

SME study: Austria's companies optimistic despite crisis

[Back](#)

08.03.2010

- 55% of Austria's small and medium-sized companies expect an upward trend in 2010/2011
- Only 21% of businesses feel they have been badly affected by the crisis
- Small and medium-sized businesses want to invest in "co-operations" and "business up-grades" in future

Austria's small and medium-sized businesses coped well last year, and are optimistic about the future – this is the main result of a survey conducted by the IMAS Institute on behalf of Erste Bank and Sparkassen with managing directors and managerial staff of 900 Austrian SMEs out of 300.000 in. Around half of the small and medium-sized companies are expecting an increase in customer numbers and growing sales in the next 3-5 years. At the same time, entrepreneurs should be particularly concerned with managing staff costs. 57% of all entrepreneurs act on the assumption of rising wages and social benefits.

Customer base expansion as future challenge

Small and medium-sized businesses see the biggest economic challenges as being the acquisition of new customers, the retention of existing customers, and the development of competitiveness. However, one third of these businesses think they will be able to strengthen their market position in the next few years. Expansion abroad is only expected to play a minor role here (at 6%). More than 40% want to increase their activities in intensive co-operations with other companies, and the upgrading of their own business. This has a direct effect on the financing requirements of the small and medium-sized businesses, which will be particularly noticed in the areas of investments/modernisation in future.

Austria's small and medium-sized businesses coped well last year, and are optimistic about the future – this is the main result of a survey conducted by the IMAS Institute on behalf of Erste Bank and Sparkassen with managing directors and managerial staff of 900 Austrian SMEs out of 300.000 in. Around half of the small and medium-sized companies are expecting an increase in customer numbers and growing sales in the next 3-5 years. At the same time, entrepreneurs should be particularly concerned with managing staff costs. 57% of all entrepreneurs act on the assumption of rising wages and social benefits.

Customer base expansion as future challenge

Small and medium-sized businesses see the biggest economic challenges as being the acquisition of new customers, the retention of existing customers, and the development of competitiveness. However, one third of these businesses think they will be able to strengthen their market position in the next few years. Expansion abroad is only expected to play a minor role here (at 6%). More than 40% want to increase their activities in intensive co-operations with other companies, and the upgrading of their own business. This has a direct effect on the financing requirements of the small and medium-sized businesses, which will be particularly noticed in the areas of investments/modernisation in future.

[Back](#)



[Download \[jpg; 796.6 KB\]](#)