

HANDMADE PILOT PROJECT ES/04/B/F/PP-149262
SURVEY REPORT AUSTRIA

FINAL REPORT

Data of the Workshop of the Company

Different kind of companies from different sectors were surveyed : Musical Instrument Producers, Glass and Metal workers, Ceramics, Jewellery, Textile, Cake shop, Carpenter etc...

The average number of workers in 75% of the surveyed workshops were less than 5.

Data of Workers

Most of the interviewed workers were male (63%) with an age range between 34-45 years old (51%). The age range of the other workers was between 26-35 years old (12%) and older than 45 years old (37%).

The educational level of 48% of workers is Initial vocational training and the years of experience in the sector is various. (less 10y. is 24%- from 10y. to 20y. is 33% - from 20y. to 30y. is 25% and more than 30y. is 18%)

Most of the interviewed craftsmen are masters or/and managers (79%).

General Evaluation of the Workshop

72% think that a sound management for the efficiency of the workshop is very important and the 64% consider that the management in their company is adequate.

The most important issue for the management of the workshop is the quality (83%) followed by the financial management (69%) and the general management (64%).

Marketing (54%), Internet (45%) and Work Environment (48%) are considered less relevant.

HANDMADE PILOT PROJECT ES/04/B/F/PP-149262 SURVEY REPORT AUSTRIA

All of the interviewed think that Goals and Activity, Economical Analysis, Basic Regulation, Manager skills and Managing funds are included in the "Management Skills Category".

Managing of Fund is considered the most important issue (74%), followed by Manager Skills (71%) and Goal and Activity (71%).

Half of the interviewed do not need to increase their knowledge in these contents.

Marketing and publicity Issues

All the interviewed consider that the Communication with the Clients , the International Trade and Treating with the Clients and Suppliers are included in the Marketing and Publicity issues. Among them is the Communication with Clients the most important issue (97%). Treating with Clients and Suppliers is also quite important (75%). The International Trade is not really relevant for the interviewed workshops (only the 28% think that it is important).

Half of the surveyed need to increase their knowledge in the Marketing and Publicity sector.

Use of New Information and Communication Technologies (ICT)

All the surveyed consider that the ITC used in the Designing and ITC used for management of the company issues are included in the "New ITC" category.

Most of them (70%) consider that these technologies are very important and the half of them (50%) need to increase their knowledge in this category.

HANDMADE PILOT PROJECT ES/04/B/F/PP-149262

SURVEY REPORT AUSTRIA

Quality Issues

The Quality in the Production Process and the Quality Control of the Final Product are adequately included in the "Quality sector" according to all the surveyed.

94% of them consider these quality issues very important for their workshop and 53% do not need to increase their knowledge in this category.

Economical Management

Taxes Management, Accountancy and Supply and Selling Management are considered to be adequately included in the "Economical Management Category" for all the surveyed.

93% of them think that Supply and Selling Management are very important, followed by Taxes Management (87%) and Accountancy (78%).

More than the half of the surveyed (62%) do not need to increase the knowledge in these issues.

Work Environment

The Labour risk prevention and waste disposal are adequately included in the "Work environment" category according to all the surveyed craftworkers.

Most of them (80%) consider both of these issues very important and (56%) do not need to increase their knowledge.

HANDMADE PILOT PROJECT ES/04/B/F/PP-149262

SURVEY REPORT AUSTRIA

Crossed Questions

As we mentioned, most of the interviewed are male (63%) and the rest (37%) are female.

Most of the female (73%) think that a sound management for the company is very important. For the male, the situation is the same with a 74%.

56% of the female think that the management in their workshop is adequate, the other half is divided between adequate enough and quite adequate. On the other hand the most of the male think that the management in their workshop is very adequate.

90% of the male were manager and on the other hand, only 66% of the interviewed female were manager.

For an efficient management, Quality is the most important issue both for male (90%) and female (76%) followed by Financial Management (63% for female and 70% for male). The third place is Management Skills for both female and male (64%).

The fourth place is Marketing and Advertising also for both female and male (52%).

In the fifth place is Work Environment 47% for female and 52% for male.

And in the last place, Internet 49% for the male and 42% for the female.

From 230 interviewed people, 117 of them were between 36-45 years old followed by an 84% who were older than 45 years old.

For an efficient management of the workshop, the most of them think that it is very important with a 71%.

HANDMADE PILOT PROJECT ES/04/B/F/PP-149262 SURVEY REPORT AUSTRIA

A 63% of the people think that the management in the workshop is very adequate.

An 80% of the interviewed people, 80% are the managers of the workshop, and as we said, the higher percentages belong to the people who are between 36-45 and other than 45 years old.

What is also remarkable is that an 82% of the people think that the Quality of the product is very important followed by the Financial Management (67%), Management Skills (64%), Marketing and Advertising (51%), New Information and Communication Technologies (50%) and Work Environment (47%).

About the analyse of the studies, it is important to say that the most of the workers have done an Initial Vocational Training (48%) and Lower Secondary School (19%) It is also important to say that most of them think that the management in their workshop is very adequate (64%).

An 81 % of the workers are the managers of the company too, on the other hand only a 19% of them are not. (Always noticing the people who have done an Initial Vocational Training because they always receive the highest percentage).

An 83% from the total think that the Quality of the product is very important, followed by the Financial Management 59%, Management Skills 55%, Marketing and Advertising 50%, Work Environment 49% and New Information and Communication Technologies.

We have also analysed the position of the workers in the company and the most of them are managers (76%).

The majority think that it is very important (73%) to have a sound management in the workshop.

We also noticed that the majority think that the management in

HANDMADE PILOT PROJECT ES/04/B/F/PP-149262 SURVEY REPORT AUSTRIA

the workshop is very adequate (66%), a lot of them also said to us that for them is quite important (22%).

In this survey, we can also clearly see that the managers and the self-employers of the company are the people who have this management in their hands.

But on the other hand, the workers and the clerk staff are those who do not have this responsibility.

What we can also see is that for the managers the most important issue is the Quality (87%) and the Financial Management (69%). For the clerk staff, the Quality is also in the first place (76%), and the Financial Management in the second too (68%). The self employers, on the other hand, have the same percentage (33%) in Management Skills, Quality, Financial Management and Work Environment. The situation is different for the workers because they think that the most important issue is the Financial Management (81%) and the Work Environment (77%).

In this survey we have had just one other worker who is in others classified and he thinks that the best issues for him are Management Skills, Marketing und advertising, new information and Technologies and the Quality.

What we can also say is that from 230 people interviewed, 182 are masters (79%), 23 Officers (10%), 13 Apprentices (6%) and 12 of them are classified in others (5%).

The majority of them agreed that a sound management for the efficiency of their workshop is very important (67%).

In the next point we can also see that for the majority the result is the same; they think that the management in their workshop is very adequate (67%).

We can also see that the master is who has the management of the company in their hands (96%), some of the officers too (39%), and other kind of workers (17%), on the other hand, the Officer, the apprentices and the majority of the other

HANDMADE PILOT PROJECT ES/04/B/F/PP-149262 SURVEY REPORT AUSTRIA

workers do not have the management as responsibility.

The most important issues for a Master are the Quality (85%) and the Financial Management (70%).

For an officer the Quality appears in the first place too (91%) and oddly Management Skills, Marketing and Advertising and Financial Management are all of them in the second place with an 83%.

For an apprentice the quality, the Financial Management and the work environment are in the first place with a 62 %. And for the other kind of workers the Financial Management is the best important issue (67%) followed by the Quality (58%).