

# **TECHNOLOGICAL TOOLKIT FOR ENTREPRENEURS – TTE@40**

## **Training Needs Analysis: France**

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## **LEONARDO DA VINCI II**

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## 1. INTRODUCTION AND OBJECTIVES

### 1.1. INTRODUCTION

Entrepreneurship is first and foremost a mindset. As such it is therefore inextricably linked to cultural and country-specific issues. Entrepreneurship is about people, their choices and actions in starting, taking over or running a business, or their involvement in a firm's strategic decision-making. Entrepreneurs are a heterogeneous group and come from all walks of life. Yet there are certain common characteristics of entrepreneurial behaviour, including a readiness to take risk and a taste for independence and self-realisation.<sup>1</sup>

Europeans prefer employee over self-employed status according to the Eurobarometer surveys. In Southern Europe, Ireland and the UK there is a relatively higher preference for self-employment. Compared to the EU average of 45%, as much as 67% of US citizens would prefer to be self-employed. Conversely, *in France 55% of respondents to surveys indicated a preference in favor of employee status.*

What has happened to entrepreneurship in France? Generally speaking, It can be said that *entrepreneurship in France has shown a more or less continuous decline* in the period covering the last thirty years.

The stimulation of entrepreneurship in France through education occurs mainly at the tertiary level of education. At lower levels relatively little attention is paid to self-employment and the development of business skills and attitudes. As a consequence *most of the start-ups in France involve start-ups of higher educated people*

*France has a considerable employment potential in the service sector* (about 3.8 million jobs, in comparison with the three best performing countries). Government targets to exploit the *information society potential* have been set. Furthermore, France offers loan facilities and tax deductions for new businesses, and pursues a policy of reduction of employers' social security contributions on low-paid wages.

### 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. globalization and internationalization 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 addressed, namely mid-career, unemployed, 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 aging labor force to create and grow technology-based, innovative enterprises.

### 2.2. TARGET GROUP

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

### 2.3. SAMPLE

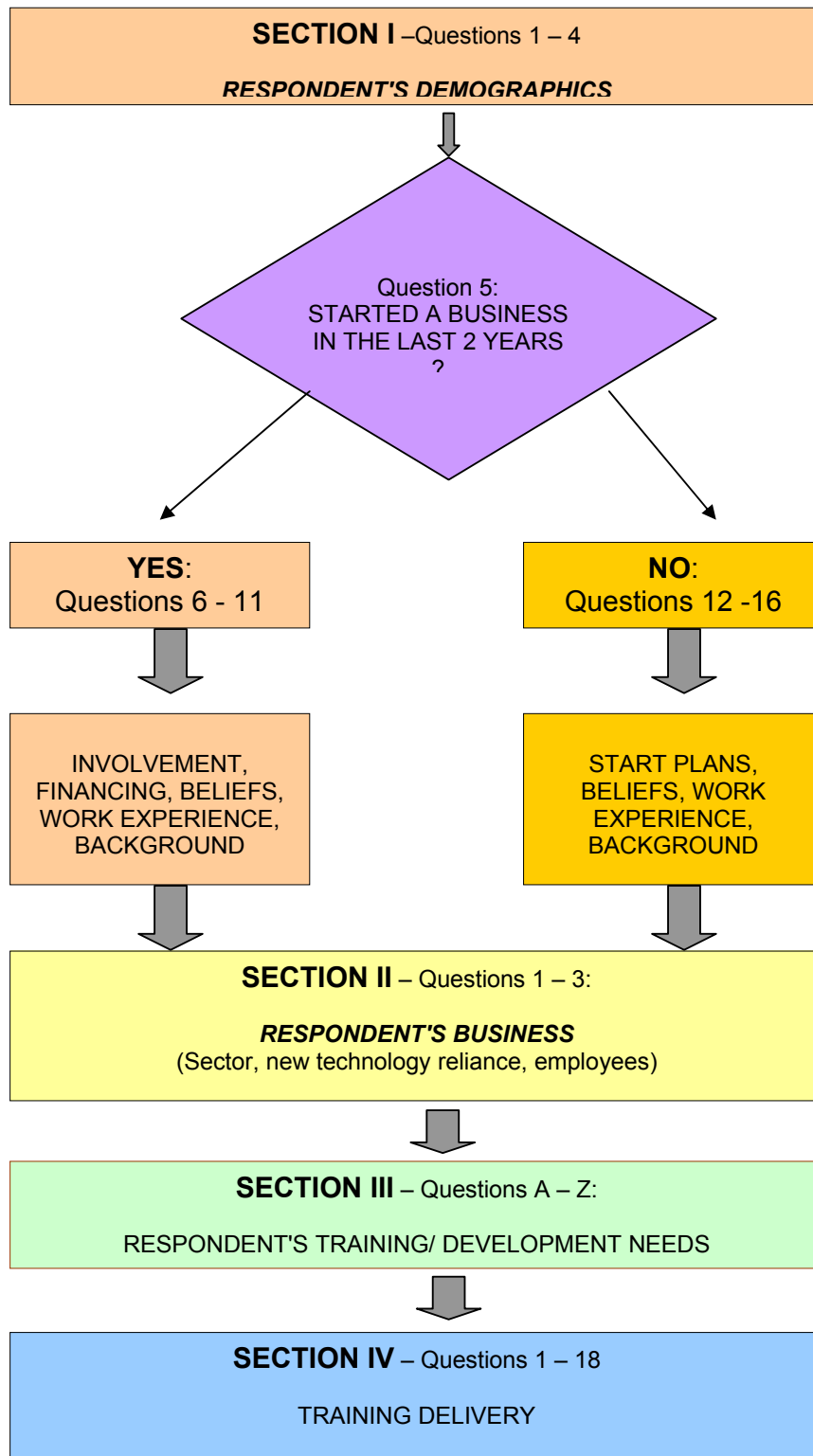
The sample was made up of 1,000 potential mid-career entrepreneurs.

N° of surveys sent	1,000
Responses	26 +19 (outside scope) = 45
Percentage of responses	4.5 %

Distribution channels of the questionnaire		
	N°	Percentage
Mailing	0	0%
E-mail	500	100 %
Fax	0	0 %
Web site	0	0 %
Total	500	100 %

## 2.4 QUESTIONNAIRE OVERVIEW

The questionnaire is organized as follows:



### 3. RESULTS

#### 3.1. ABOUT THE RESPONDENT

1. Gender of the respondent	Nº	Percentage
Male	25	96.2 %
Female	1	3.8 %
Missing values	0	0%
Total	26	100 %

2. Age of the respondent	Nº	Percentage
Under 34	0	0 %
35 – 44	9	34.6 %
45 – 54	10	38.5 %
55 – 64	5	19.2 %
65 +	2	7.7 %
Missing values	0	0 %
Total	26	100 %

3. Formal education of the respondent	Nº	Percentage
Under Secondary school	0	0 %
Secondary school certificate	2	7.7 %
Post secondary education	0	0 %
University degree	8	30.8 %
Postgraduate degree	16	61.5 %
Missing values	0	0%
Total	0	100 %

4. Other training/professional qualification of the respondent	Nº	Percentage
Technological	2	7.7 %
Professional	3	11.5 %
Work/Study	1	3.8 %
Missing values	20	76.9 %
Total	26	100 %

5. Respondents that started a business in the last 2 years	Nº	Percentage
Yes	8	30.8 %
No	17	65.4 %
Missing values	1	3.8 %
Total	26	100 %

<b>6. Respondent involvement in the business</b>				
	<b>Nº</b>		<b>Percentage</b>	
	Yes	No	Yes	No
Own shares in the firm	7	1	26.9 %	3.8 %
Missing values	18		69.2 %	
Total	26		100 %	
Employ members of staff	5	3	19.2 %	11.5 %
Missing values	18		69.2 %	
Total	26		100 %	

<b>7. Methods of financing for respondents business</b>		
	<b>Nº</b>	<b>Percentage</b>
Personal savings	7	26.9 %
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 %
Missing values	19	73.1 %
Total	26	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	19.2 %
I feel I have spotted a market opportunity	3	11.5 %
I saw starting a small business as a desirable career choice	1	3.8 %
I believe my previous work experience will help me in my new business	3	11.5 %
I started this business as I couldn't find another job	1	3.8 %
I was aware of local training courses to help me start my business	0	0 %
If this new business is not successful it will be easy for me to find a good job or start another business	1	3.8 %

<b>9. Respondent length of work experience</b>		
	<b>Nº</b>	<b>Percentage</b>
Less than 5 years	0	0 %
5 – 10 years	0	0 %
10 – 15 years	1	3.8 %
15 – 20 years	2	7.7 %
Over 20 years	5	19.2 %
Missing values	18	69.2 %
Total	26	100 %

10. Respondent type of work experience				
	N <sup>o</sup>		Percentage	
	Yes	No	Yes	No
<b>Large companies</b>	4	4	15.4 %	15.4 %
Missing values	18		69.2 %	
Total	26		100 %	
<b>Small companies</b>	5	3	19.2 %	11.5 %
Missing values	18		69.2 %	
Total	26		100 %	
<b>Public sector</b>	0	8	0 %	30.8 %
Missing values	18		69.2 %	
Total	26		100 %	
<b>Voluntary sector</b>	1	7	3.8 %	26.9 %
Missing values	18		69.2 %	
Total	26		100 %	

11. Respondent background		
	N <sup>o</sup>	Percentage
Employed	6	23.1 %
Self employed	1	3.8 %
Student	0	0 %
Retired	0	0 %
Not working	1	3.8 %
Missing values	18	69.2 %
Total	26	100 %

12. Respondents planning to start a business in the next 12 months		
	N <sup>o</sup>	Percentage
Yes	9	34.6 %
No	9	34.6 %
Missing values	8	30.8 %
Total	26	100 %

13. Beliefs of the respondents planning to start a business in the next 12 months		
	N <sup>o</sup>	Percentage
I believe I have the training, education and skills needed to be successful in this new business	10	38.5 %
I feel I have spotted a market opportunity	2	7.7 %
I saw starting a small business as a desirable career choice	10	38.5 %
I believe my previous work experience will help me in my new business	10	38.5 %
I started this business as I couldn't find another job	1	3.8 %
I was aware of local training courses to help me start my business	1	3.8 %
If this new business is not successful it will be easy for me to find a good job or start another business	0	0 %

<b>14. Respondent length of work experience</b>		
	<b>Nº</b>	<b>Percentage</b>
Less than 5 years	1	3.8 %
5 – 10 years	0	0 %
10 – 15 years	0	0 %
15 – 20 years	8	30.8 %
Over 20 years	9	34.6 %
Missing values	8	30.8 %
<b>Total</b>	<b>26</b>	<b>100 %</b>

<b>15. Respondent type of work experience</b>		
	<b>Nº</b>	<b>Percentage</b>
Large companies	12	46.2 %
Small companies	6	23.1 %
Public sector	0	0 %
Voluntary sector	0	0 %
Missing values	8	30.8 %
<b>Total</b>	<b>26</b>	<b>100 %</b>

<b>16. Respondent background</b>		
	<b>Nº</b>	<b>Percentage</b>
Employed	13	50 %
Self employed	2	7.7 %
Student	0	0 %
Retired	1	3.8 %
Not working	2	7.7 %
Missing values	8	30.8 %
<b>Total</b>	<b>26</b>	<b>100 %</b>

### 3.2. RESPONDENT'S BUSINESS

1. Main sector of industry / services	Nº	Percentage
Manufacturing	1	3.8 %
Training	2	7.7 %
Consultancy	7	26.9 %
Entertainment/Leisure/Tourism	3	11.5 %
Accounting	1	3.8 %
Food Services	1	3.8 %
Information Technology Services	2	7.7 %
Import / Export	1	3.8 %
Missing values	8	30.8 %
Total	26	100 %

2. Business relies on the use of new technology	Nº	Percentage
Yes	12	46.2 %
No	7	26.9 %
Missing values	7	26.9 %
Total	26	100 %

3. Number of employees	Nº	Percentage
More than 30	3	11.5 %
20 to 30	1	3.8 %
10 to 20	4	15.4 %
5 to 10	0	0 %
3 to 4	4	15.4 %
1 to 2	3	11.5 %
Missing values	11	42.3 %
Total	26	100 %

### 3.3. RESPONDENT TRAINING AND DEVELOPMENT NEEDS

<b>A. Exporting</b>		
	<b>Nº</b>	<b>Percentage</b>
Most	0	0 %
Quite	4	15.4 %
Average	7	26.9 %
Not very	4	15.4 %
Least	7	26.9 %
Missing values	4	15.4 %
Total	26	100 %

<b>B. Global business environment</b>		
	<b>Nº</b>	<b>Percentage</b>
Most	1	3.8
Quite	3	11.5
Average	8	30.8
Not very	6	23.1
Least	4	15.4
Missing values	4	15.4
Total	26	100 %

<b>C. Information technology</b>		
	<b>Nº</b>	<b>Percentage</b>
Most	3	11.5 %
Quite	8	30.8 %
Average	6	23.1 %
Not very	2	7.7 %
Least	3	11.5 %
Missing values	4	15.4 %
Total	26	100 %

<b>D. Business plan writing skills</b>		
	<b>Nº</b>	<b>Percentage</b>
Most	4	15.4 %
Quite	7	26.9 %
Average	3	11.5 %
Not very	8	30.8 %
Least	0	0 %
Missing values	4	15.4 %
Total	26	100 %

<b>E. Advertising and promotion</b>		
	<b>Nº</b>	<b>Percentage</b>
Most	1	3.8 %
Quite	6	23.1 %
Average	10	38.5 %
Not very	5	19.2 %
Least	0	0 %
Missing values	4	15.4 %
Total	26	100 %

<b>F. Strategic management</b>		
	<b>Nº</b>	<b>Percentage</b>
Most	4	15.4 %
Quite	8	30.8 %
Average	5	19.2 %
Not very	3	11.5 %
Least	2	7.7 %
Missing values	4	15.4 %
Total	26	100 %

<b>G. Market analysis / segmentation</b>		
	<b>Nº</b>	<b>Percentage</b>
Most	6	23.1 %
Quite	6	23.1 %
Average	7	26.9 %
Not very	0	0 %
Least	3	11.5 %
Missing values	4	15.4 %
Total	26	100 %

<b>H. Human resource management</b>		
	<b>Nº</b>	<b>Percentage</b>
Most	3	11.5 %
Quite	5	19.2 %
Average	8	30.8 %
Not very	3	11.5 %
Least	3	11.5 %
Missing values	4	15.4 %
Total	26	100 %

<b>I. Employment law</b>		
	<b>Nº</b>	<b>Percentage</b>
Most	6	23.1 %
Quite	5	19.2 %
Average	6	23.1 %
Not very	2	7.7 %
Least	3	11.5 %
Missing values	4	15.4 %
Total	26	100 %

<b>J. Creativity / Innovation</b>		
	<b>Nº</b>	<b>Percentage</b>
Most	5	19.2 %
Quite	5	19.2 %
Average	4	15.4 %
Not very	5	19.2 %
Least	2	7.7 %
Missing values	4	15.4 %
Total	26	100 %

<b>K. Supply chain management</b>		
	<b>N<sup>o</sup></b>	<b>Percentage</b>
Most	1	3.8 %
Quite	1	3.8 %
Average	6	23.1 %
Not very	5	19.2 %
Least	9	34.6 %
Missing values	4	15.4 %
Total	26	100 %

<b>L. Business law</b>		
	<b>N<sup>o</sup></b>	<b>Percentage</b>
Most	5	19.2
Quite	7	26.9%
Average	6	23.1%
Not very	2	7.7%
Least	2	7.7%
Missing values	4	15.4 %
Total	26	100 %

<b>M. Language skills</b>		
	<b>N<sup>o</sup></b>	<b>Percentage</b>
Most	1	3.8
Quite	4	15.4 %
Average	6	23.1 %
Not very	6	23.1 %
Least	4	15.4 %
Missing values	4	15.4 %
Total	26	100 %

<b>N. Financial management</b>		
	<b>N<sup>o</sup></b>	<b>Percentage</b>
Most	5	19.2 %
Quite	9	34.6 %
Average	4	15.4 %
Not very	3	11.5 %
Least	1	3.8 %
Missing values	4	15.4 %
Total	26	100 %

<b>O. How to exploit scientific R &amp; D</b>		
	<b>N<sup>o</sup></b>	<b>Percentage</b>
Most	2	7.7 %
Quite	6	23.1 %
Average	3	11.5 %
Not very	3	11.5 %
Least	8	30.8 %
Missing values	4	15.4 %
Total	26	100 %

<b>P. Pay and benefits</b>		
	<b>Nº</b>	<b>Percentage</b>
Most	0	0
Quite	7	26.9
Average	6	23.1
Not very	5	19.2
Least	4	15.4
Missing values	4	15.4
Total	26	100 %

<b>Q. Finding premises for my business</b>		
	<b>Nº</b>	<b>Percentage</b>
Most	0	0 %
Quite	5	19.2 %
Average	4	15.4 %
Not very	7	26.9 %
Least	6	23.1 %
Missing values	4	15.4 %
Total	26	100 %

<b>R. Leadership skills</b>		
	<b>Nº</b>	<b>Percentage</b>
Most	3	11.5 %
Quite	7	26.9 %
Average	4	15.4 %
Not very	3	11.5 %
Least	5	19.2 %
Missing values	4	15.4 %
Total	26	100 %

<b>S. Time management</b>		
	<b>Nº</b>	<b>Percentage</b>
Most	3	11.5 %
Quite	5	19.2 %
Average	7	26.9 %
Not very	4	15.4 %
Least	3	11.5 %
Missing values	4	15.4 %
Total	26	100 %

<b>T. Sources of business finance</b>		
	<b>Nº</b>	<b>Percentage</b>
Most	6	23.1 %
Quite	10	38.5 %
Average	4	15.4 %
Not very	1	3.8 %
Least	1	3.8 %
Missing values	4	15.4 %
Total	26	100 %

<b>U. Pricing my product / service correctly</b>		
	<b>Nº</b>	<b>Percentage</b>
Most	5	19.2 %
Quite	6	23.1 %
Average	7	26.9 %
Not very	2	7.7 %
Least	2	7.7 %
Missing values	4	15.4 %
Total	26	100 %

<b>V. Operations management</b>		
	<b>Nº</b>	<b>Percentage</b>
Most	1	3.8 %
Quite	4	15.4 %
Average	5	19.2 %
Not very	6	23.1 %
Least	6	23.1 %
Missing values	4	15.4 %
Total	26	100 %

<b>W. Finding customers</b>		
	<b>Nº</b>	<b>Percentage</b>
Most	7	26.9 %
Quite	6	23.1 %
Average	3	11.5 %
Not very	4	15.4 %
Least	2	7.7 %
Missing values	4	15.4 %
Total	26	100 %

<b>X. Selling skills</b>		
	<b>Nº</b>	<b>Percentage</b>
Most	9	34.6 %
Quite	5	19.2 %
Average	4	15.4 %
Not very	2	7.7 %
Least	1	3.8 %
Missing values	4	15.4 %
Total	26	100 %

<b>Y. Are there any other areas where you feel you need training?</b>		
	<b>Nº</b>	<b>Percentage</b>
Yes	4	15.4 %
No	14	53.8 %
Missing values	8	30.8 %
<b>Total</b>	<b>26</b>	<b>100 %</b>

<b>Days of formal management training in the last 3 years</b>		
	<b>Nº</b>	<b>Percentage</b>
None	8	30.8 %
1 - 3	3	11.5 %
3 - 5	2	7.7 %
5 - 8	3	11.5 %
Over 8 days	5	19.2 %
Missing values	5	19.2 %
<b>Total</b>	<b>26</b>	<b>100 % %</b>

### 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	38.5 %
No	11	42.3 %
Missing values	5	19.2 %
Total	26	100 %

<b>B. Local business link</b>		
	<b>Nº</b>	<b>Percentage</b>
Yes	4	15.4 %
No	17	65.4 %
Missing values	5	19.2 %
Total	26	100 %

<b>C. Local Training and Enterprise Council</b>		
	<b>Nº</b>	<b>Percentage</b>
Yes	1	3.8 %
No	20	76.9 %
Missing values	5	19.2 %
Total	26	100 %

<b>D. Chamber of Commerce</b>		
	<b>Nº</b>	<b>Percentage</b>
Yes	1	3.8
No	20	76.9
Missing values	5	19.2
Total	26	100 %

<b>E. Professional body</b>		
	<b>Nº</b>	<b>Percentage</b>
Yes	7	26.9 %
No	14	53.8 %
Missing values	5	19.2 %
Total	26	100 %

<b>F. University / Further education college</b>		
	<b>Nº</b>	<b>Percentage</b>
Yes	4	15.4 %
No	17	65.4 %
Missing values	5	19.2 %
Total	26	100 %

<b>G. Other</b>		
	<b>Nº</b>	<b>Percentage</b>
Yes	1	3.8 %
No	20	76.9 %
Missing values	5	19.2 %
Total	26	100 %

<b>2. How long should it take</b>		
	<b>Nº</b>	<b>Percentage</b>
Half day	0	0 %
Full day	1	3.8 %
2 days	4	15.4 %
Weekend	3	11.5 %
I want to do training when and where I like in my own time	12	46.2 %
Other	1	3.8 %
Missing values	5	19.2 %
Total	26	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	53.8 %
No	7	26.9 %
Missing values	5	19.2 %
Total	26	100 %

<b>B. Internet based training</b>		
	<b>Nº</b>	<b>Percentage</b>
Yes	14	53.8 %
No	7	26.9 %
Missing values	5	19.2 %
Total	26	100 %

<b>4. Can you use a computer for basic word processing and spreadsheets?</b>		
	<b>Nº</b>	<b>Percentage</b>
Yes	21	80.8 %
No	1	3.8 %
Missing values	4	15.4 %
Total	26	100 %

<b>5. Do you use email?</b>		
	<b>Nº</b>	<b>Percentage</b>
Yes	22	84.6 %
No	0	0 %
Missing values	4	15.4 %
Total	26	100 %

<b>6. Do you use the Internet?</b>		
	<b>N°</b>	<b>Percentage</b>
Yes	22	84.6
No	0	0
Missing values	4	15.4
Total	26	100 %

<b>7. Can you access web addresses?</b>		
	<b>N°</b>	<b>Percentage</b>
Yes	22	84.6 %
No	0	0 %
Missing values	4	15.4 %
Total	26	100 %

<b>8. Can you use a search engine?</b>		
	<b>N°</b>	<b>Percentage</b>
Yes	20	76.9 %
No	2	7.7 %
Missing values	4	15.4 %
Total	26	100 %

<b>9. Have you ever used any educational software product?</b>		
	<b>N°</b>	<b>Percentage</b>
Yes	10	38.5 %
No	12	46.2 %
Missing values	4	15.4 %
Total	26	100 %

<b>10. Would you prefer to use evenings for training?</b>		
	<b>N°</b>	<b>Percentage</b>
Yes	8	30.8 %
No	13	50.0 %
Missing values	5	19.2 %
Total	26	100 %

<b>11. Do you prefer to use part of the weekend for training?</b>		
	<b>N°</b>	<b>Percentage</b>
Yes	9	34.6 %
No	12	46.2 %
Missing values	5	19.2 %
Total	26	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	4	15.4 %
No	18	69.2 %
Missing values	4	15.4 %
Total	26	100 %

<b>B. Quality</b>		
	<b>Nº</b>	<b>Percentage</b>
Yes	17	65.4 %
No	5	19.2 %
Missing values	4	15.4 %
Total	26	100 %

<b>C. Cost</b>		
	<b>Nº</b>	<b>Percentage</b>
Yes	12	46.2 %
No	10	38.5 %
Missing values	4	15.4 %
Total	26	100 %

<b>D. Word of mouth recommendation</b>		
	<b>Nº</b>	<b>Percentage</b>
Yes	4	15.4 %
No	18	69.2 %
Missing values	4	15.4 %
Total	26	100 %

<b>E. Timing</b>		
	<b>Nº</b>	<b>Percentage</b>
Yes	3	11.5 %
No	19	73.1 %
Missing values	4	15.4 %
Total	26	100 %

<b>F. Marketing materials</b>		
	<b>Nº</b>	<b>Percentage</b>
Yes	1	3.8 %
No	21	80.8 %
Missing values	4	15.4 %
Total	26	100 %

<b>G. Type of delivery</b>		
	<b>Nº</b>	<b>Percentage</b>
Yes	2	7.7 %
No	20	76.9 %
Missing values	4	15.4 %
Total	26	100 %

<b>H. Personalised counseling</b>		
	<b>Nº</b>	<b>Percentage</b>
Yes	11	42.3 %
No	11	42.3 %
Missing values	4	15.4 %
Total	26	100 %

<b>I. Reputation of the training organisation</b>		
	<b>Nº</b>	<b>Percentage</b>
Yes	9	34.6 %
No	13	50.0 %
Missing values	4	15.4 %
Total	26	100 %

<b>J. Other</b>		
	<b>Nº</b>	<b>Percentage</b>
Yes	1	3.8 %
No	21	76.9 %
Missing values	5	19.2 %
Total	26	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	4	15.4 %
No	18	69.2 %
Missing values	4	15.4 %
Total	26	100 %

<b>B. The subjects are not relevant to my business/market</b>		
	<b>Nº</b>	<b>Percentage</b>
Yes	13	50.0 %
No	9	34.6 %
Missing values	4	15.4 %
Total	26	100 %

<b>C. It costs too much money</b>		
	<b>Nº</b>	<b>Percentage</b>
Yes	8	30.8 %
No	14	53.8 %
Missing values	4	15.4 %
Total	26	100 %

<b>D. It takes up too much time</b>		
	<b>Nº</b>	<b>Percentage</b>
Yes	4	15.4 %
No	18	69.2 %
Missing values	4	15.4 %
Total	26	100 %

<b>E. Other</b>		
	<b>Nº</b>	<b>Percentage</b>
Yes	1	3.8 %
No	21	80.8 %
Missing values	4	15.4 %
Total	26	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	18	69.2 %
No	4	15.4 %
Missing values	4	15.4 %
Total	26	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	20	76.9 %
No	2	7.7 %
Missing values	4	15.4 %
Total	26	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	15	57.7 %
No	5	19.2 %
Missing values	6	23.1 %
Total	26	100 %

## 4. CONCLUSIONS

The vast majority of the French entrepreneurs who replied to this survey were male (96.2%), far outweighing the female respondents (3.8 %). Although all efforts were made to reach as representative as possible a sample (for the current French population of entrepreneurs) the primarily male replies may represent both current realities and cultural traditions. Over 70% of the respondents were between 35 and 54 years old – almost evenly split between the age groups 35 - 44 and 45 – 54 with the latter and older grouping being just slightly larger. The focus on mid-life and/or mid-career individuals is thus clearly attained.

Almost a third, 30.8 %, of the respondents started a business in the last two years, while 65.4 % are potential entrepreneurs. *Of those who responded* to the financing methods question, 100% financed their business from personal savings. There was a high rate of non-response to this question (almost three quarters – 73.1 % - did not reply) which might be attributed to a traditional French reticence about discussing/disclosing financial information.

Of those who started a business in the last two years, only 3.8 % stated that they saw starting a small business as a desirable career choice (reflecting perhaps the arduousness of business start up in France) and 11.5 % considered that their previous work experience would help them in running their business. Nonetheless the same percentage of respondents (11;5%) believe they have spotted a market opportunity. Very noteworthy is the fact that not even one respondent was aware of the local training courses that could help them to start the business, while 19.2 % believed that they have the training, education and skills needed to be successful in their business. In terms of work experience the French group showed 19.2 % of all respondents with over 20 years of experience; interestingly no respondents (not counting missing values) indicated less than 10 years of work experience. The work experience of the respondents was related to small companies (19.2 %), large companies (15.4 %) and the voluntary sector (3.8 %) but no public sector at all.

More than a third (35.6 %) of the respondents expressed their intention to start a new business in the next 12 months. Among these only 7.7 % stated that they've spotted a market opportunity, while 38.5 % saw starting a small business a desirable career choice. Also, they felt fairly comfortable about that since 38.5 % stated their belief that their previous work experience will help them in the new business and 38.5 % believed that they have the training, education and skills needed to be successful in the new business. Again, however, as in the group that had already started a business, the level of awareness of local training courses to help start their business is very low (3;8 %). For this group of respondents the vast majority (almost half – 46.2 %) come from large companies, while only 23.1 % come from small companies; no respondents indicated either the public or voluntary sectors.

Among the sector for the created/to-be-created businesses the lion's share goes to Consultancy (26.9 %), followed by Entertainment / Leisure / Tourism (11.5 %) and finally a tie at third place for Information Technology Services and Training (both at 7.7 %).

Concerning the training and development needs, the hierarchy is as follows (using "most" replies only):

	<b>1</b> (34.6 %)
• Selling skills	
	<b>2</b> (26.9 %)
• Finding customers	
	<b>3</b> (23.1 %)
• Market analysis / segmentation	
• Employment law	
• Sources of business finance	
	<b>4</b> (19.2 %)
• Creativity / Innovation	
• Business law	
• Financial management	
• Pricing my product / service correctly	
	<b>5</b> (15.4 %)
• Business plan writing skills	
• Strategic management	
	<b>6</b> (11.5 %)
• Information technology	
• Human resource management	
• Leadership skills	
• Time management	
	<b>7</b> (7.7 %)
• How to exploit R & D	
	<b>8</b> (3.8 %)
• Global business environment	
• Advertising and promotion	
• Supply chain management	
• Language skills	
• Operations management	
	<b>9</b> (0 %)
• Exporting	
• Pay & benefits	
• Finding premises	

However, when listing the top 3 areas of priority the first one was finance and financing (especially sources) issues, followed by human resources and employee management issues and finally legal and administrative issues of small businesses.

In terms of formal management training undertaken in the last 3 years, 19;2 % declared having had over 8 days while 30.8 % reported none whatsoever.

The most “trust-worthy” bodies to deliver high quality business training were perceived to be:

1. External consultants
2. Professional body
3. University / Further education college; Local business link
4. Local Training and Enterprise Council 3.8
5. Chamber of Commerce 3.8


Just a bit more than half of the respondents (53.8 %). indicated that they would use both Internet-based training and CD-ROMs equally as much as a method for developing entrepreneurial and business skills.

E-skills self-assessment revealed that 80.8 % of the respondents can use a computer for basic word processing and spreadsheets; even more (84.6 %) are using e-mail, the Internet and can access a web page. Interestingly not even one respondent replied “no” to the e-mail/Internet/web page access questions (although there were a few missing replies). However there is a slight dip when asked about the use of a search engine - only 76.9 % can do so. Regarding the use of an educational software product only 38.5 % have ever used one. Neither the weekend nor evening training sessions are very popular as only 34.6 % of the respondents would prefer to use part of the weekend for training and even fewer (30.8 %) would accept the use of evenings for training.

Among the factors considered when choosing a management development course the top four rated (ranging from 65 % to 35 %) were:

1. Quality
2. Cost
3. Personalized counselling
4. Reputation of the training organization

Finally, 69.2 % of the respondents were interested in talking to other entrepreneurs about their experience in starting / running a new business. A smaller percentage (57.7 %) were also interested in joining a local group to validate the intermediate and final products of the TTE@40 Project.



## 5. APPENDIX

The comparison below shows, beyond an expressed preference, the current situation relative to actual intentions and actions towards company creation.

	Currently thinking about setting up a company	Have taken steps to set up a company but have since given up	Are currently taking steps to set up a company
EU 15	11%	9%	2%
Belgique	9%	7%	2%
Danmark	16%	13%	2%
Deutschland	13%	11%	2%
Ellas	10%	11%	2%
Espana	14%	7%	1%
France	10%	13%	2%
Ireland	18%	11%	1%
Italia	7%	7%	3%
Luxembourg	8%	12%	1%
Nederland	9%	8%	1%
Osterreich	19%	4%	2%
Portugal	12%	9%	1%
Finland	9%	10%	3%
Sweden	9%	3%	2%
United Kingdom	13%	10%	2%

Source: [http://europa.eu.int/comm/enterprise/enterprise\\_policy/survey/eurobarometer134\\_en.pdf](http://europa.eu.int/comm/enterprise/enterprise_policy/survey/eurobarometer134_en.pdf)

### The profile of the French entrepreneur

The typical French entrepreneur is a 35 year old man, with an average educational background, who previously worked in a small, private enterprise in a mid-management position, or as a skilled worker. Like in most European countries, the main motives for starting up a business or driving forces behind running a business are self-fulfilment and the will to be independent (ENSR/EIM, 1995). The French entrepreneur fears social premiums, financial risk, a lack of capital, and market fluctuations.

Source: <http://www.spea.indiana.edu/ids/pdfholder/ISSN-01-4.pdf>