

## METRO STUDY CONFIRMS ENTREPRENEURIAL SPIRIT: MOST ENTREPRENEURS WOULD FOUND AGAIN

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FOR THE "OWN BUSINESS DAY" ON 8 OCTOBER, MORE THAN 547,000 OWNER-MANAGED COMPANIES ARE ALREADY OFFERING ATTRACTIVE SPECIALS AND DISCOUNTS – OTHER OFFERS TO FOLLOW EVERY MINUTE

- Very positive mood among the entrepreneurs surveyed: 95 percent would found companies again.
- Representative METRO survey as part of the "Own Business Day" shows how important own businesses are to Germans: Almost one in two say that their own way of life is based directly on the diverse offers from self-employed service providers and entrepreneurs.
- METRO supports independent businesses and their founders with the "Own Business Day" and offers them a platform for gaining greater visibility.

Düsseldorf, 25 September 2019 – On the occasion of the "Own Business Day," METRO will be presenting the results of a representative study reflecting the mood in independent businesses for the third time since 2017. The study paints a very positive picture, as nearly all of the entrepreneurs surveyed (95 percent) say they would found a company again. The study also shows how important these local businesses are for many consumers in order to maintain their own way of life. METRO therefore supports independent businesses as part of the "Own Business Day" on 8 October by hosting a platform on which more than 547,000 restaurants, hotels, cafés, snack bars and many other service providers have already registered their special offers for the day.

The METRO survey confirms that Germans love buying from own businesses. 43 percent of the consumers surveyed confirmed that owner-managed companies have an enormous share in being able to lead their way of life as they desire. And the self-employed entrepreneurs are also very optimistic: nearly all (95 percent) said that they would found new businesses again, although almost one in two feared that their income

would be insecure (41 percent), one in three (32 percent) had to put a lot of effort into the continuous battle for new business and almost a quarter (23 percent) considers the tax payments to be burdensome.

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Experts therefore advise founders who have a business idea to inform themselves well before starting: "Especially in the first two years after starting a business, it is important to be aware of the runway – in other words the dry spell through which the reserves have to last. During this time, founders have to deal analytically and strategically with the funds available and keep the burn rate, i.e. the consumption of resources, manageable," says Prof. Dr. Christoph Hienerth, Chair in Entrepreneurship und New Business Development from Otto Beisheim School of Management in Vallendar.

#### Success factors for the self-employed: service, quality and sustainability

The fact that many Germans greatly appreciate own businesses is partly due to the fact that they act sustainably. For 54 percent of the consumers surveyed, this is an important decision criterion. More than half (52 percent) also said that good quality is one of the main reasons why they prefer to buy products and services from independent businesses. Just under half (49 percent) also cited good service. A total of 38 percent of those surveyed said that they prefer to buy from owner-managed companies rather than large chains.

#### Small businesses serve the desire for individuality and diversity in the region

Germans love the diversity in their regions and especially appreciate small and medium-sized independent businesses for their share in it. This was confirmed by 38 percent of the consumers surveyed. Personalised services offered by owner-managed companies are particularly popular among half of Germans (51 percent). Therefore, according to the survey, almost one in two respondents is of the opinion that it is predominantly own businesses that offer the best services for maintaining their individual lifestyle.

Thus, every second consumer would also miss the personal service (51 percent) and the unique products (50 percent) if the number of independent businesses were to decrease. The quality of products and services would also be lacking for 46 percent of Germans.

#### Particularly popular: owner-managed hairdressing shops, restaurants and cafés

More than half of the consumers surveyed in Germany (54 percent) stated that they prefer small owner-managed hairdressing and barber shops to large chains. Smaller restaurants, cafés and snack bars (53 percent) and florists (47 percent) are almost as popular.

**“Own Business Day” : Daily specials in many German cities**

In order to give independent businesses greater visibility, METRO launched the “Own Business Day” in 2016. Besides Germany, attractive campaigns will now be taking place for the fourth time in more than 25 countries. “Our goal is to focus on the diversity and individuality of own businesses because they are of great importance for the neighbourhood and the local environment,” notes Frank Jäniche, CEO of METRO Deutschland. METRO has been supporting start-ups and experienced entrepreneurs for many years by offering customised consulting services and digital solutions. Karl Romboy, Ambassador of Gastronomy at METRO Deutschland and former owner of the Düsseldorf-based restaurant “Karls” says: “Gastronomes who have founded a restaurant often lack the necessary attention at the beginning. The ‘Own Business Day’ helps them a lot to raise awareness of their individual concepts.”

**Free gifts, discounts and special menus**

Already days before the campaign day, more than 547,000 companies had registered with an offer for the “Own Business Day”. Many hotels will be offering a free breakfast on 8 October or will cover the costs of the parking ticket. Restaurants will be luring guests by offering free drinks and specially created lunch menus, service providers with discounts or special services. For example, a farm shop in Hamburg is organising a barbecue evening with high-quality products from the region for its guests, while a Düsseldorf-based supplier of premium motorhomes is offering a trial offer for an exclusive glamping experience and a catering company from Berlin select Lebanese dishes.

All activities on: [www.own-business-day.com](http://www.own-business-day.com)

Further study results at: [www.metro-cc.com/own-business-study](http://www.metro-cc.com/own-business-study)

**Study design**

Participants worldwide	10,000 consumers, including 1,500 self-employed entrepreneurs
Participants in Germany	1,000 consumers, of whom 150 are self-employed entrepreneurs
Composition of participants	Consumers representing a cross-section of the respective country’s population

	Self-employed enterprises, including hospitality, retail and all other branches of business
Participating countries	Czech Republic, France, Germany, India, Italy, Poland, Portugal, Romania, Russia, Turkey
Panel	Online panel, representative for each country
Study institute	APCO Insight, the opinion research group at APCO Worldwide
Survey period	August 2019

METRO is a leading international wholesale company with food and non-food assortments that specialises on serving the needs of hotels, restaurants and caterers (HoReCa) as well as independent traders. Around the world, METRO has some 24 million customers who can choose whether to shop in one of the large-format stores, order online and collect their purchases at the store or have them delivered. METRO in addition also supports the competitiveness of entrepreneurs and freelancers with digital solutions and thereby contributes to cultural diversity in retail and hospitality. Sustainability is a key pillar of METRO's business. METRO has been the sector leader in the Dow Jones Sustainability Index for the last four years. The company operates in 36 countries and employs more than 150,000 people worldwide. In financial year 2017/18, METRO generated sales of €36.5 billion. In September 2018 METRO AG initiated the divestment process for the food retail chain Real with its 34,000 employees.