <b>6. Respondent involvement in the business</b> |           |    |                   |        |
|--|-----------|----|-------------------|--------|
|  | <b>Nº</b> |    | <b>Percentage</b> |        |
|  | Yes       | No | Yes               | No     |
| Own shares in the firm                           | 6         | 0  | 100 %             | 0 %    |
| Missing values                                   | 0         |    | 0 %               |        |
| Total  | 6         |    | 100 %             |        |
| Employ members of staff                          | 2         | 4  | 33.3 %            | 66.6 % |
| Missing values                                   | 0         |    | 0 %               |        |
| Total  | 6         |    | 100 %             |        |

| <b>7. Methods of financing for respondents business</b> |           |                   |
|---|-----------|-------------------|
|   | <b>Nº</b> | <b>Percentage</b> |
| Personal savings  | 3         | 50 %              |
| Borrowed from friends/family/etc.                       | 0         | 0 %               |
| Borrowed from the bank                                  | 0         | 0 %               |
| Equity from a business angel                            | 0         | 0 %               |
| From a venture capital company                          | 0         | 0 %               |
| Grant/loan from a government scheme                     | 0         | 0 %               |
| Combination of 1, 2                                     | 1         | 16.6 %            |
| Combination of 1, 2, 6                                  | 1         | 16.6 %            |
| Missing values  | 1         | 16.6 %            |
| Total   | 6         | 100 %             |

| <b>8. Respondents beliefs</b>  |           |                   |
|--|-----------|-------------------|
|  | <b>Nº</b> | <b>Percentage</b> |
| I believe I have the training, education and skills needed to be successful in this new business           | 5         | 83.3 %            |
| I feel I have spotted a market opportunity   | 1         | 16.6 %            |
| I saw starting a small business as a desirable career choice   | 3         | 50 %              |
| I believe my previous work experience will help me in my new business                                      | 3         | 50 %              |
| I started this business as I couldn't find another job   | 2         | 33.3 %            |
| I was aware of local training courses to help me start my business   | 1         | 16.6 %            |
| If this new business is not successful it will be easy for me to find a good job or start another business | 3         | 50 %              |

| <b>9. Respondent length of work experience</b> |           |                   |
|--|-----------|-------------------|
|  | <b>Nº</b> | <b>Percentage</b> |
| Less than 5 years                              | 0         | 0 %               |
| 5 – 10 years                                   | 3         | 50 %              |
| 10 – 15 years                                  | 1         | 16.6 %            |
| 15 – 20 years                                  | 2         | 33.3 %            |
| Over 20 years                                  | 0         | 0 %               |
| Missing values                                 | 0         | 0 %               |
| Total  | 6         | 100 %             |

| <b>10. Respondent type of work experience</b> |           |    |                   |        |
|---|-----------|----|-------------------|--------|
|   | <b>Nº</b> |    | <b>Percentage</b> |        |
|   | Yes       | No | Yes               | No     |
| <b>Large companies</b>                        | 1         | 5  | 16.6 %            | 83.3 % |
| Missing values                                | 0         |    | 0 %               |        |
| Total   | 6         |    | 100 %             |        |
| <b>Small companies</b>                        | 6         | 0  | 100 %             | 0 %    |
| Missing values                                | 0         |    | 0 %               |        |
| Total   | 6         |    | 100 %             |        |
| <b>Public sector</b>                          | 2         | 4  | 33.3 %            | 66.6 % |
| Missing values                                | 0         |    | 0 %               |        |
| Total   | 6         |    | 100 %             |        |
| <b>Voluntary sector</b>                       | 1         | 5  | 16.6 %            | 83.3 % |
| Missing values                                | 0         |    | 0 %               |        |
| Total   | 6         |    | 100 %             |        |

| <b>11. Respondent background</b> |           |                   |
|----------------------------------|-----------|-------------------|
|                                  | <b>Nº</b> | <b>Percentage</b> |
| Employed                         | 3         | 50 %              |
| Self employed                    | 2         | 33.3 %            |
| Student                          | 3         | 50 %              |
| Retired                          | 0         | 0 %               |
| Not working                      | 0         | 0 %               |
| Missing values                   | 0         | 0 %               |
| Total                            | 6*        | 100 %*            |

\* Two persons had selected more than one choice

| <b>12. Respondents planning to start a business in the next 12 months</b> |           |                   |
|---|-----------|-------------------|
|   | <b>Nº</b> | <b>Percentage</b> |
| Yes   | 4         | 20 %              |
| No  | 10        | 50 %              |
| Missing values  | 6         | 30 %              |
| Total   | 20        | 100 %             |

| <b>13. Beliefs of the respondents planning to start a business in the next 12 months</b>                   |           |                   |
|--|-----------|-------------------|
|  | <b>Nº</b> | <b>Percentage</b> |
| I believe I have the training, education and skills needed to be successful in this new business           | 10        | 50 %              |
| I feel I have spotted a market opportunity   | 0         | 0 %               |
| I saw starting a small business as a desirable career choice   | 8         | 40 %              |
| I believe my previous work experience will help me in my new business                                      | 8         | 40 %              |
| I started this business as I couldn't find another job   | 0         | 0 %               |
| I was aware of local training courses to help me start my business   | 2         | 10 %              |
| If this new business is not successful it will be easy for me to find a good job or start another business | 6         | 30 %              |

| <b>14. Respondent length of work experience</b> |           |                   |
|---|-----------|-------------------|
|   | <b>Nº</b> | <b>Percentage</b> |
| Less than 5 years                               | 4         | 20 %              |
| 5 – 10 years                                    | 5         | 25 %              |
| 10 – 15 years                                   | 5         | 25 %              |
| 15 – 20 years                                   | 2         | 10 %              |
| Over 20 years                                   | 0         | 0 %               |
| Missing values                                  | 4         | 20 %              |
| <b>Total</b>                                    | <b>20</b> | <b>100 %</b>      |

| <b>15. Respondent type of work experience</b> |            |           |                   |           |
|---|------------|-----------|-------------------|-----------|
|   | <b>Nº</b>  |           | <b>Percentage</b> |           |
|   | <b>Yes</b> | <b>No</b> | <b>Yes</b>        | <b>No</b> |
| <b>Large companies</b>                        | 7          | 9         | 35 %              | 45 %      |
| Missing values                                | 4          |           | 20 %              |           |
| <b>Total</b>                                  | <b>20</b>  |           | <b>100 %</b>      |           |
| <b>Small companies</b>                        | 11         | 5         | 55 %              | 25 %      |
| Missing values                                | 4          |           | 20 %              |           |
| <b>Total</b>                                  | <b>20</b>  |           | <b>100 %</b>      |           |
| <b>Public sector</b>                          | 5          | 11        | 25 %              | 55 %      |
| Missing values                                | 4          |           | 20 %              |           |
| <b>Total</b>                                  | <b>20</b>  |           | <b>100 %</b>      |           |
| <b>Voluntary sector</b>                       | 3          | 13        | 15 %              | 65 %      |
| Missing values                                | 4          |           | 20 %              |           |
| <b>Total</b>                                  | <b>20</b>  |           | <b>100 %</b>      |           |

| <b>16. Respondent background</b> |           |                   |
|----------------------------------|-----------|-------------------|
|                                  | <b>Nº</b> | <b>Percentage</b> |
| Employed                         | 9         | 45 %              |
| Self employed                    | 3         | 15 %              |
| Student                          | 0         | 0 %               |
| Retired                          | 0         | 0 %               |
| Not working                      | 4         | 20 %              |
| Missing values                   | 4         | 20 %              |
| Total                            | 20        | 100 %             |

### 3.2. RESPONDENT' BUSINESS

| <b>1. Main sector of industry / services</b> |           |                   |
|--|-----------|-------------------|
|  | <b>Nº</b> | <b>Percentage</b> |
| Information Technology                       | 8         | 40 %              |
| Consultancy                                  | 1         | 5 %               |
| Architecture                                 | 6         | 30 %              |
| Invention & Innovations                      | 1         | 5 %               |
| Missing values                               | 4         | 20 %              |
| Total  | 20        | 100 %             |

| <b>2. Business relies on the use of new technology</b> |           |                   |
|--|-----------|-------------------|
|  | <b>Nº</b> | <b>Percentage</b> |
| Yes  | 17        | 85 %              |
| No   | 0         | 0 %               |
| Missing values   | 3         | 15 %              |
| Total  | 20        | 100 %             |

| <b>3. Number of employees</b> |           |                   |
|-------------------------------|-----------|-------------------|
|                               | <b>Nº</b> | <b>Percentage</b> |
| 7                             | 1         | 5 %               |
| 6                             | 1         | 5 %               |
| 4                             | 1         | 5 %               |
| 3                             | 1         | 5 %               |
| 2                             | 1         | 5 %               |
| 1                             | 4         | 20 %              |
| No employee, alone            | 2         | 10 %              |
| Missing values                | 9         | 45 %              |
| Total                         | 20        | 100 %             |

### 3.3. RESPONDENT TRAINING AND DEVELOPMENT NEEDS

| <b>A. Exporting</b> |           |                   |
|---------------------|-----------|-------------------|
|                     | <b>Nº</b> | <b>Percentage</b> |
| Most                | 2         | 10 %              |
| Quite               | 4         | 20 %              |
| Average             | 5         | 25 %              |
| Not very            | 4         | 20 %              |
| Least               | 4         | 20 %              |
| Missing values      | 1         | 5 %               |
| Total               | 20        | 100 %             |

| <b>B. Global business environment</b> |           |                   |
|---------------------------------------|-----------|-------------------|
|                                       | <b>Nº</b> | <b>Percentage</b> |
| Most                                  | 4         | 20 %              |
| Quite                                 | 2         | 20 %              |
| Average                               | 7         | 35 %              |
| Not very                              | 4         | 20 %              |
| Least                                 | 2         | 10 %              |
| Missing values                        | 1         | 5 %               |
| Total                                 | 20        | 100 %             |

| <b>C. Information technology</b> |           |                   |
|----------------------------------|-----------|-------------------|
|                                  | <b>Nº</b> | <b>Percentage</b> |
| Most                             | 10        | 50 %              |
| Quite                            | 3         | 15 %              |
| Average                          | 3         | 15 %              |
| Not very                         | 1         | 5 %               |
| Least                            | 2         | 10 %              |
| Missing values                   | 1         | 5 %               |
| Total                            | 20        | 100 %             |

| <b>D. Business plan writing skills</b> |           |                   |
|--|-----------|-------------------|
|  | <b>Nº</b> | <b>Percentage</b> |
| Most                                   | 7         | 35 %              |
| Quite                                  | 3         | 15 %              |
| Average                                | 3         | 15 %              |
| Not very                               | 3         | 15 %              |
| Least                                  | 2         | 10 %              |
| Missing values                         | 2         | 10 %              |
| Total                                  | 20        | 100 %             |

| <b>E. Advertising and promotion</b> |           |                   |
|-------------------------------------|-----------|-------------------|
|                                     | <b>Nº</b> | <b>Percentage</b> |
| Most                                | 8         | 40 %              |
| Quite                               | 6         | 30 %              |
| Average                             | 3         | 15 %              |
| Not very                            | 0         | 0 %               |
| Least                               | 1         | 5 %               |
| Missing values                      | 2         | 10 %              |
| Total                               | 20        | 100 %             |

| <b>F. Strategic management</b> |           |                   |
|--------------------------------|-----------|-------------------|
|                                | <b>Nº</b> | <b>Percentage</b> |
| Most                           | 1         | 5 %               |
| Quite                          | 9         | 45 %              |
| Average                        | 7         | 35 %              |
| Not very                       | 2         | 10 %              |
| Least                          | 0         | 0 %               |
| Missing values                 | 1         | 5 %               |
| Total                          | 20        | 100 %             |

| <b>G. Market analysis / segmentation</b> |           |                   |
|--|-----------|-------------------|
|  | <b>Nº</b> | <b>Percentage</b> |
| Most                                     | 5         | 25 %              |
| Quite                                    | 9         | 45 %              |
| Average                                  | 3         | 15 %              |
| Not very                                 | 2         | 10 %              |
| Least                                    | 0         | 0 %               |
| Missing values                           | 1         | 5 %               |
| Total                                    | 20        | 100 %             |

| <b>H. Human resource management</b> |           |                   |
|-------------------------------------|-----------|-------------------|
|                                     | <b>Nº</b> | <b>Percentage</b> |
| Most                                | 0         | 0 %               |
| Quite                               | 7         | 35 %              |
| Average                             | 8         | 40 %              |
| Not very                            | 2         | 10 %              |
| Least                               | 2         | 10 %              |
| Missing values                      | 1         | 5 %               |
| Total                               | 20        | 100 %             |

| <b>I. Employment law</b> |           |                   |
|--------------------------|-----------|-------------------|
|                          | <b>Nº</b> | <b>Percentage</b> |
| Most                     | 2         | 10 %              |
| Quite                    | 5         | 25 %              |
| Average                  | 9         | 45 %              |
| Not very                 | 2         | 10 %              |
| Least                    | 0         | 0 %               |
| Missing values           | 2         | 10 %              |
| Total                    | 20        | 100 %             |

| <b>J. Creativity / Innovation</b> |           |                   |
|-----------------------------------|-----------|-------------------|
|                                   | <b>Nº</b> | <b>Percentage</b> |
| Most                              | 12        | 60 %              |
| Quite                             | 5         | 25 %              |
| Average                           | 0         | 0 %               |
| Not very                          | 1         | 5 %               |
| Least                             | 1         | 5 %               |
| Missing values                    | 1         | 5 %               |
| Total                             | 20        | 100 %             |

| <b>K. Supply chain management</b> |           |                   |
|-----------------------------------|-----------|-------------------|
|                                   | <b>Nº</b> | <b>Percentage</b> |
| Most                              | 1         | 5 %               |
| Quite                             | 2         | 10 %              |
| Average                           | 6         | 30 %              |
| Not very                          | 10        | 50 %              |
| Least                             | 0         | 0 %               |
| Missing values                    | 1         | 5 %               |
| Total                             | 20        | 100 %             |

| <b>L. Business law</b> |           |                   |
|------------------------|-----------|-------------------|
|                        | <b>Nº</b> | <b>Percentage</b> |
| Most                   | 6         | 30 %              |
| Quite                  | 7         | 35 %              |
| Average                | 5         | 25 %              |
| Not very               | 1         | 5 %               |
| Least                  | 0         | 0 %               |
| Missing values         | 1         | 5 %               |
| Total                  | 20        | 100 %             |

| <b>M. Language skills</b> |           |                   |
|---------------------------|-----------|-------------------|
|                           | <b>Nº</b> | <b>Percentage</b> |
| Most                      | 5         | 25 %              |
| Quite                     | 7         | 35 %              |
| Average                   | 5         | 25 %              |
| Not very                  | 1         | 5 %               |
| Least                     | 1         | 5 %               |
| Missing values            | 1         | 5 %               |
| Total                     | 20        | 100 %             |

| <b>N. Financial management</b> |           |                   |
|--------------------------------|-----------|-------------------|
|                                | <b>Nº</b> | <b>Percentage</b> |
| Most                           | 3         | 15 %              |
| Quite                          | 10        | 50 %              |
| Average                        | 4         | 20 %              |
| Not very                       | 2         | 10 %              |
| Least                          | 0         | 0 %               |
| Missing values                 | 1         | 5 %               |
| Total                          | 20        | 100 %             |

| <b>O. How to exploit scientific R &amp; D</b> |           |                   |
|---|-----------|-------------------|
|   | <b>Nº</b> | <b>Percentage</b> |
| Most  | 5         | 25 %              |
| Quite   | 7         | 35 %              |
| Average                                       | 3         | 15 %              |
| Not very                                      | 2         | 10 %              |
| Least   | 1         | 5 %               |
| Missing values                                | 2         | 10 %              |
| Total   | 20        | 100 %             |

| <b>P. Pay and benefits</b> |           |                   |
|----------------------------|-----------|-------------------|
|                            | <b>Nº</b> | <b>Percentage</b> |
| Most                       | 1         | 5 %               |
| Quite                      | 9         | 45 %              |
| Average                    | 2         | 10 %              |
| Not very                   | 6         | 30 %              |
| Least                      | 0         | 0 %               |
| Missing values             | 2         | 10 %              |
| Total                      | 20        | 100 %             |

| <b>Q. Finding premises for my business</b> |           |                   |
|--|-----------|-------------------|
|  | <b>Nº</b> | <b>Percentage</b> |
| Most                                       | 0         | 0 %               |
| Quite                                      | 1         | 5 %               |
| Average                                    | 7         | 35 %              |
| Not very                                   | 6         | 30 %              |
| Least                                      | 4         | 20 %              |
| Missing values                             | 2         | 10 %              |
| Total                                      | 20        | 100 %             |

| <b>R. Leadership skills</b> |           |                   |
|-----------------------------|-----------|-------------------|
|                             | <b>Nº</b> | <b>Percentage</b> |
| Most                        | 4         | 20 %              |
| Quite                       | 8         | 40 %              |
| Average                     | 4         | 20 %              |
| Not very                    | 1         | 5 %               |
| Least                       | 1         | 5 %               |
| Missing values              | 2         | 10 %              |
| Total                       | 20        | 100 %             |

| <b>S. Time management</b> |           |                   |
|---------------------------|-----------|-------------------|
|                           | <b>Nº</b> | <b>Percentage</b> |
| Most                      | 7         | 35 %              |
| Quite                     | 6         | 30 %              |
| Average                   | 4         | 20 %              |
| Not very                  | 1         | 5 %               |
| Least                     | 0         | 0 %               |
| Missing values            | 2         | 10 %              |
| Total                     | 20        | 100 %             |

| <b>T. Sources of business finance</b> |           |                   |
|---------------------------------------|-----------|-------------------|
|                                       | <b>Nº</b> | <b>Percentage</b> |
| Most                                  | 8         | 40 %              |
| Quite                                 | 5         | 25 %              |
| Average                               | 4         | 20 %              |
| Not very                              | 1         | 5 %               |
| Least                                 | 0         | 0 %               |
| Missing values                        | 2         | 10 %              |
| Total                                 | 20        | 100 %             |

| <b>U. Pricing my product / service correctly</b> |           |                   |
|--|-----------|-------------------|
|  | <b>Nº</b> | <b>Percentage</b> |
| Most   | 7         | 35 %              |
| Quite  | 7         | 35 %              |
| Average  | 2         | 10 %              |
| Not very   | 1         | 5 %               |
| Least  | 0         | 0 %               |
| Missing values                                   | 3         | 15 %              |
| Total  | 20        | 100 %             |

| <b>V. Operations management</b> |           |                   |
|---------------------------------|-----------|-------------------|
|                                 | <b>Nº</b> | <b>Percentage</b> |
| Most                            | 3         | 15 %              |
| Quite                           | 10        | 50 %              |
| Average                         | 4         | 20 %              |
| Not very                        | 1         | 5 %               |
| Least                           | 0         | 0 %               |
| Missing values                  | 2         | 10 %              |
| Total                           | 20        | 100 %             |

| <b>W. Finding customers</b> |           |                   |
|-----------------------------|-----------|-------------------|
|                             | <b>Nº</b> | <b>Percentage</b> |
| Most                        | 9         | 45 %              |
| Quite                       | 6         | 30 %              |
| Average                     | 3         | 15 %              |
| Not very                    | 0         | 0 %               |
| Least                       | 0         | 0 %               |
| Missing values              | 2         | 10 %              |
| Total                       | 20        | 100 %             |

| <b>X. Selling skills</b> |           |                   |
|--------------------------|-----------|-------------------|
|                          | <b>Nº</b> | <b>Percentage</b> |
| Most                     | 10        | 50 %              |
| Quite                    | 5         | 25 %              |
| Average                  | 2         | 10 %              |
| Not very                 | 1         | 5 %               |
| Least                    | 0         | 0 %               |
| Missing values           | 2         | 10 %              |
| Total                    | 20        | 100 %             |

| <b>Y. Are there any other areas where you feel you need training?</b> |           |                   |
|---|-----------|-------------------|
|   | <b>Nº</b> | <b>Percentage</b> |
| Yes   | 3         | 15 %              |
| No  | 11        | 55 %              |
| Missing values  | 6         | 30 %              |
| Total   | 20        | 100 %             |

| <b>Days of formal management training in the last 3 years</b> |           |                   |
|---|-----------|-------------------|
|   | <b>Nº</b> | <b>Percentage</b> |
| None  | 13        | 65 %              |
| 1 - 3   | 3         | 15 %              |
| 3 - 5   | 0         | 0 %               |
| 5 - 8   | 1         | 5 %               |
| Over 8 days   | 2         | 10 %              |
| Missing values  | 1         | 5 %               |
| Total   | 20        | 100 %             |

### 3.4. TRAINING DELIVERY

#### 1. Who do you trust to deliver high quality business training?

| <b>A. External consultants</b> |           |                   |
|--------------------------------|-----------|-------------------|
|                                | <b>Nº</b> | <b>Percentage</b> |
| Yes                            | 10        | 50 %              |
| No                             | 10        | 50 %              |
| Missing values                 | 0         | 0 %               |
| Total                          | 20        | 100 %             |

| <b>B. Local business link</b> |           |                   |
|-------------------------------|-----------|-------------------|
|                               | <b>Nº</b> | <b>Percentage</b> |
| Yes                           | 6         | 30%               |
| No                            | 14        | 70 %              |
| Missing values                | 0         | 0 %               |
| Total                         | 20        | 100 %             |

| <b>C. Local Training and Enterprise Council</b> |           |                   |
|---|-----------|-------------------|
|   | <b>Nº</b> | <b>Percentage</b> |
| Yes   | 1         | 5 %               |
| No  | 19        | 95 %              |
| Missing values                                  | 0         | 0 %               |
| Total   | 20        | 100 %             |

| <b>D. Chamber of Commerce</b> |           |                   |
|-------------------------------|-----------|-------------------|
|                               | <b>Nº</b> | <b>Percentage</b> |
| Yes                           | 5         | 25 %              |
| No                            | 15        | 75 %              |
| Missing values                | 0         | 0 %               |
| Total                         | 20        | 100 %             |

| <b>E. Professional body</b> |           |                   |
|-----------------------------|-----------|-------------------|
|                             | <b>Nº</b> | <b>Percentage</b> |
| Yes                         | 10        | 50 %              |
| No                          | 10        | 50 %              |
| Missing values              | 0         | 0 %               |
| Total                       | 20        | 100 %             |

| <b>F. University / Further education college</b> |           |                   |
|--|-----------|-------------------|
|  | <b>Nº</b> | <b>Percentage</b> |
| Yes  | 11        | 55 %              |
| No   | 9         | 45 %              |
| Missing values                                   | 0         | 0 %               |
| Total  | 20        | 100 %             |

| <b>2. How long should it take</b>                          |           |                   |
|--|-----------|-------------------|
|  | <b>Nº</b> | <b>Percentage</b> |
| Half day   | 1         | 5 %               |
| Full day   | 3         | 15 %              |
| 2 days   | 10        | 50 %              |
| Weekend  | 3         | 15 %              |
| I want to do training when and where I like in my own time | 2         | 10 %              |
| Missing values   | 1         | 5 %               |
| Total  | 20        | 100 %             |

**3. Would you use any of the following methods for developing your skills?**

| <b>A. CD roms</b> |           |                   |
|-------------------|-----------|-------------------|
|                   | <b>Nº</b> | <b>Percentage</b> |
| Yes               | 14        | 70 %              |
| No                | 3         | 15 %              |
| Missing values    | 3         | 15 %              |
| Total             | 20        | 100 %             |

| <b>B. Internet based training</b> |           |                   |
|-----------------------------------|-----------|-------------------|
|                                   | <b>Nº</b> | <b>Percentage</b> |
| Yes                               | 11        | 55 %              |
| No                                | 6         | 30 %              |
| Missing values                    | 3         | 15 %              |
| Total                             | 20        | 100 %             |

| <b>4. Can you use a computer for basic word processing and spreadsheets?</b> |           |                   |
|--|-----------|-------------------|
|  | <b>Nº</b> | <b>Percentage</b> |
| Yes  | 19        | 95 %              |
| No   | 1         | 5 %               |
| Missing values   | 0         | 0 %               |
| Total  | 20        | 100 %             |

| <b>5. Do you use email?</b> |           |                   |
|-----------------------------|-----------|-------------------|
|                             | <b>Nº</b> | <b>Percentage</b> |
| Yes                         | 20        | 100 %             |
| No                          | 0         | 0 %               |
| Missing values              | 0         | 0 %               |
| Total                       | 20        | 100 %             |

| <b>6. Do you use the Internet?</b> |           |                   |
|------------------------------------|-----------|-------------------|
|                                    | <b>Nº</b> | <b>Percentage</b> |
| Yes                                | 19        | 95 %              |
| No                                 | 1         | 5 %               |
| Missing values                     | 0         | 0 %               |
| Total                              | 20        | 100 %             |

| <b>7. Can you access web addresses?</b> |           |                   |
|---|-----------|-------------------|
|   | <b>Nº</b> | <b>Percentage</b> |
| Yes                                     | 20        | 100 %             |
| No                                      | 0         | 0 %               |
| Missing values                          | 0         | 0 %               |
| Total                                   | 20        | 100 %             |

| <b>8. Can you use a search engine?</b> |           |                   |
|--|-----------|-------------------|
|  | <b>Nº</b> | <b>Percentage</b> |
| Yes                                    | 20        | 100 %             |
| No                                     | 0         | 0 %               |
| Missing values                         | 0         | 0 %               |
| Total                                  | 20        | 100 %             |

| <b>9. Have you ever used any educational software product?</b> |           |                   |
|--|-----------|-------------------|
|  | <b>Nº</b> | <b>Percentage</b> |
| Yes  | 11        | 55 %              |
| No   | 9         | 45 %              |
| Missing values   | 0         | 0 %               |
| Total  | 20        | 100 %             |

| <b>10. Would you prefer to use evenings for training?</b> |           |                   |
|---|-----------|-------------------|
|   | <b>Nº</b> | <b>Percentage</b> |
| Yes   | 14        | 70 %              |
| No  | 6         | 30 %              |
| Missing values  | 0         | 0 %               |
| Total   | 20        | 100 %             |

| <b>11. Do you prefer to use part of the weekend for training?</b> |           |                   |
|---|-----------|-------------------|
|   | <b>Nº</b> | <b>Percentage</b> |
| Yes   | 11        | 55 %              |
| No  | 9         | 45 %              |
| Missing values  | 0         | 0 %               |
| Total   | 20        | 100 %             |

**12. Which factors do you rate most highly when choosing management development courses for yourself?**

| <b>A. Location</b> |           |                   |
|--------------------|-----------|-------------------|
|                    | <b>Nº</b> | <b>Percentage</b> |
| Yes                | 11        | 55 %              |
| No                 | 9         | 45 %              |
| Missing values     | 0         | 0 %               |
| Total              | 20        | 100 %             |
| <b>B. Quality</b>  |           |                   |
|                    | <b>Nº</b> | <b>Percentage</b> |
| Yes                | 18        | 90 %              |
| No                 | 2         | 10 %              |
| Missing values     | 0         | 0 %               |
| Total              | 20        | 100 %             |

| <b>C. Cost</b> |           |                   |
|----------------|-----------|-------------------|
|                | <b>Nº</b> | <b>Percentage</b> |
| Yes            | 14        | 70 %              |
| No             | 6         | 30 %              |
| Missing values | 0         | 0 %               |
| Total          | 20        | 100 %             |

| <b>D. Word of mouth recommendation</b> |           |                   |
|--|-----------|-------------------|
|  | <b>Nº</b> | <b>Percentage</b> |
| Yes                                    | 6         | 30 %              |
| No                                     | 14        | 70 %              |
| Missing values                         | 0         | 0 %               |
| Total                                  | 20        | 100 %             |

| <b>E. Timing</b> |           |                   |
|------------------|-----------|-------------------|
|                  | <b>Nº</b> | <b>Percentage</b> |
| Yes              | 8         | 40 %              |
| No               | 12        | 60 %              |
| Missing values   | 0         | 0 %               |
| Total            | 20        | 100 %             |

| <b>F. Marketing materials</b> |           |                   |
|-------------------------------|-----------|-------------------|
|                               | <b>Nº</b> | <b>Percentage</b> |
| Yes                           | 0         | 0 %               |
| No                            | 20        | 100 %             |
| Missing values                | 0         | 0 %               |
| Total                         | 20        | 100 %             |

| <b>G. Type of delivery</b> |           |                   |
|----------------------------|-----------|-------------------|
|                            | <b>Nº</b> | <b>Percentage</b> |
| Yes                        | 9         | 45 %              |
| No                         | 11        | 55 %              |
| Missing values             | 0         | 0 %               |
| Total                      | 20        | 100 %             |

| <b>H. Personalised counseling</b> |           |                   |
|-----------------------------------|-----------|-------------------|
|                                   | <b>Nº</b> | <b>Percentage</b> |
| Yes                               | 4         | 20 %              |
| No                                | 16        | 80 %              |
| Missing values                    | 0         | 0 %               |
| Total                             | 20        | 100 %             |

| <b>I. Reputation of the training organisation</b> |           |                   |
|---|-----------|-------------------|
|   | <b>Nº</b> | <b>Percentage</b> |
| Yes   | 6         | 30 %              |
| No  | 14        | 70 %              |
| Missing values                                    | 0         | 0 %               |
| Total   | 20        | 100 %             |

**13. If you would not consider training please tell us why not?**

| <b>A. I believe I have the skills needed to start/run a business</b> |           |                   |
|--|-----------|-------------------|
|  | <b>Nº</b> | <b>Percentage</b> |
| Yes  | 1         | 5 %               |
| No   | 4         | 20 %              |
| Missing values   | 15        | 75 %              |
| Total  | 20        | 100 %             |

| <b>B. The subjects are not relevant to my business/market</b> |           |                   |
|---|-----------|-------------------|
|   | <b>Nº</b> | <b>Percentage</b> |
| Yes   | 1         | 5 %               |
| No  | 4         | 20 %              |
| Missing values  | 15        | 75 %              |
| Total   | 20        | 100 %             |

| <b>C. It costs too much money</b> |           |                   |
|-----------------------------------|-----------|-------------------|
|                                   | <b>Nº</b> | <b>Percentage</b> |
| Yes                               | 3         | 15 %              |
| No                                | 2         | 10 %              |
| Missing values                    | 15        | 75 %              |
| Total                             | 20        | 100 %             |

| <b>D. It takes up too much time</b> |           |                   |
|-------------------------------------|-----------|-------------------|
|                                     | <b>Nº</b> | <b>Percentage</b> |
| Yes                                 | 0         | 0 %               |
| No                                  | 5         | 25 %              |
| Missing values                      | 15        | 75 %              |
| Total                               | 20        | 100 %             |

| <b>14. Would you be interested in talking to other entrepreneurs on line about their experiences of starting/running a new business?</b> |           |                   |
|--|-----------|-------------------|
|  | <b>Nº</b> | <b>Percentage</b> |
| Yes  | 13        | 65 %              |
| No   | 6         | 30 %              |
| Missing values   | 1         | 5 %               |
| Total  | 20        | 100 %             |

| <b>15. May we contact you after this questionnaire and send you details of how you can join this network (at no cost to you or your business)?</b> |           |                   |
|--|-----------|-------------------|
|  | <b>Nº</b> | <b>Percentage</b> |
| Yes  | 11        | 55 %              |
| No   | 8         | 40 %              |
| Missing values   | 1         | 5 %               |
| Total  | 20        | 100 %             |

| <b>17. Are you available / interested in joining a local group to validate the intermediate and final products of this project?</b> |           |                   |
|---|-----------|-------------------|
|   | <b>Nº</b> | <b>Percentage</b> |
| Yes   | 9         | 45 %              |
| No  | 9         | 45 %              |
| Missing values  | 2         | 10 %              |
| Total   | 20        | 100 %             |

## 4. CONCLUSIONS

Nearly all the Austrian entrepreneurs responding to our survey are male (95 %), and only one woman has responded the survey. Most of the respondents are between the age 35 and 44 years old (75 %). Also nearly all of them have a university or postgraduate degree but not a training / professional qualification.

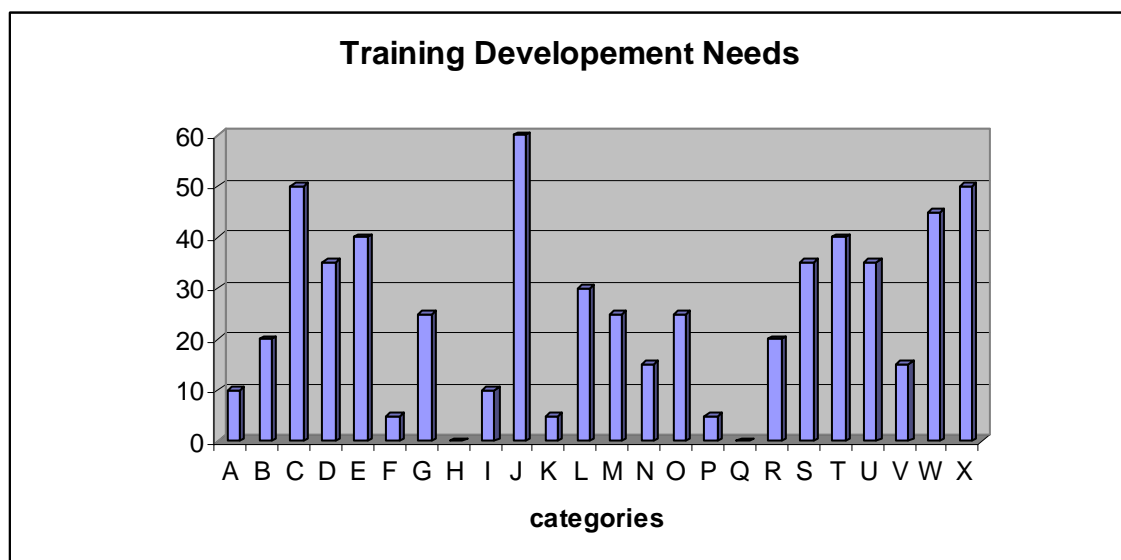
From our respondents only 30 % have started a business in the last two years, while 75 % are potential entrepreneurs. Fifty percent of those who have started their business in the last two years have financed their business from personal savings.

Concerning the respondents beliefs about their business, 83.3 % stated that their experiences is developed enough to start a new business. Half of them have selected a small business as a desirable career choice and 50 % considered that their previous work experience would help them in running their business. However only 16.6 % were aware of local training courses but that could help them to start the business.

In terms of work experience the respondents half of them have the experience between 5 to 10 years, 16.6 % have the experience between 10 to 15 years and the rest have 15 to 20 years of experience. All respondents have made part of their experiences in small companies. Also they have had some experiences in public sector (33.3 %), voluntary sector (16.6 %) and large companies (16.6 %).

Half of the respondents intend not to start a new business. If we consider the missed values as “No”, then this intendency increases to 80 %. However half of them believe that they have enough training, education and skills to manage a new business. Only 40 % believe that they may start with a small business.

Concerning the training and development needs, the result is as follows:



The first three highest needs are:

1. Creativity / Innovation;
2. Information Technology; Selling skills
3. Finding customers

In terms of formal management training undertaken in the last 3 years, 65 % reported no training days, while 15 % declared that they have had 1-3 days of training.

The most trustable resources to deliver high quality business training were perceived to be:

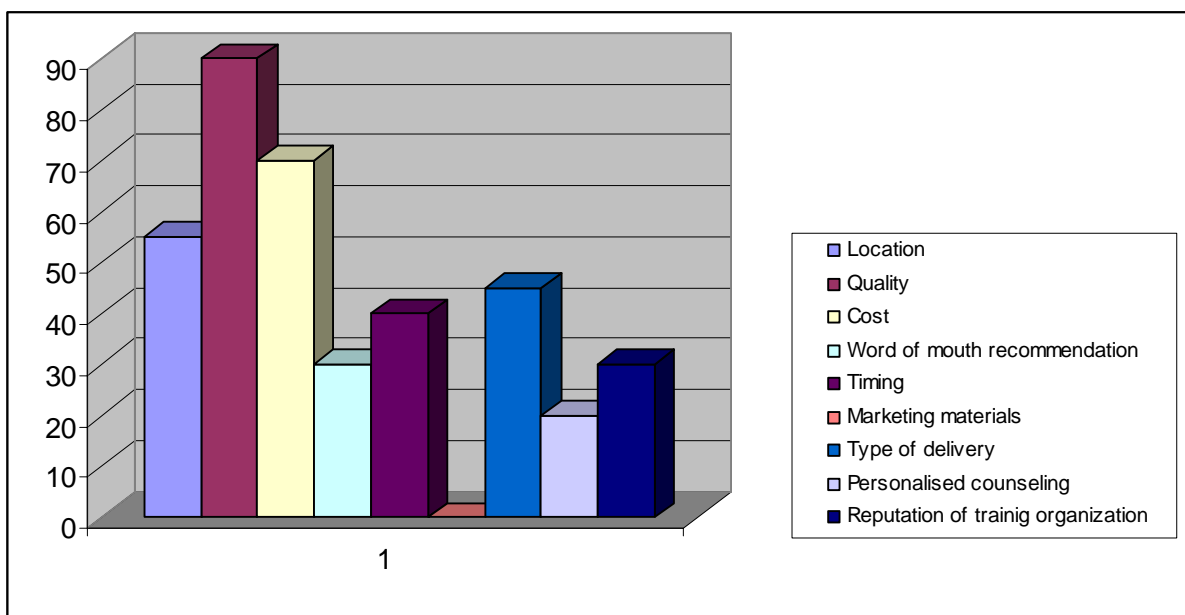
1. University / Further education college
2. Professional Body, External consultants
3. Local business link
4. Chamber of Commerce
5. Local training and enterprise council

Internet based training was chosen by 55 % and most of people prefer the training by CD ROMs (70 %).

Assessing the e-skills it was revealed that nearly all the respondents can use a computer for tasks like basic word processing and spreadsheets, email, Internet and search engines. In the mean time, only 55 % have used before an educational software product. 70 % prefer to use evenings for training, but only 55 % would like to use their weekends for training purposes.

Among the factors considered when choosing a management development course the three highly rated were:

1. Quality
2. Cost
3. Location



Finally, 45 % of the respondents were interested in talking to other entrepreneurs on line about their experience in starting / running a new business and also were interested in joining a local group to validate the intermediate and final products of the TTE@40's project.