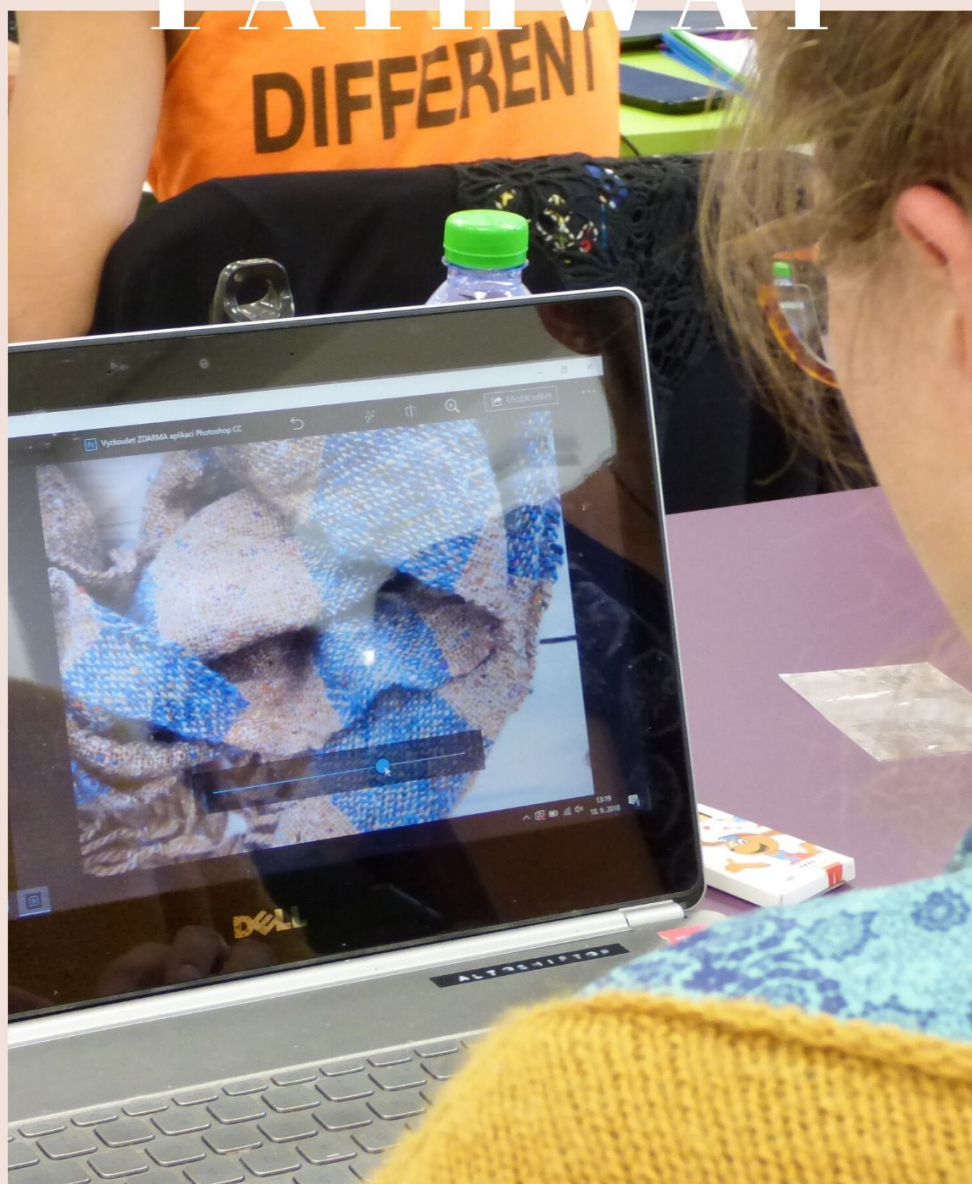


FLORA' HANDMADE WOMEN
ACROSS EUROPE

CAREER PATHWAY





Co-funded by the
Erasmus+ Programme
of the European Union

"The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein"



This material was created as a dissemination publication in " Florà: handmade women accross Europe" (Funded with the support of the Erasmus+ Programme of the European Union, Through Key Action 2 in Field Adult education). Project number: 2017-1-IT02-KA204-036766

ERASMUS +

Project Florà

Handmade women across
the Europe

Career Pathway Analysis
Czech Republic

Prague February 2018
Business & Professional Women CR

INDEX

1. Introduction

2. Female Entrepreneurship in the Czech Republic

2.1 Reconciliation of work and family

2.2 Women and small craft businesses in the Czech Republic

2.3 Labour opportunities in the sector

2.4 E-Commerce in the Czech Republic

3. National policies in the Czech Republic

3.1 National policies supporting female self-entrepreneurship

3.2 Laws in support of handmade trade

3.3 Fiscal and taxation aspects in the Czech Republic for the sale of handicrafts

4. Hand-Made (a short preamble)

4.1 Profile of the Handmade

4.2 Handmade production market

4.3 Marketing tools used

5. Conclusions

Annex 1: statistics of women working at home, various statistics on the work of artisans

Annex 2: organizations dealing with handmade

Annex 3: handmade stakeholders

Annex 4: e-commerce sites

Annex 5: handmade markets in the Czech Republic



1. Introduction

Women do business in very different way than men.

Surveys show that, just as women's and men's representation in the business world differs, the reasons for women's entrepreneurship differ from the man's one. According to the most comprehensive study on women's entrepreneurship "Life strategies for entrepreneurs and entrepreneurs at the turn of the millennium" by the Sociological Institute of the Academy of Sciences of the Czech Republic, men mostly see a new opportunity to build their own business in fulfilling their ambitions – use the opportunity in the market, they see the chance to succeed in hard competition.

Women, by contrast, start less often their business by fulfilling their own ambitions. Sometimes they see it as a starting point for a complicated life situation - some women deal with the state of existence as a result of job loss, one of the most common motives for women to enter into business, is to better align family care with the necessity of financing the living costs.

A common model of women entrepreneurs is also the so-called "right hand of husband". In such a model, the impulse to enter a business comes from a man who conveys his wife to cooperate in his business. The man is also the imaginary head of a family business that strategically leads it. His woman is usually in charge of administrative and organizational support.

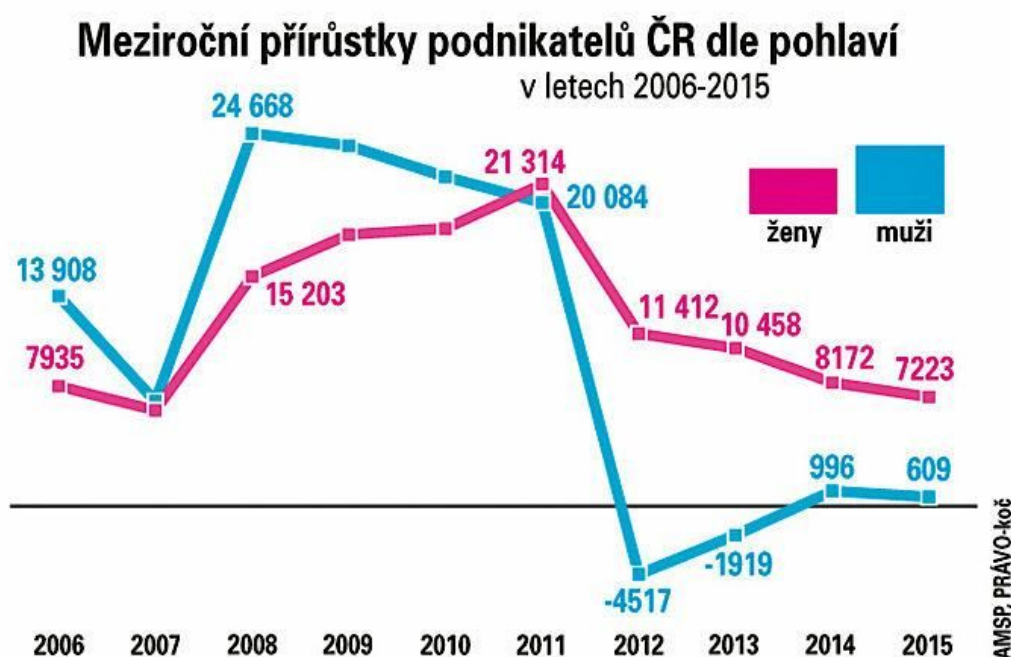
But when women start doing own business, they are successful. And not just in purely women's disciplines such as cosmetics, fashion, child-care services etc., some of them are successful in the fields that are considered to be the domain of men.

As the previous lines show, the business world is now fully open to women, and they can be very successful in it. It does not mean that all prejudices have already been overcome. There is a need to face them and also to encourage **young women not to worry about entering the business.**

2. Female Entrepreneurship in the Czech Republic

The situation of women's business has changed greatly in recent years.

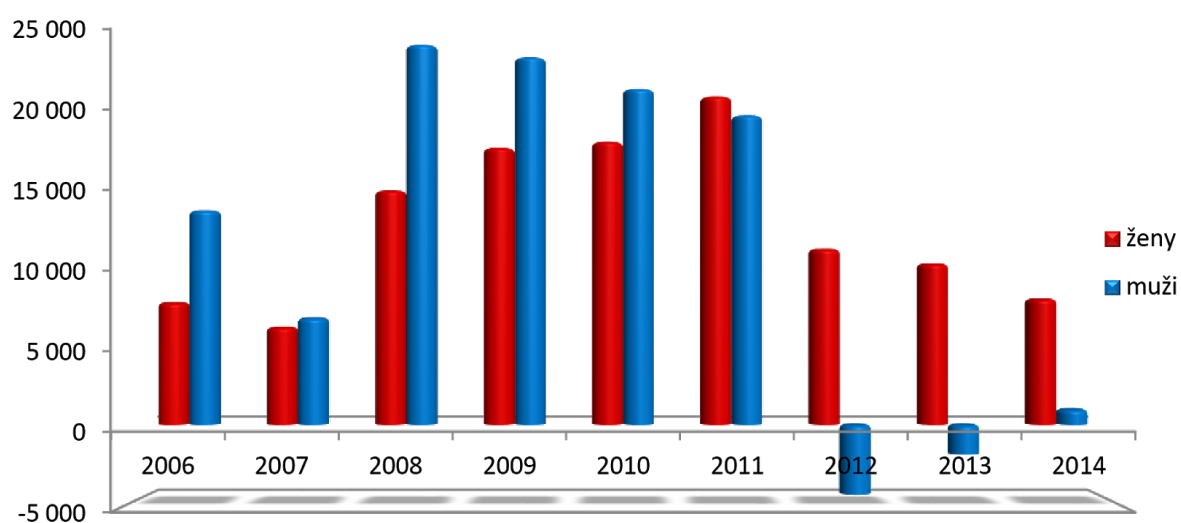
From the results of the survey and analysis of the Association of Small and Medium-Sized Enterprises and Tradesmen of the Czech Republic (AMSP ČR), Ženy s.r.o. and the Ministry of Industry and Trade (MPO) the number of women who have now decided to start a business and do business independently grows sharply. The number of women who have established a new business is twelve times higher than the number of newly-established men owned businesses.



Although men still dominate in business, their numbers have stagnated in recent years, and we see the trend of dominating steady growth in the number of women entrepreneurs. In 2015, the number of female entrepreneurs increased by another 7223, while only 609 men were added.

Half of the women who started business to go to the service area, followed by small business, the absolute minimum of women opted for the industry, except for small handmade production.

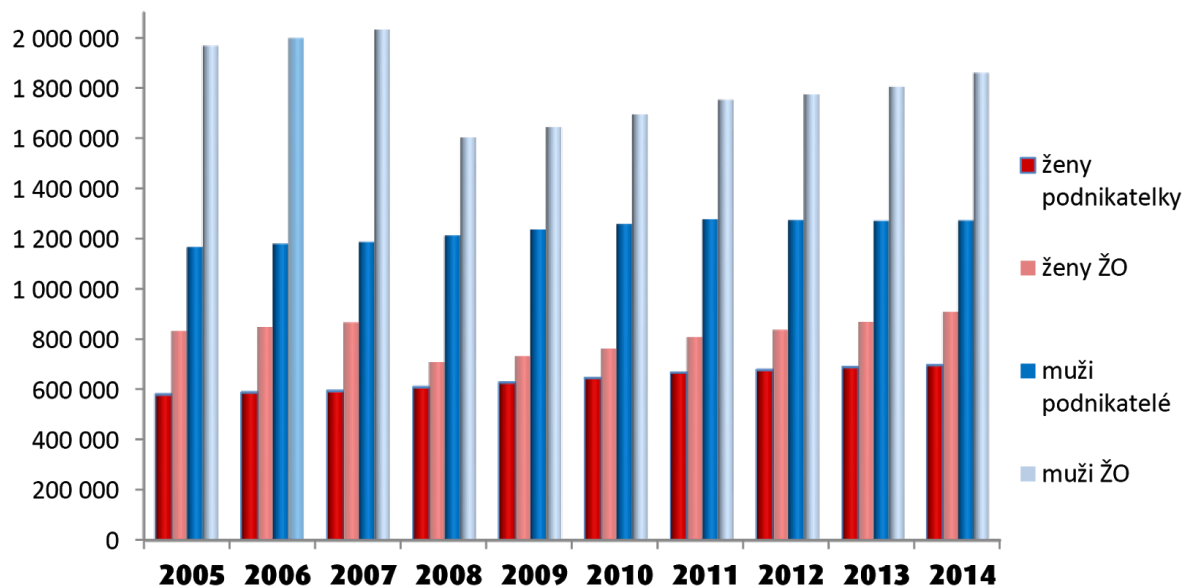
Year-on-year growth of the Czech Republic's entrepreneurs by sex in 2006-2014





ItsHandMade

Number of entrepreneurs (males - females) and total number of trades licenses (males of females) in the years 2005 - 201420 (note the numbers of entrepreneurs are both active and inactive)



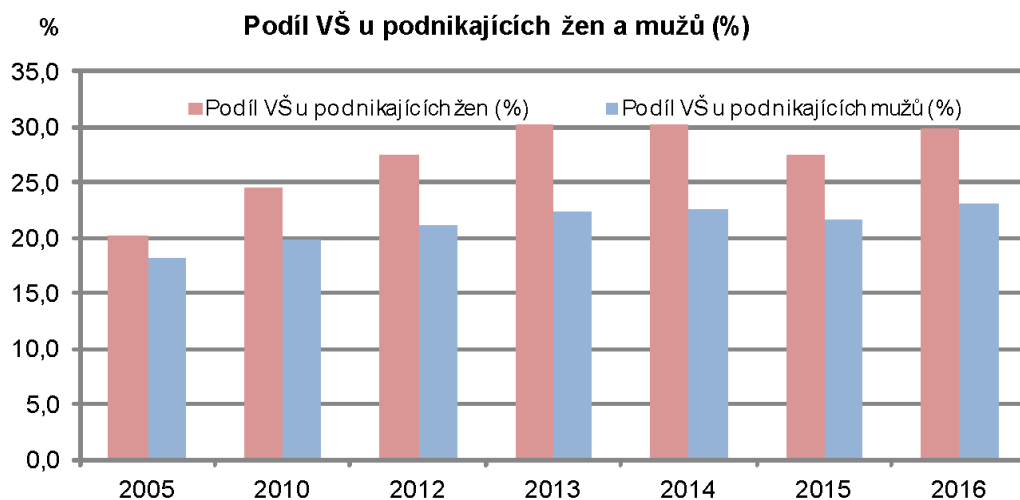
The highest shares of female entrepreneurs, were in the following sectors: professional, scientific and technical activities and real estate activities. The third most significant proportion of female entrepreneurs (of all working women) was recorded in finance and insurance (more than one fifth).

The share of women among entrepreneurs with a university degree has grown quite significantly, especially until 2013. In 2005, this share was 28% and in 2013 it reached 40%. In the following year, there was a fall to 36%, but already in 2016, the proportion of women among entrepreneurs increased to 38%.

The proportion of female college students in all female entrepreneurs increased from 20.3% to 30.4% in 2005-2014, more than ten percentage points. Following a decline in 2015, this share rose again to close to 30%. The proportion of college educated among entrepreneurs ranged between 20-22%. In 2016, it reached 23%.

Higher educated women do business more often than men with this level of education.

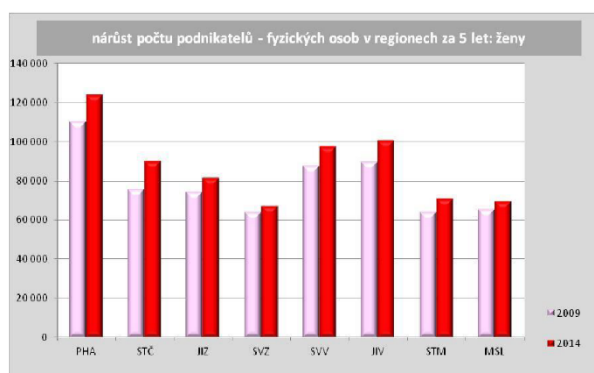
University share of female and male entrepreneurs



It is clear from the graph that university-educated women in business predominate.

Increase in the number of female entrepreneurs in the regions (2009-2014):

	2009	2014	%
PHA	110 351	123 901	12,28
STČ	75 605	89 913	18,92
JIZ	74 191	81 570	9,95
SVZ	64 000	66 883	4,50
SVV	87 559	97 454	11,30
JIV	89 533	100 462	12,21
STM	63 993	70 921	10,83
MSL	65 413	69 264	5,89
	630 645	700 368	11,06

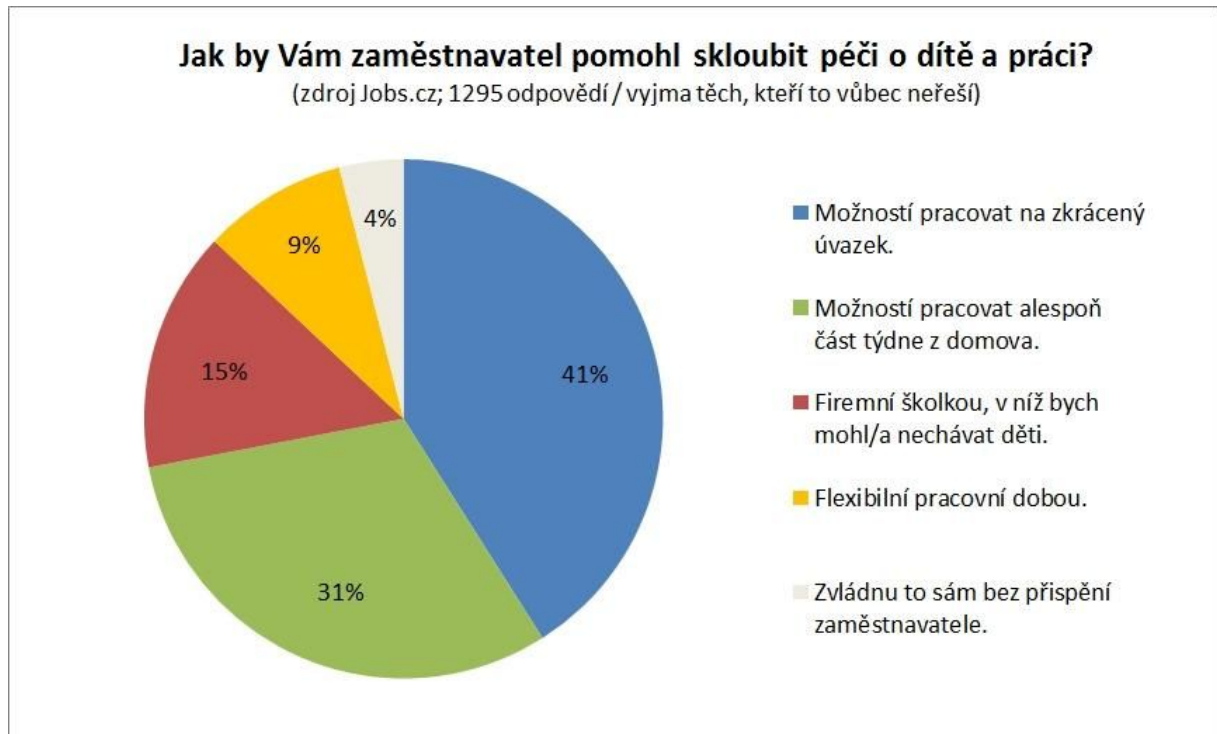


In all regions, there is a faster increase in female entrepreneurs. The highest increase is in the cities around Prague.

2.1 Reconciliation of work and family

According to Eurostat, the Czech Republic and Slovakia rank among the lowest share of part-time workers in the EU. Experience from Western Europe shows that the more flexible the labour market, the lower the unemployment and the higher productivity.

How can the employer help you to combine work and family care?

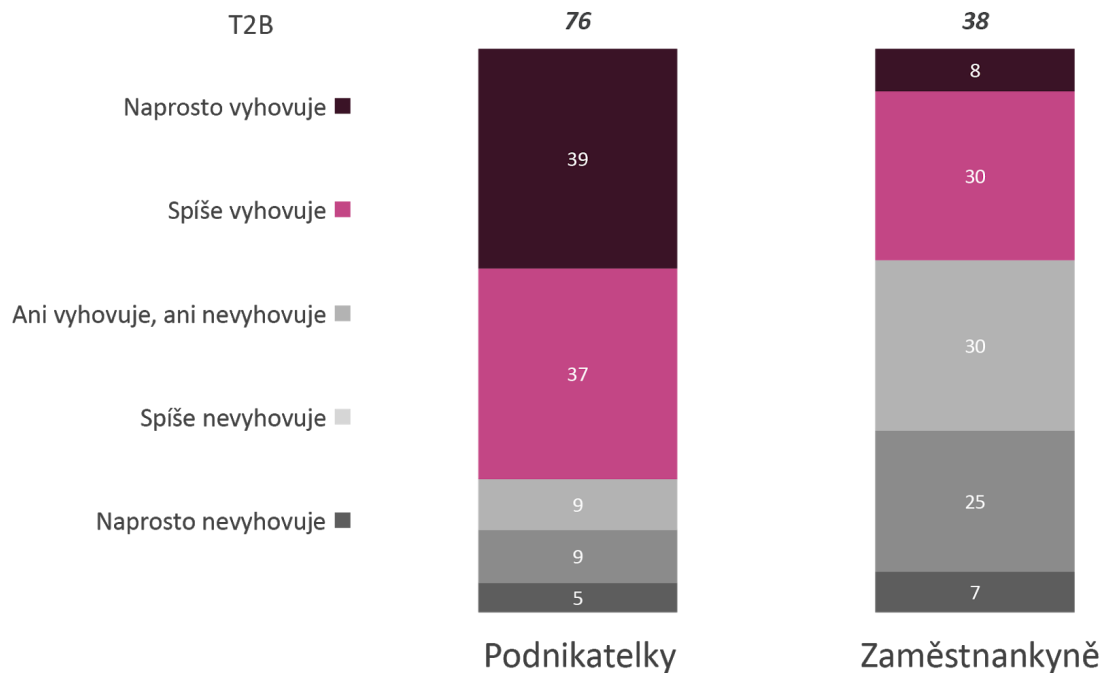


The fact that employers are not flexible causes the outflow of employees into business.

For women is a crucial factor in deciding to start a business which offers to combine work and family life. The main motivation for three quarters of women is the organization of working time, two thirds consider it as a way to independence; on the contrary, just every seventh woman wants to start doing business because she has a business idea.

Entrepreneurs report significantly higher satisfaction with their way of work than the employee.

Comparing Satisfaction with Businesswoman X Employee Life



You can see almost twice as high satisfaction of women in business to women in normal job. It is another obvious the reason why increases the number businesswomen. Business women are much happier with their lives and income than women in employment.



2.2 Women and small craft businesses in the Czech Republic

In the Czech Republic, according to the Czech Statistical Office, in the year 2016 there were 1 144 417 legal and physical persons with a total number of employees ranging from 0 to 249, of which 881 509 were persons and 262 908 were legal entities.

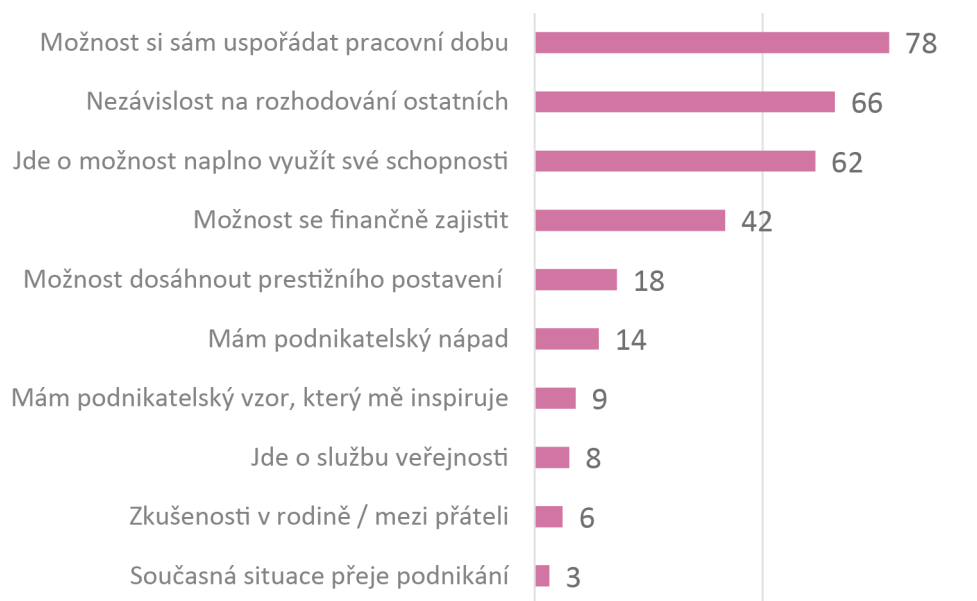
In total, for legal and natural persons with the number of employees 0-249 has grown by 3,717 from 2015.

The share of small and medium-sized enterprises in the total number of active business entities in the year 2016 was 99.8%.

We have no exact statistics on small business divisions for those owned by men or women, there is only AMSP Research.



What motivates women to become a businesswoman?



It can be seen that women believe, partially solves its time mode and are aware of it benefit of independence. Unfortunately, every seventh woman only wants to start business, because she has business idea. It means women go a little more behind intuition. It can result at the end in business failing.

In what field are women doing business?



It is obvious that women prefer activities, where they have a looser mode in the sense of possibility work from home or flexible time management.

Interestingly, in sum almost a third of them consider counselling activities, however does not correspond with demand in the market.

Nearly one third of women go to counselling, making use of work from home. However, there are also small cafes, tea shops or hand-made shops, as well as the interest in running e-shops. There is a slight interest in running a boutique with textiles, pastry shops or kindergartens.

2.3 Labor opportunities in the sector



2.4 E-Commerce in the Czech Republic

The Czech Republic can boast a very dense network of online shops, currently running around 38,500, which is five hundred more than in 2015. As for the "e-shop" itself, the popularity of various commercial solutions is slowly but surely increasing, it is already used by 59% of Czech e-shoppers. The percentage dropped compared to last year's number of e-shops built on open source foundations (37%) and also the number of e-shops created on different individual platforms (4%).

The global e-commerce turnover for 2016 was more than \$ 1.9 trillion. Compared to this amount, our 100 billion may seem like a drop in the sea, but when compared with the other countries and take into account the population and the overall market situation, they are amazing numbers. In addition, E-shops account for only 9% of the total retail turnover, thus still having a tremendous potential for growth, which is also seen in comparison with last year,

https://www.mujprvnieshop.cz/?gclid=CjwKCAiAn5rUBRA3EiwAUCWb2-ID0I9ycRaWknCGrbucLfoQol3R44vy1Rr5T2M-tGxJeWwBvE5HRoCK9wQAvD_BwE

3. National policies

Czech government adopted SMALL AND MEDIUM ENTERPRISES SUPPORT STRATEGY 2014 –2020 in which there is no word of support female self-entrepreneurship.

Also in the Action Plan for the Support of Small and Medium-sized Enterprises for 2017 is nothing about female entrepreneurs, nor about support of handmade trade. In point 21. only they speak about Greater promotion of apprenticeship education - craft support.

In the Czech Republic, we don't have craft chambers, in some regions are part of Chamber of commerce. We do not have mandatory membership in chambers of commerce.

3.1 National policies supporting female self-entrepreneurship

The only document in this area is Governmental Strategy for Gender Equality in the Czech Republic for 2014-2020.

We can read 2 goals only:

7. Systematic support for women entrepreneurship, implementation of targeted programs to increase of female entrepreneurs

8. Monitoring the situation of involuntary entry entrepreneurship and motivation of employers to provide standard employment contracts, (combating job-based practices on the "shark system").

The Ministry of Labour and Social Affairs announces programs funded from EU funds to support women starting entrepreneurship, but it has no comprehensive strategy or system.

A number of non-profit organizations are trying to support women starting with entrepreneurship, funding these organizations is very difficult, they have to rely on donors or programs announced by big companies.

3.2 Laws in support of handmade trade

We have no special laws in this area.

In most cities, it is only possible to sell goods and provide off-site services (it must have approval decision) at a place that has been included in the list of markets, public markets, market places, restaurant gardens, places for goods and forward-looking sales , outlets. These sales are governed by a Market regulation - that is different in each city.

3.3 Fiscal and taxation aspects in the Czech Republic for the sale of handicrafts

One of the few advantages that the craftsmen have in our country is the possibility to apply the flat rate up to 80 %. But this advantage can only be used by those with very small business - up to CZK 1 million of turnover.

Tax return processing



4. Hand-Made (a short preamble)



<https://navolnenoze.cz/blog/handmade/>

4.1 Profile of the Handmade

In the Czech Republic handicrafts have a long tradition. A lot of people, mostly women, have been making jewelery, because glassworks are typical of our country.

After our revolution the state completely changed the funding of apprenticeships, and it caused at a complete collapse of crafts.

Some crafts are already completely lost.

Recently, especially women - mothers have discovered the beauty of manual work again, and this causes her new development.

Customers have also begun to become interested in hand-made products.

look at the short film

<http://www.tarak.cz/rucni-prace-jako-odraz-harmonie-vesmiru/>

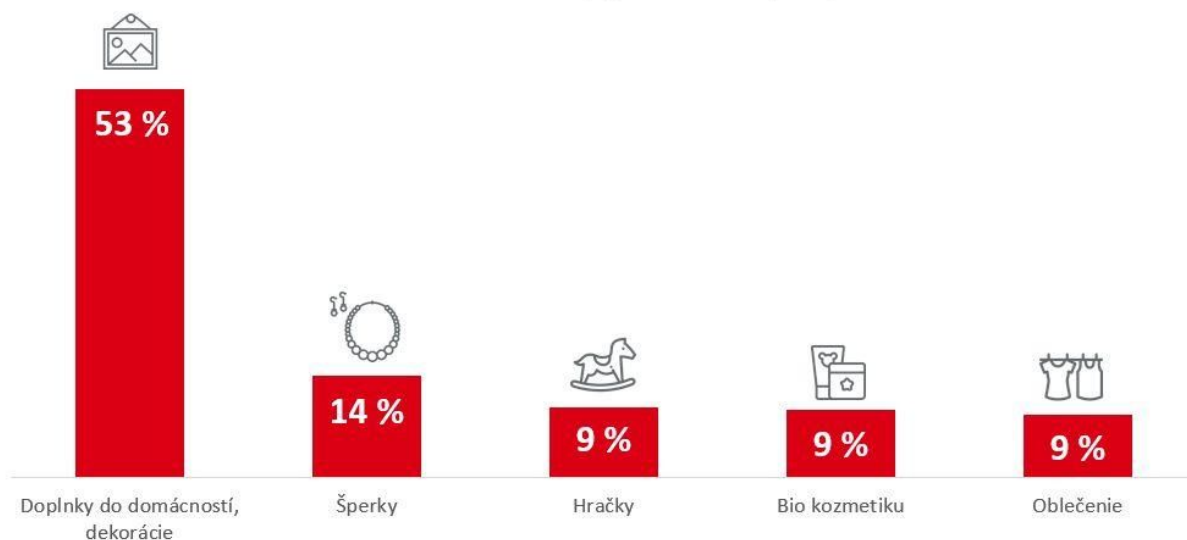
4.2 Handmade production market



Which handmade products do you prefer to buy?

Ktorú kategóriu handmade výrobkov najradšej kupujete?

ZÁKLAD: Základ: Tí, ktorí kupujú handmade výrobky, N=465



nielsen | ADMOSPHERE

Zdroj: Nielsen Admosphere Slovakia, N=514, internetová populácia SR 15+, SNaP, November 2017

Hand made – sales portals with provisions

www.webtrziste.cz - provize 9%
www.potvor.cz - provize 10%
www.tisicveci.cz - provize 7%
www.umcentrum.cz - provize 10%
www.simira.cz - provize 8%, charitatívny projekty pouze 1%
www.simira.cz/lesan - provize 1%
www.fler.cz - provize 11%
www.kreativnigalerie.cz - provize 11%
www.mimibazar.cz - poplatek jen za členství
www.bio.cz - provize 7%
www.mijashop.cz - provize 10%
www.mwl.cz/shop - provize 5%, studenti 2,5%
www.kramky.cz - provize ?%
www.stankar.cz - provize ? trochu složitější a jinak
www.ebay.com - provize ? trochu složitější a jinak
www.flickr.com - provize ? trochu složitější a jinak
www.aukro.cz - provize ? trochu složitější a jinak
www.malickosti.net - provize ? - píšou, že bezplatné
www.bizuterie-online.cz - provize ?
www.zlateceskerucicky.cz - provize 10%
www.creativeclub.cz - provize trochu jinak

www.designdock.cz - provize 9%

www.ijarmark.cz - provize ?

www.labasta.com - provize ?

www.sikovnilide.cz - provize 10%

www.kreativnivyrobky.cz - provize ?

www.dogala.cz - provize 10%

www.simira.cz - provize 8%

www.mamca.cz - provize ?%

www.svobodnepodnikani.cz - provize ?%

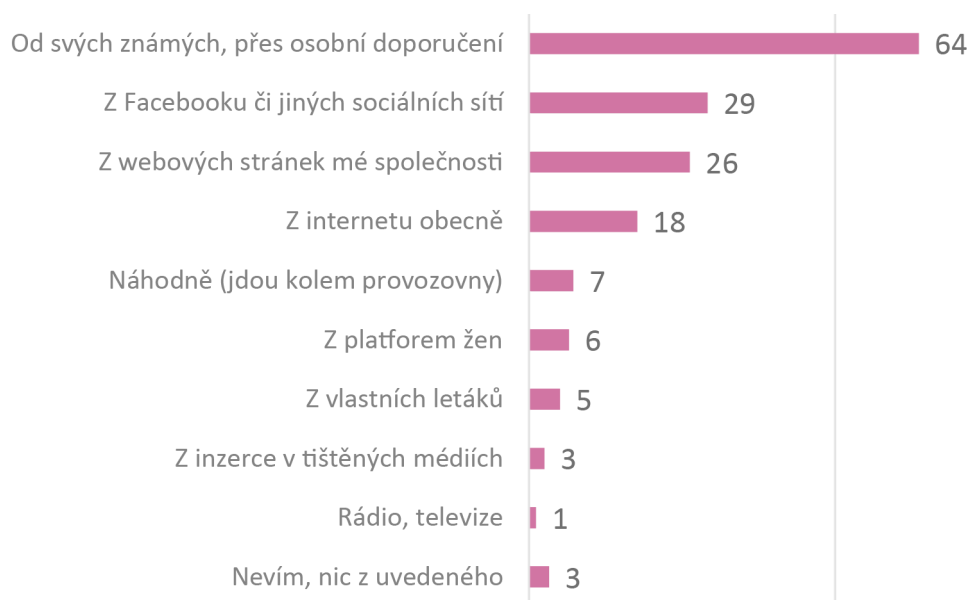
www.maxbere.cz - ?%

www.riel.cz - provize 9%

<https://www.prace-z-domu.com/seznam-handmade-portalu-v-cesku/>

4.3 Marketing tools used

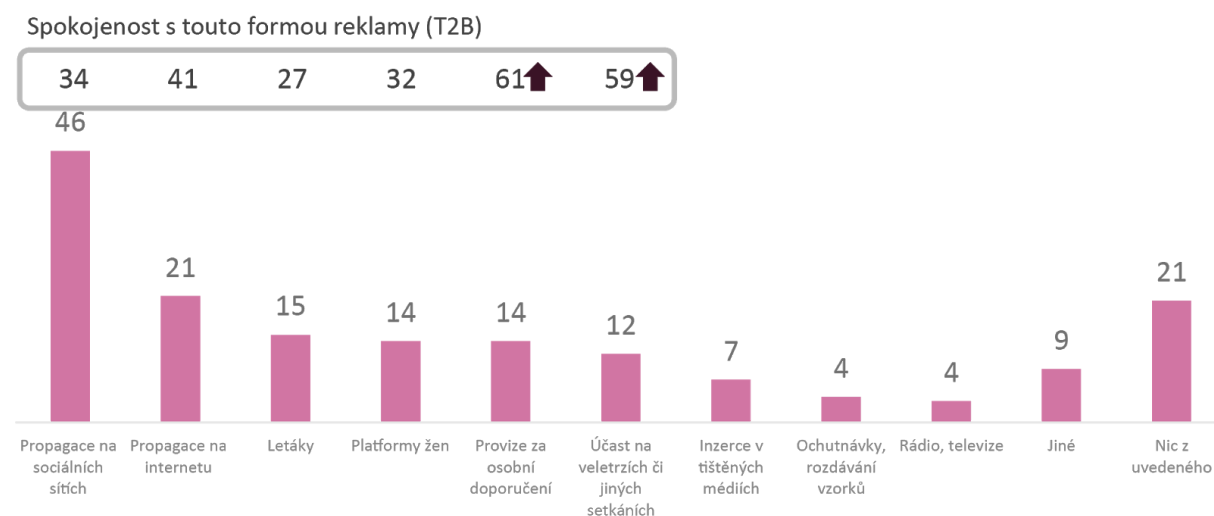
Where do business customers learn about businesswomen?



Women rely on the recommendation, personal contacts and good reputation. Very interesting is that internet tools and social networks are automatic tool of communication.

Obviously, the traditional forms of advertising and media use are for them very expensive and therefore an inefficient way of presentation.

What forms of advertising are used by businesswomen?



The most commonly used tool are social networks, the internet and leaflets. It is surprising that women use the different platforms of women for promotion their work.

What forms of Internet advertising do entrepreneurs use?



Among the forms of promotion dominate their own websites, fan page on Facebook or promotions on other social networks.

5. Conclusions



Annex 1: statistics of women working at home, various statistics on the work of artisans

Annex 2: organizations dealing with handmade

Annex 3: handmade stakeholders

Annex 4: e-commerce sites

Annex 5: handmade markets in the Czech Republic

Resources:

- Ipsos pro AMSP: Podnikové ženy a ženy podnikatelky_09 2016
- Srovnávací analýza podnikatelů a podnikatelek v letech 2009 - 2014 Zpracoval tým Asociace malých a středních podniků a živnostníků ČR ve spolupráci s Ministerstvem průmyslu a obchodu ČR
- Zpráva o vývoji malého a středního podnikání a jeho podpoře , MPO ČR
- Akční plán podpory malého a středního podnikání na rok 2017
- Vládní strategie pro rovnost žen a mužů na léta 2014 - 2020