

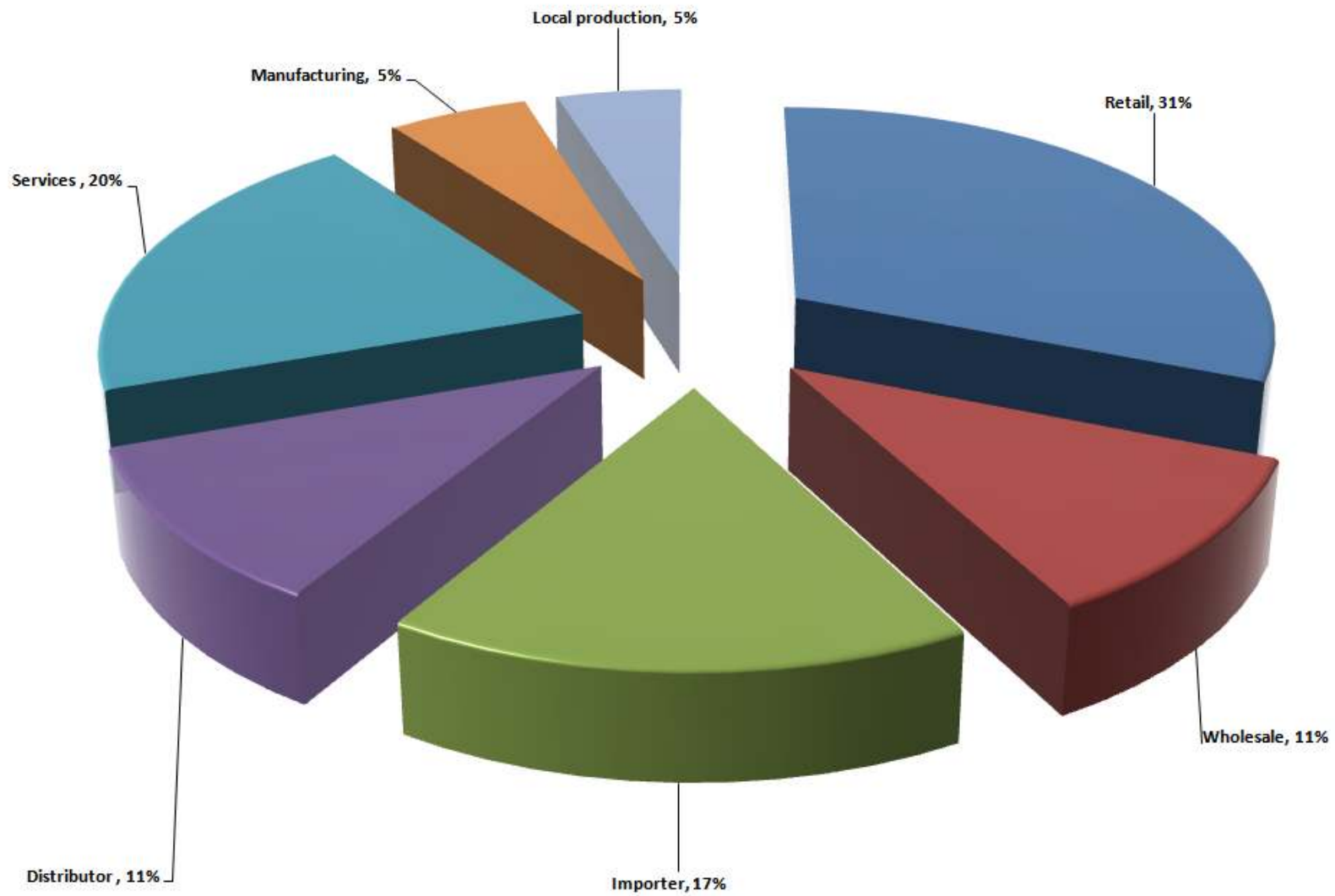


Business Survey 2017

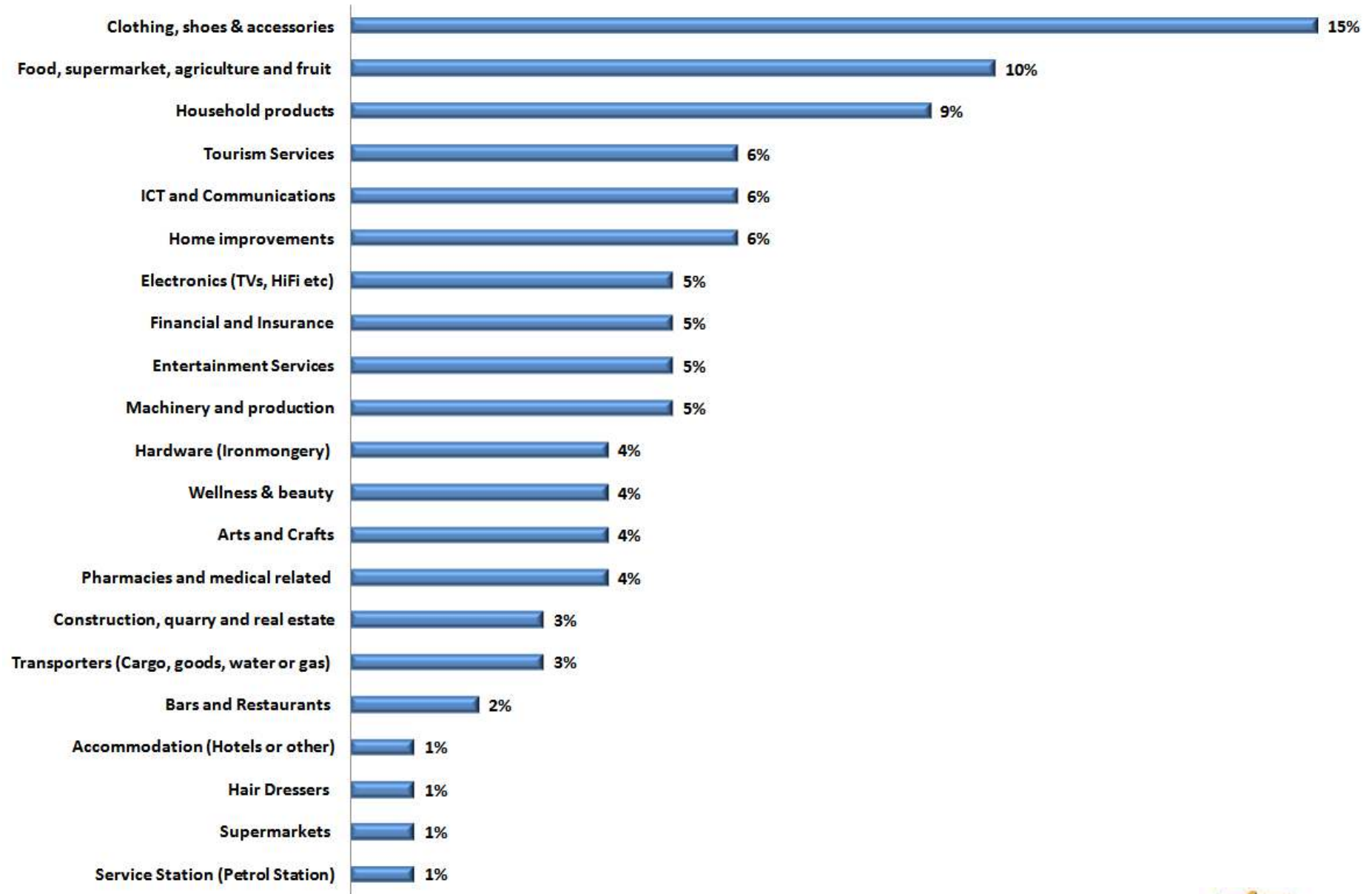
Conducted by GRTU

January 2018

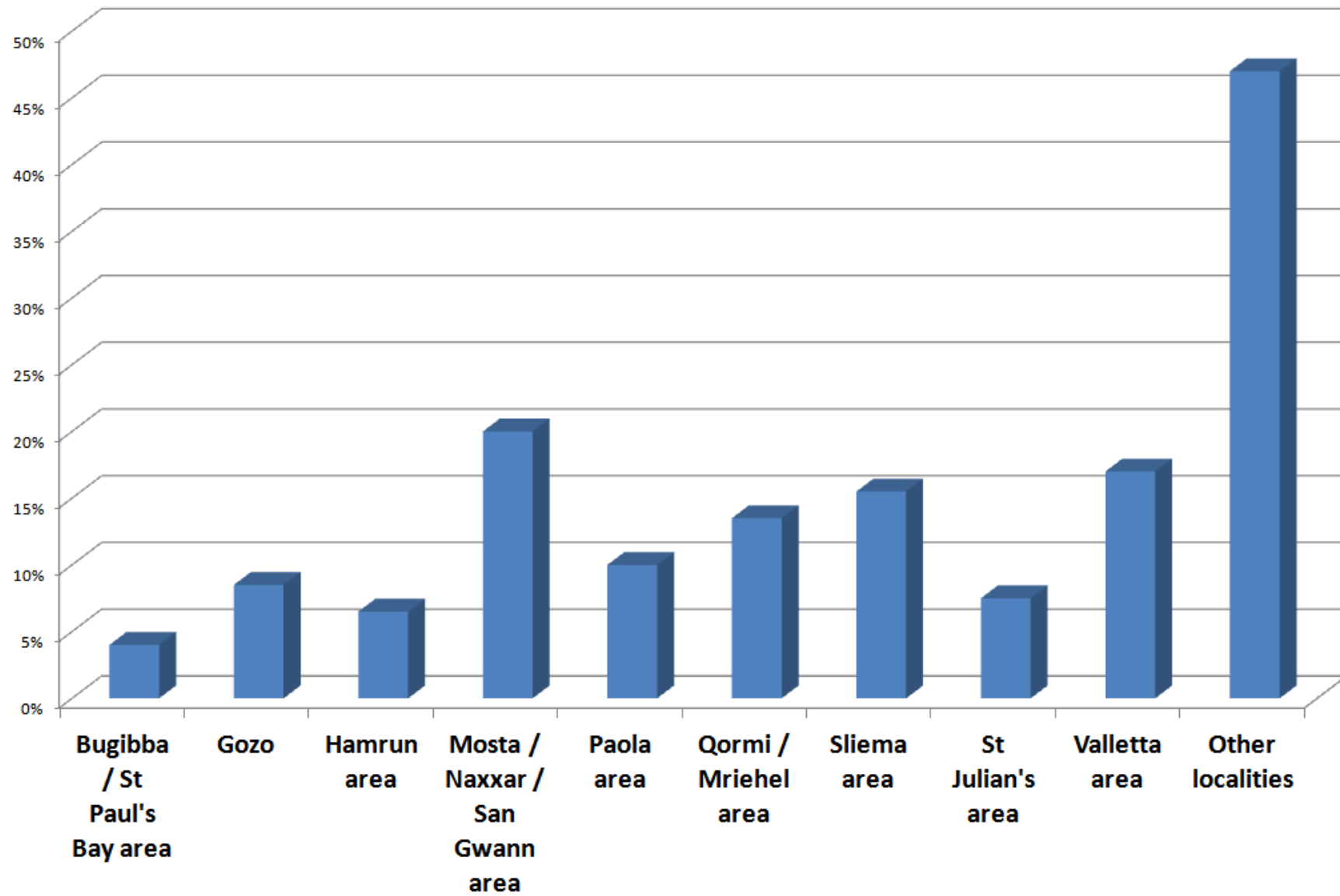
Activity of your enterprise



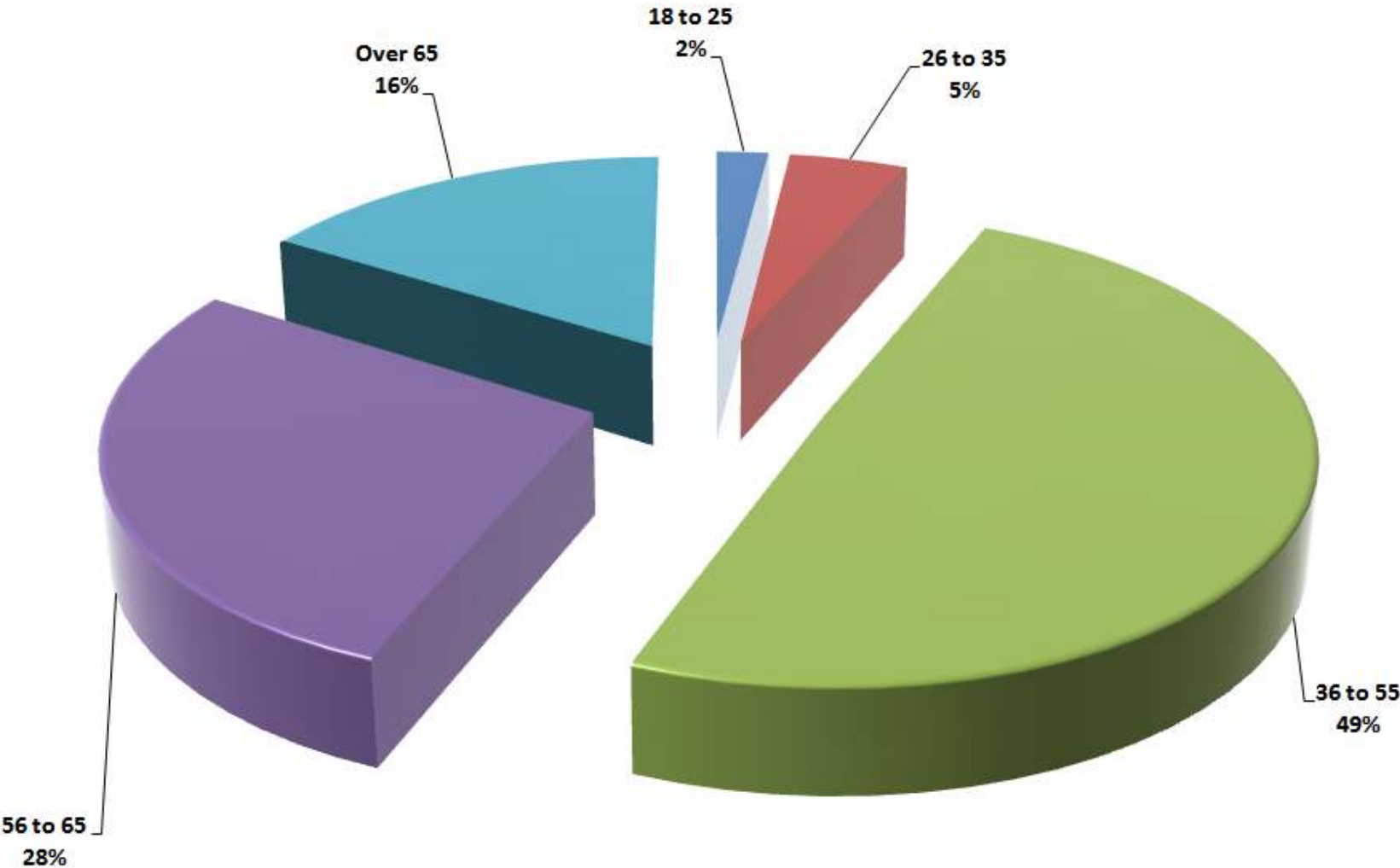
Line of business



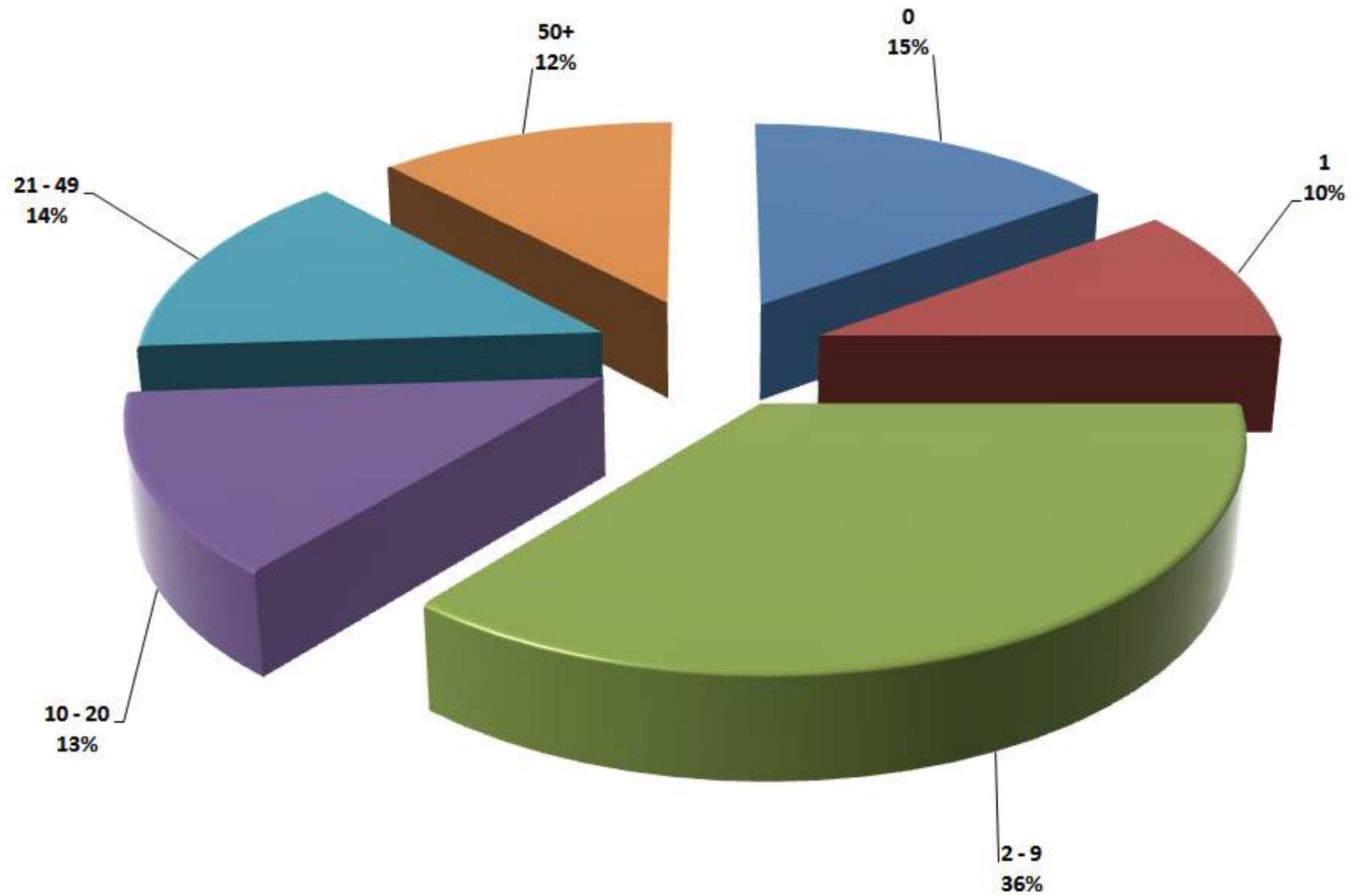
Locality/localities where your business is located



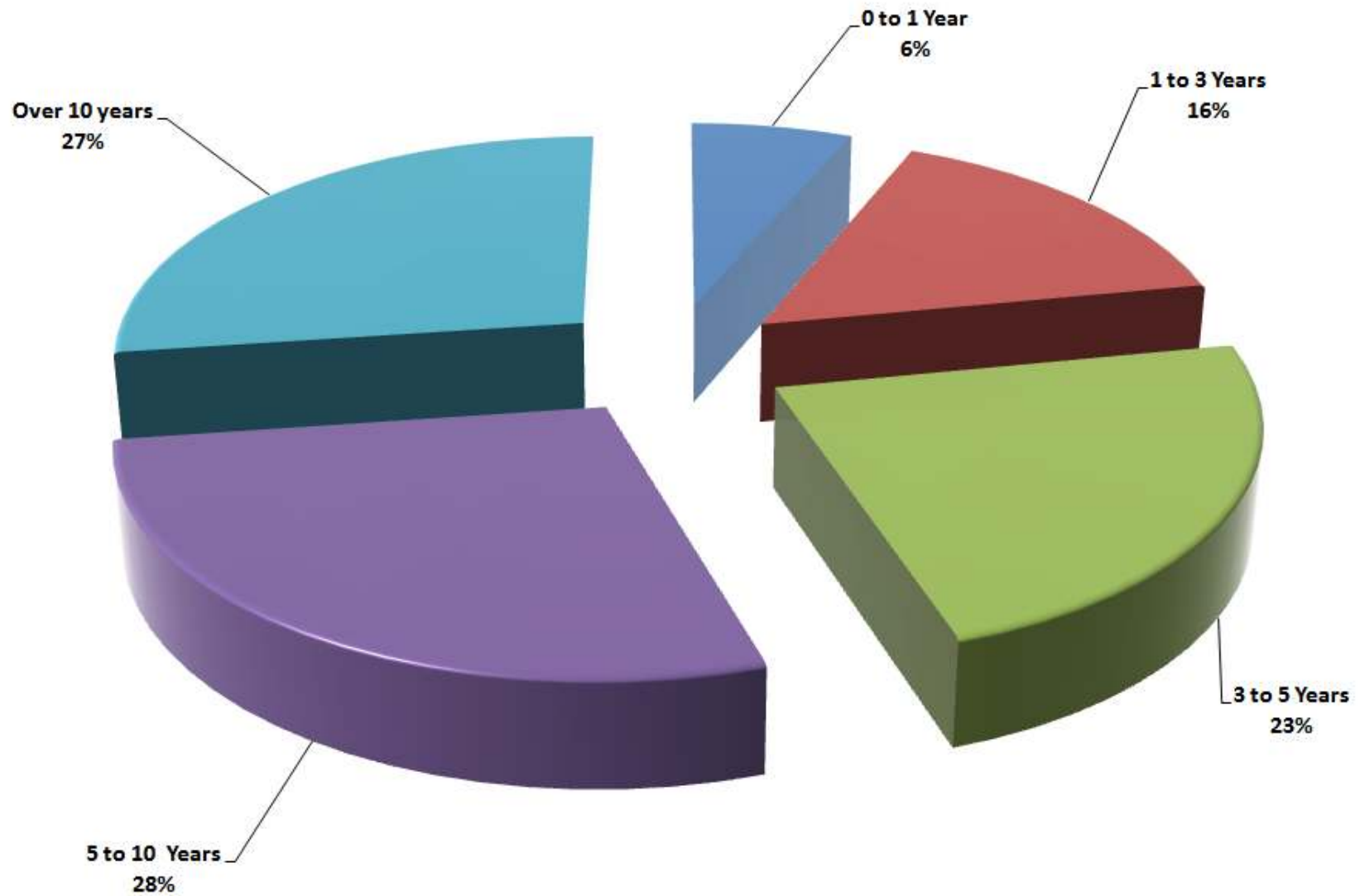
Age of the head of organisation



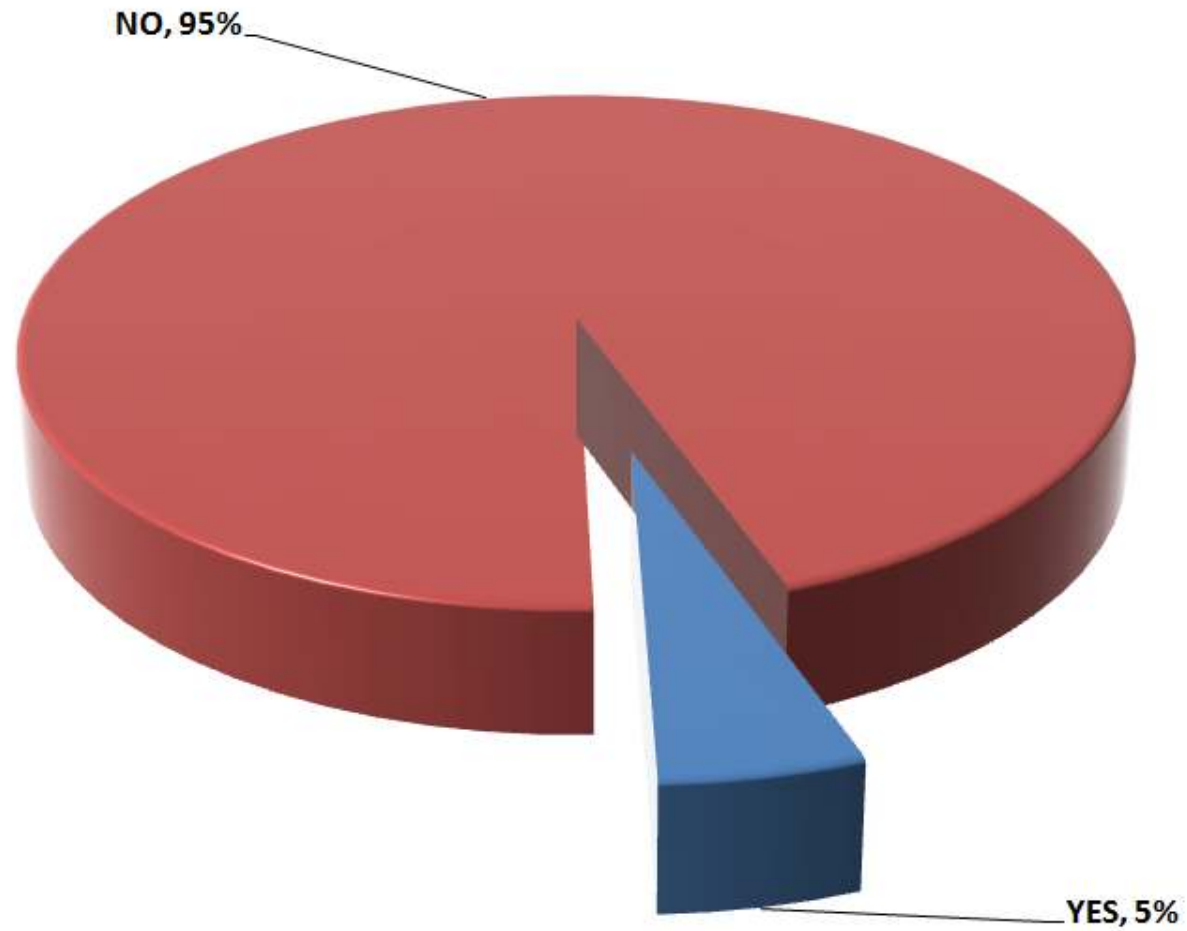
How many people do you employ other than yourself?



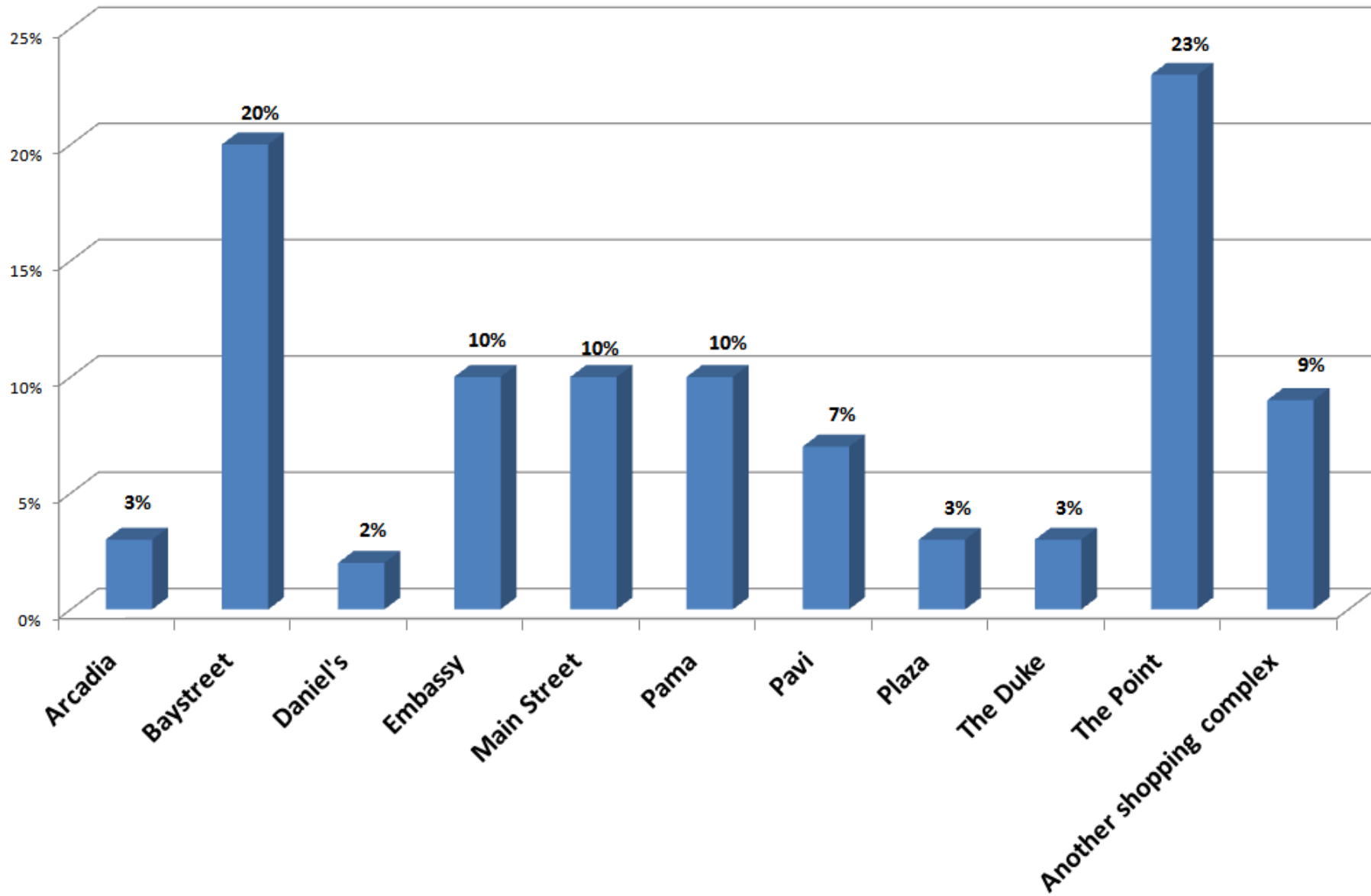
What is the average duration, in years, that employees are retained within your enterprise?



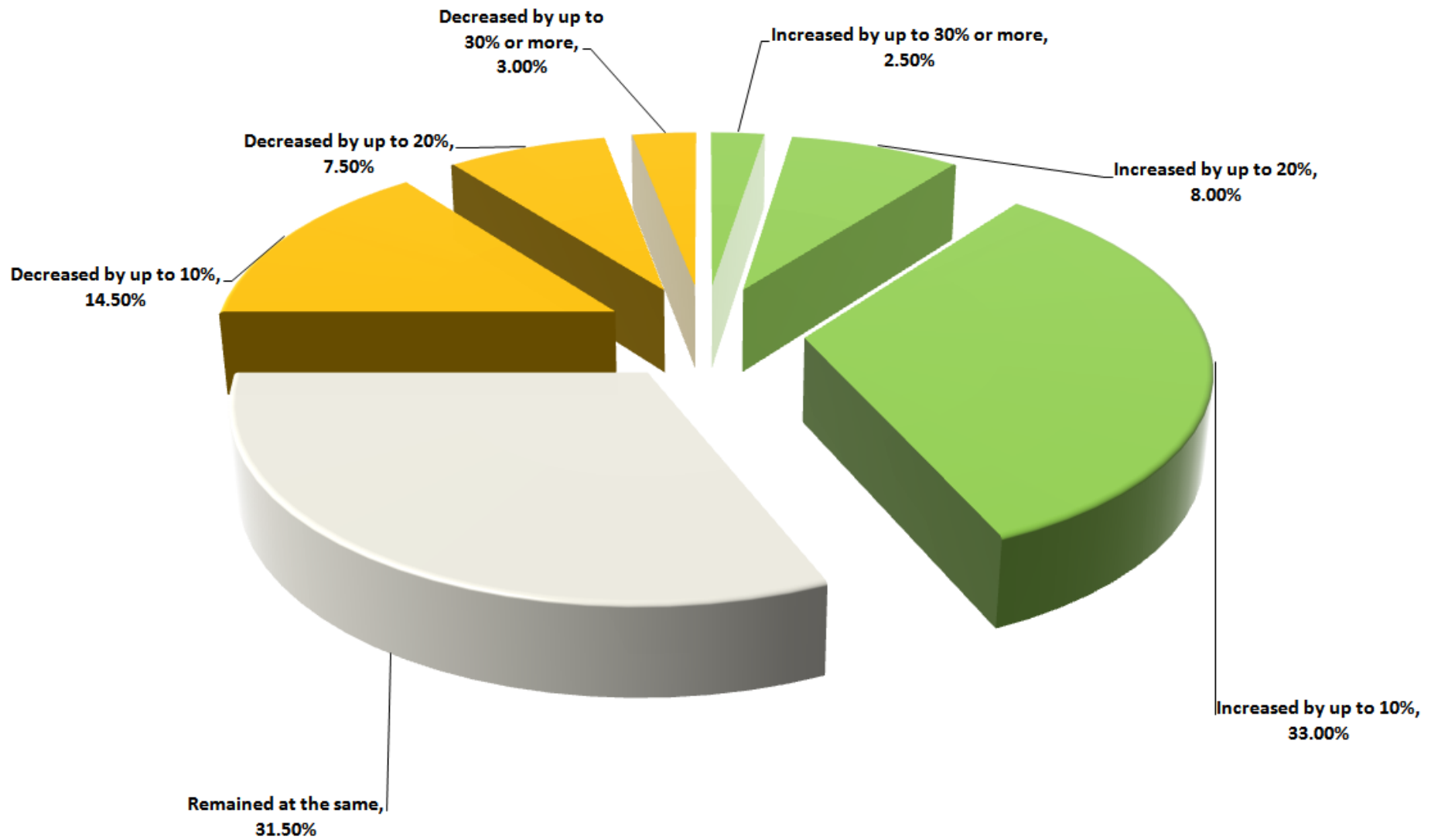
Is your business located in a shopping complex?



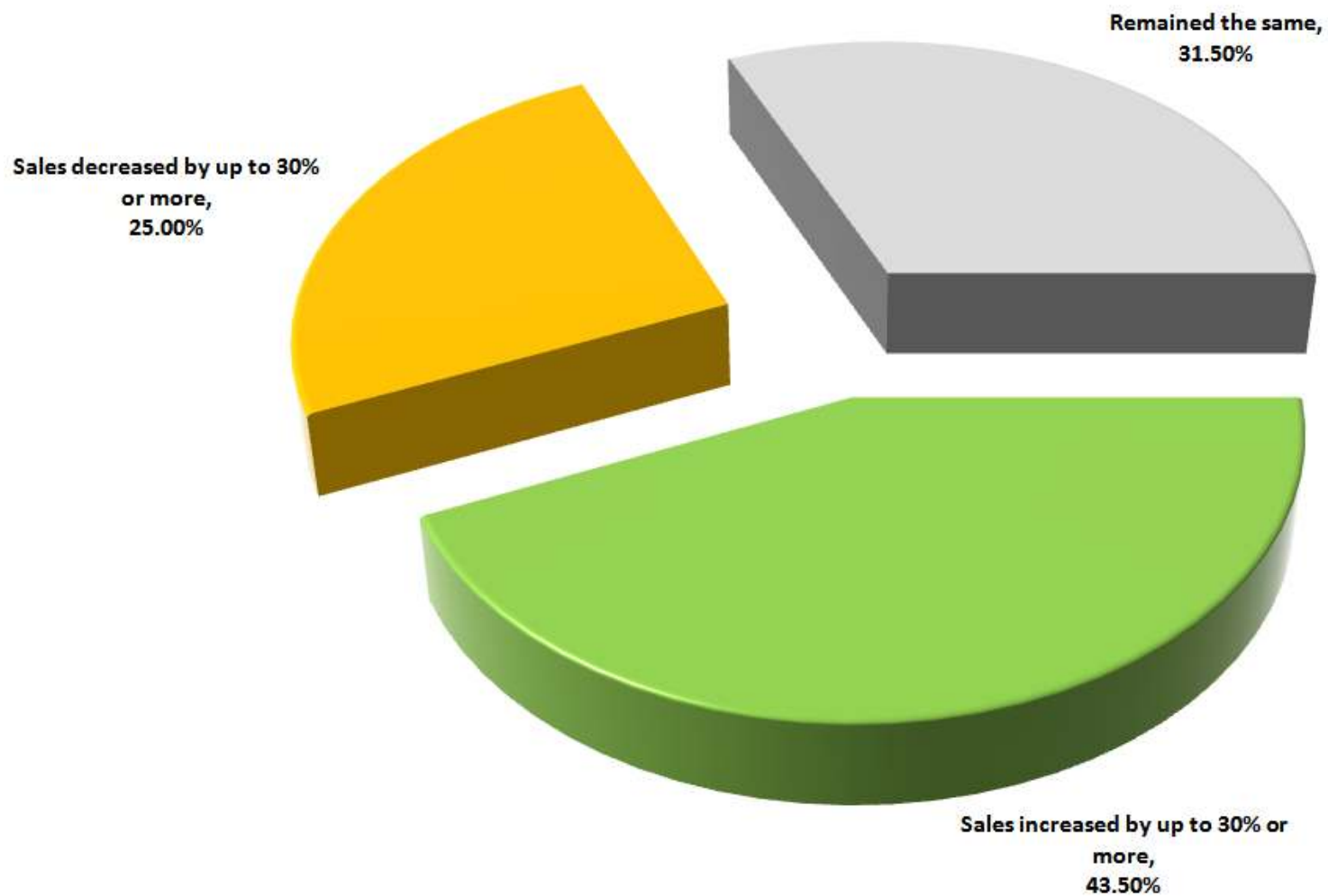
Which shopping complex?



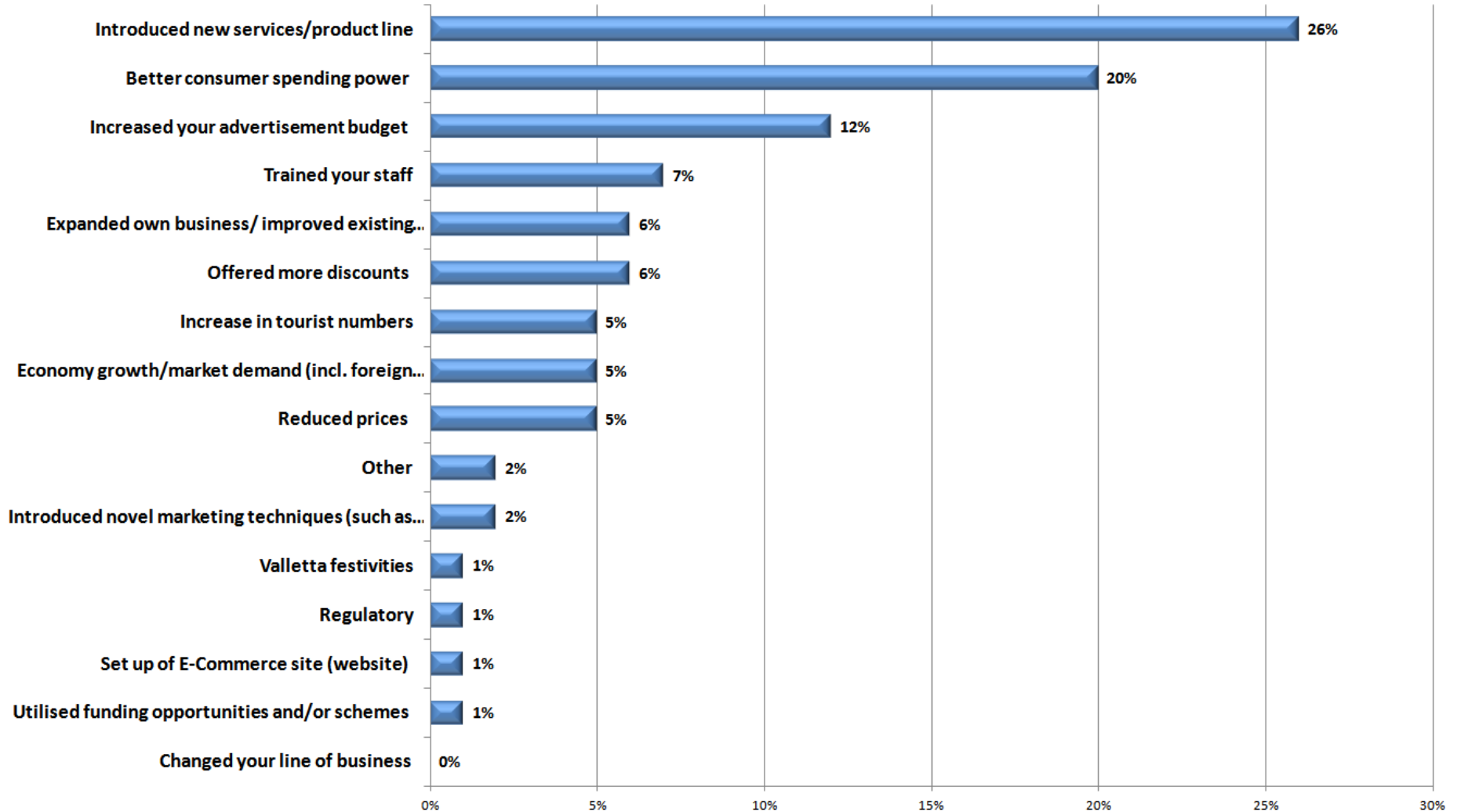
When compared to the previous year, during 2017, your total sales:



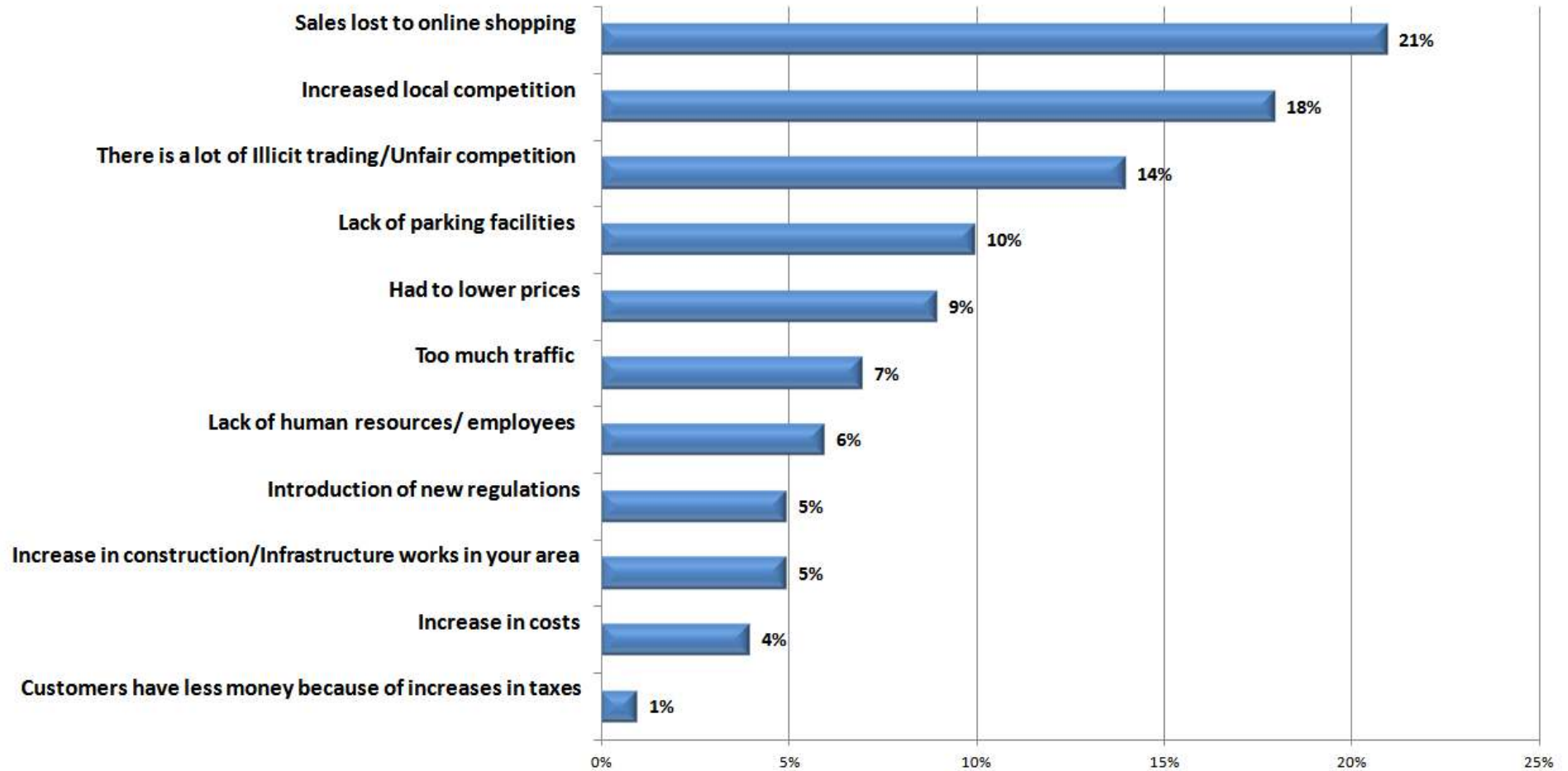
When compared to the previous year, during 2017, your total sales:



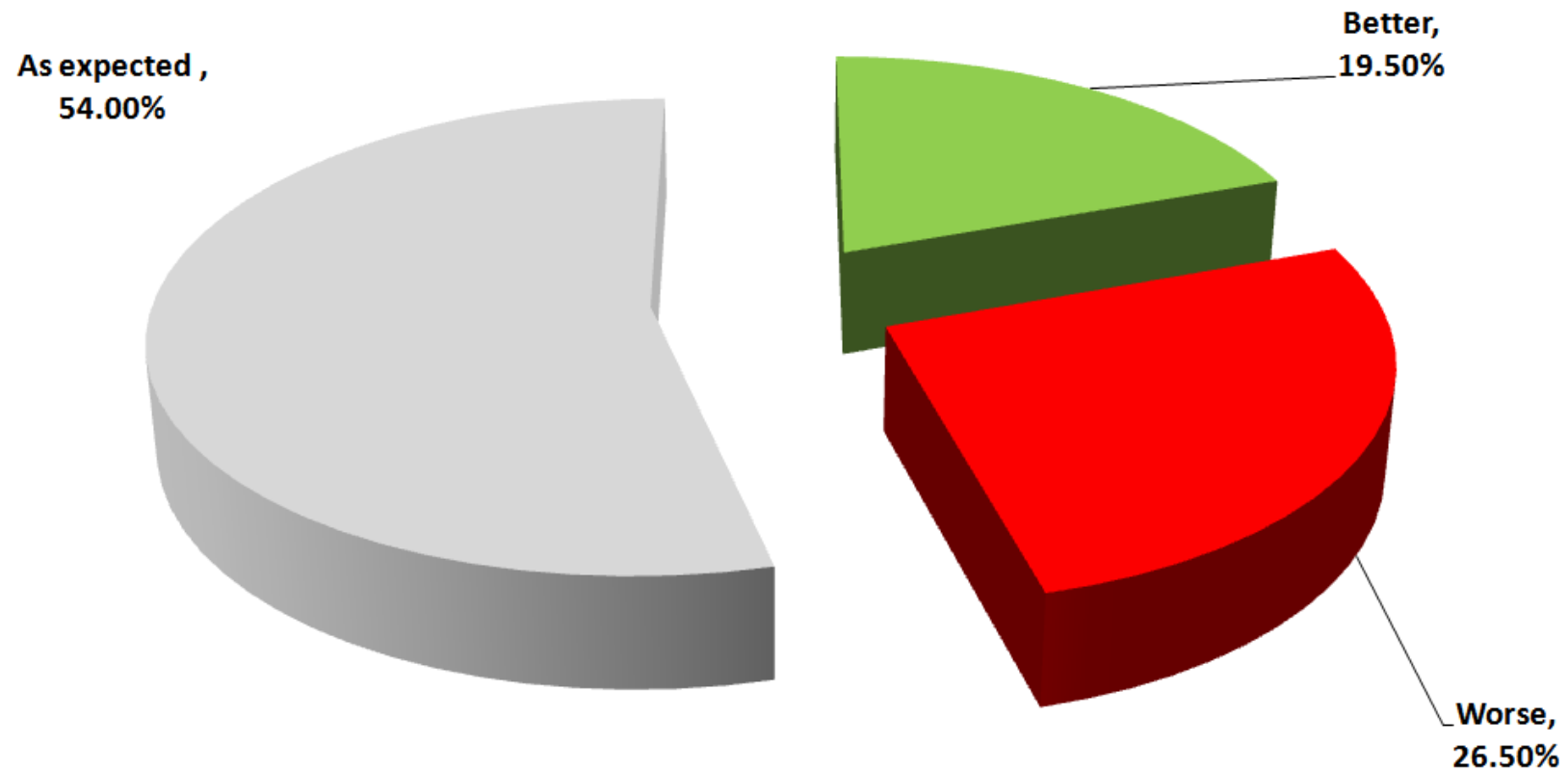
What are the main reasons that you feel led to the increase in sales in 2017?



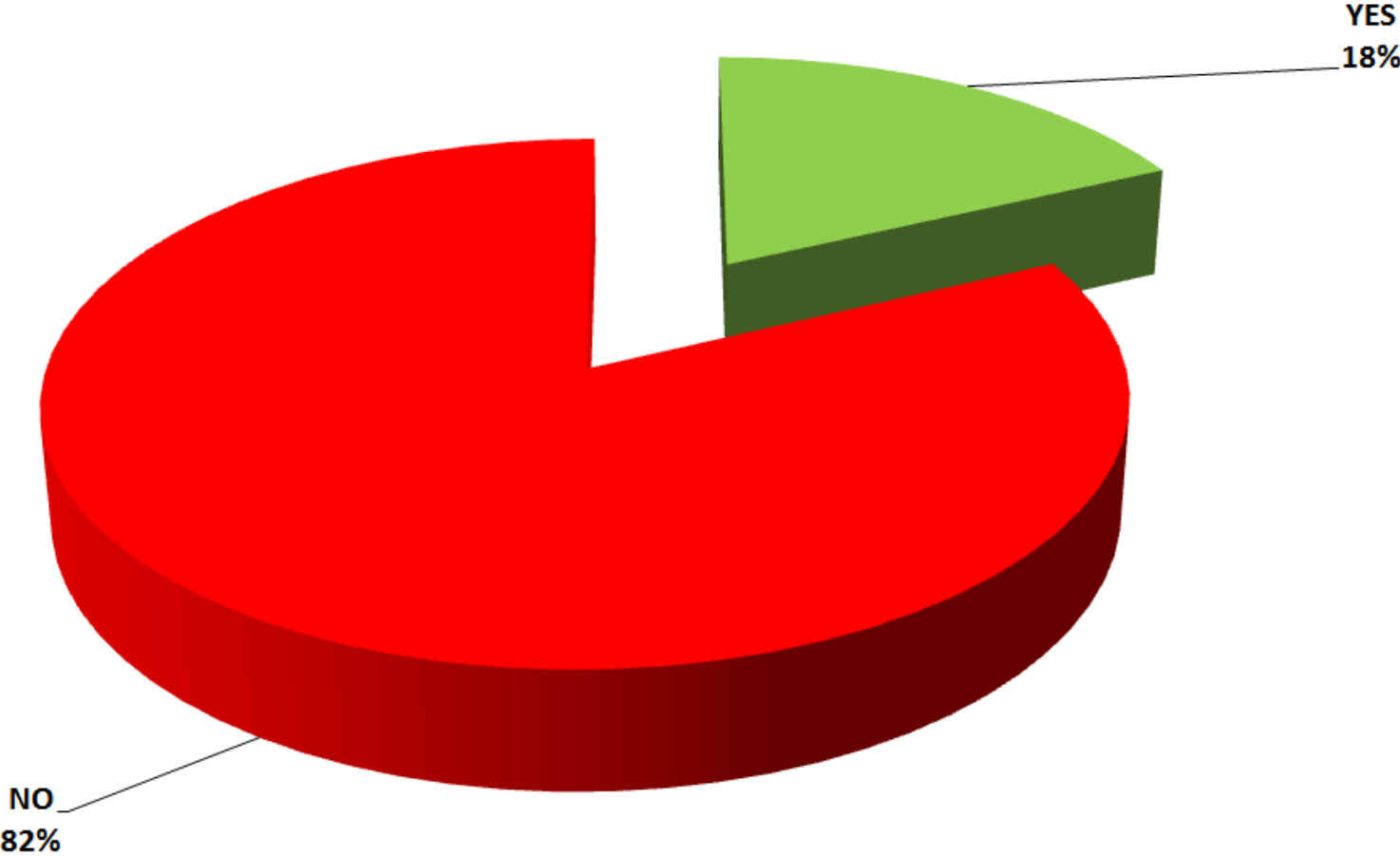
What are the main reasons that you feel led to decrease in sales in 2017?



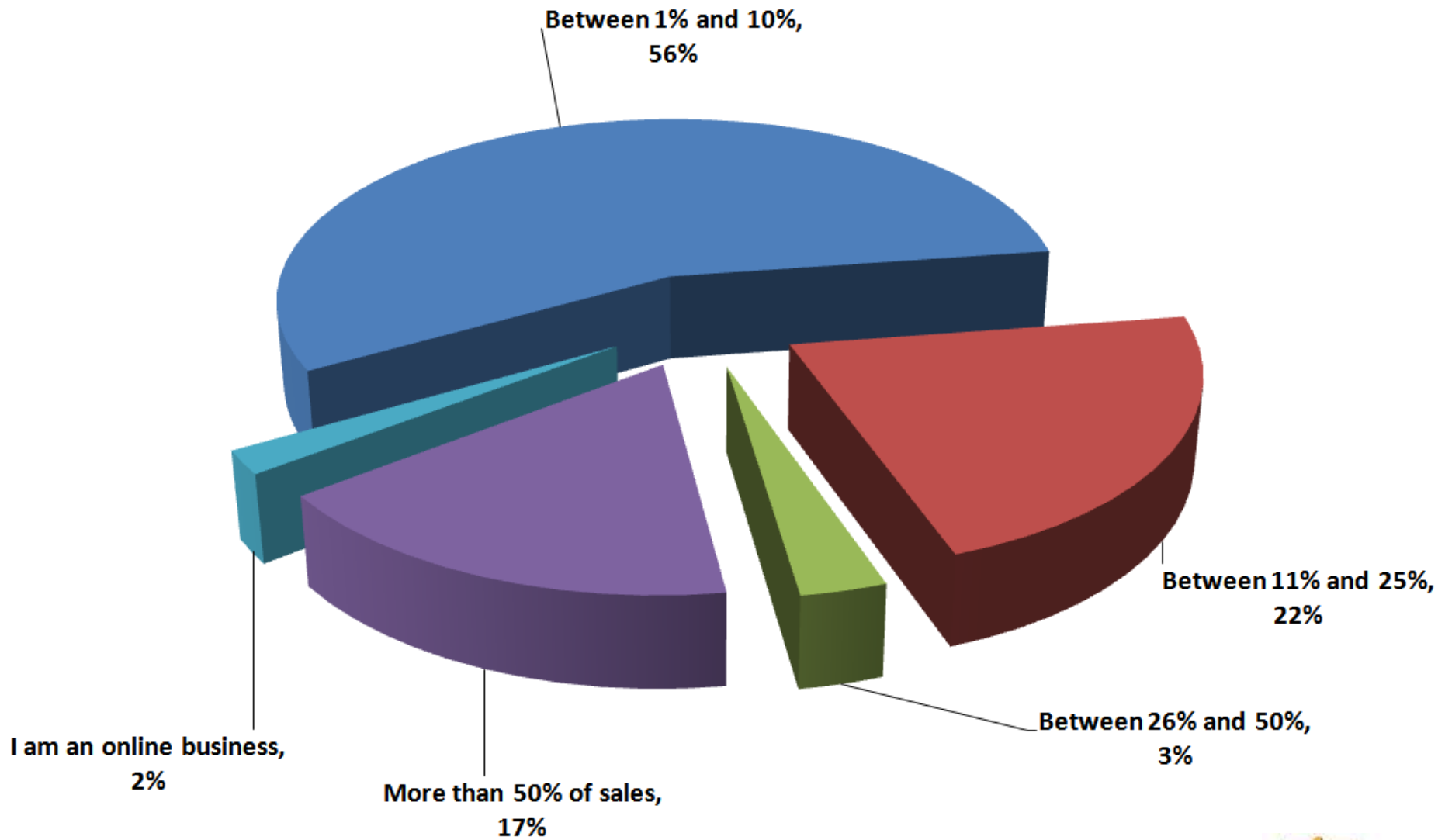
**When compared to your expectations at the beginning of the year,
how did your business fare?**



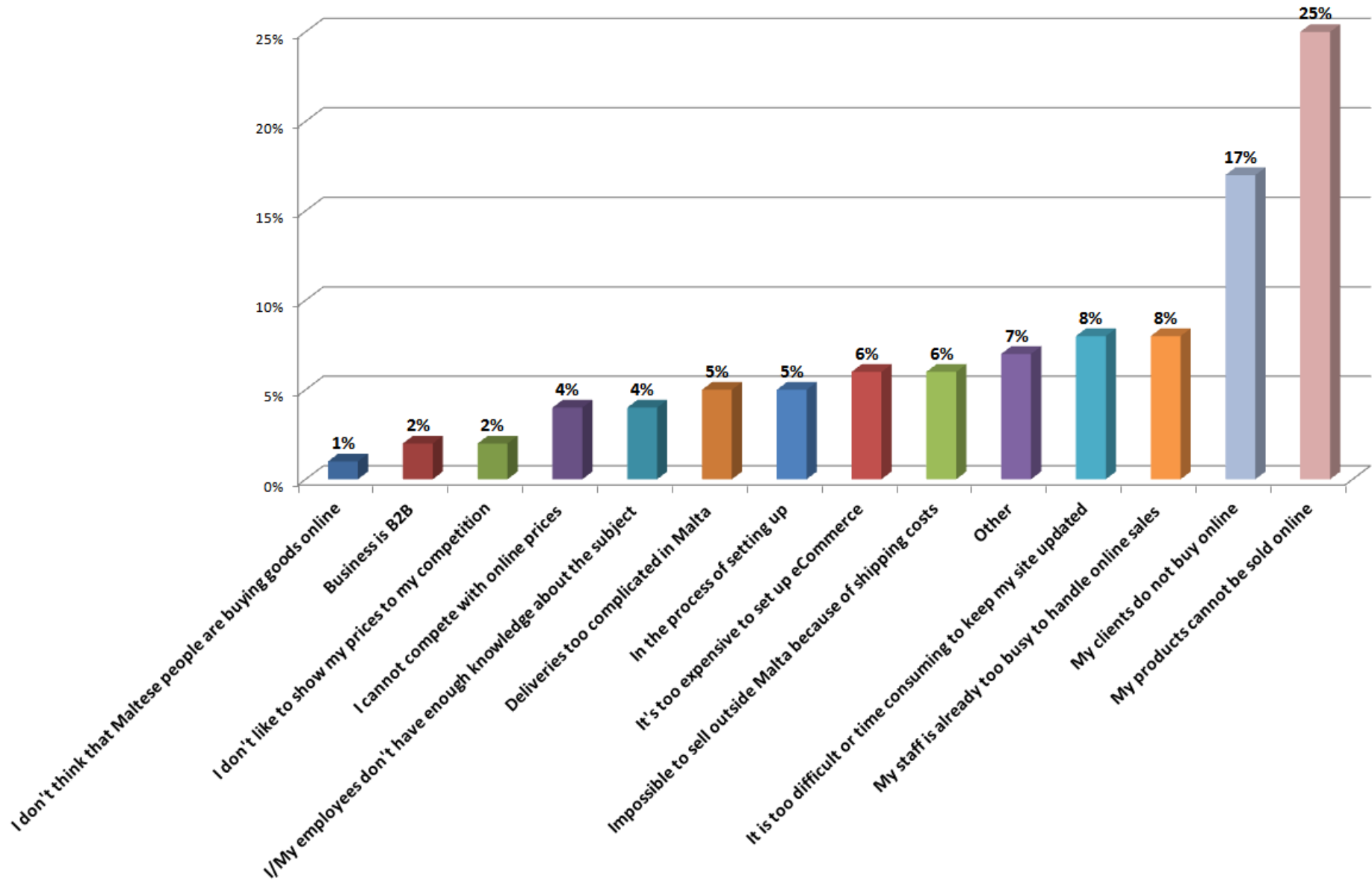
Did you sell online?



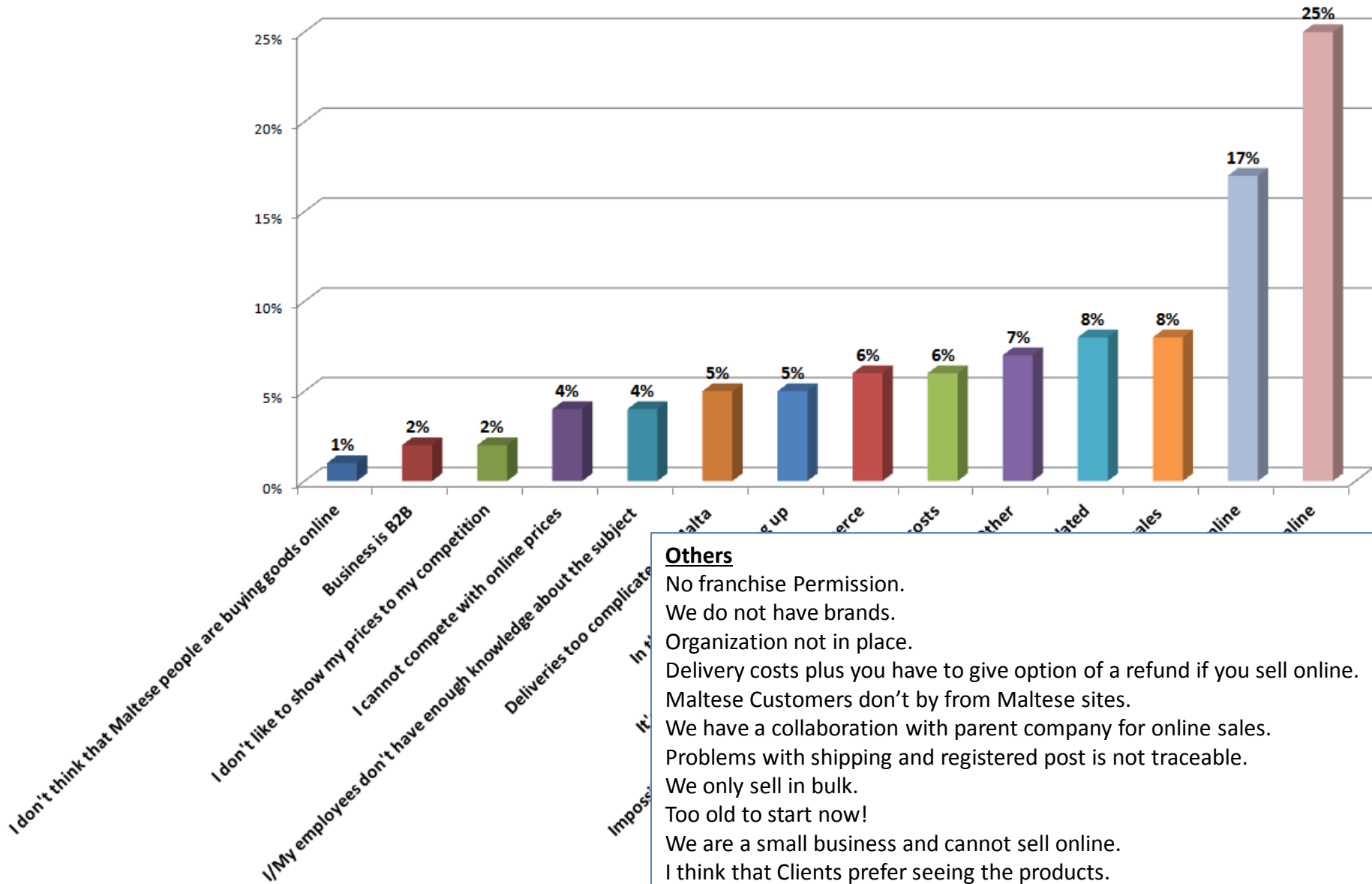
What % of your total sales do you estimate did you sell through your website (online)?



Why do you not sell online?



Why do you not sell online?

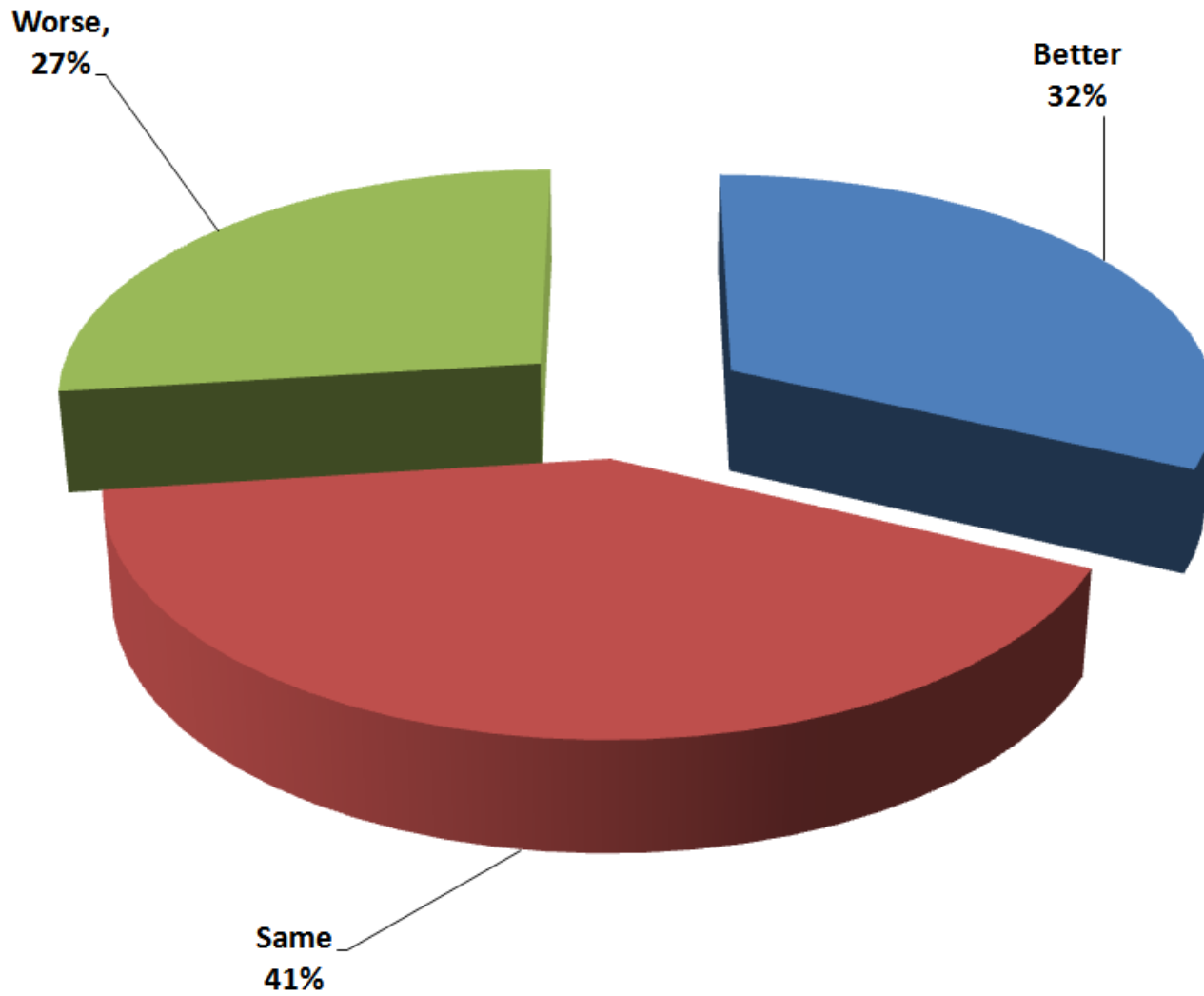


Others

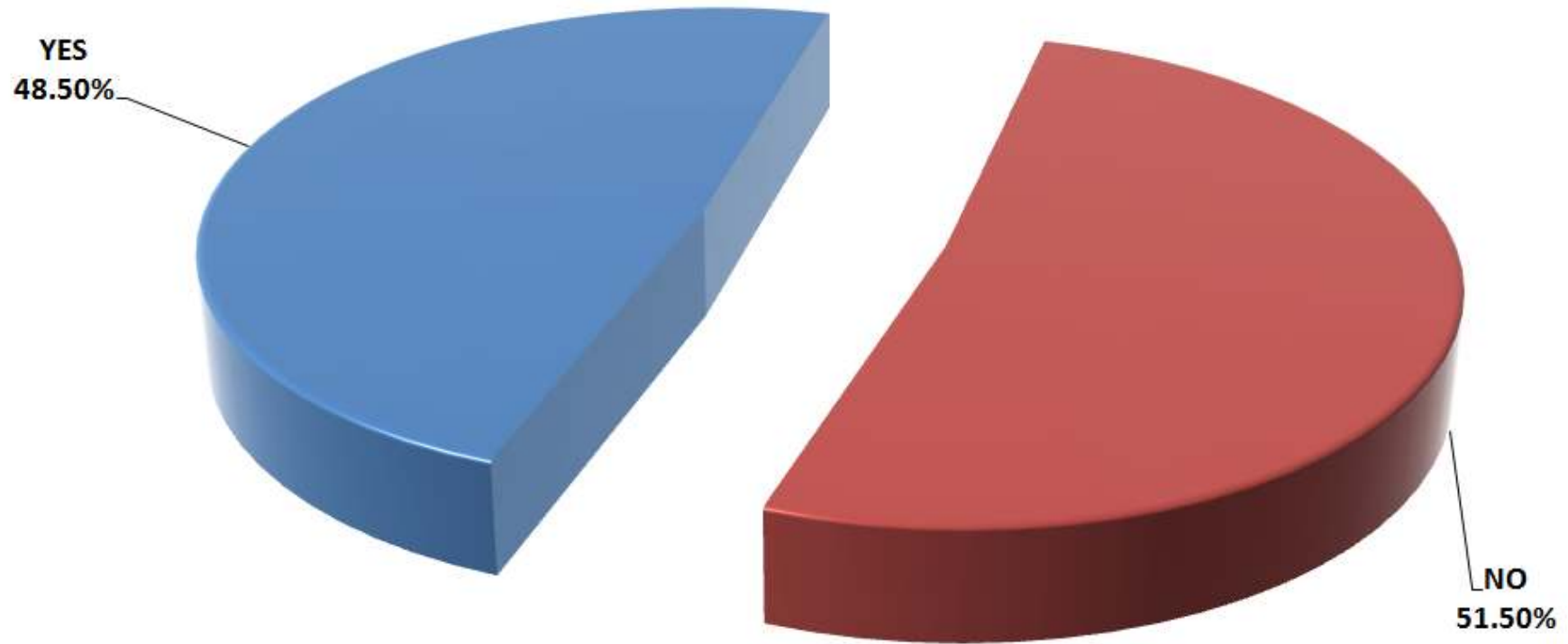
- No franchise Permission.
- We do not have brands.
- Organization not in place.
- Delivery costs plus you have to give option of a refund if you sell online.
- Maltese Customers don't buy from Maltese sites.
- We have a collaboration with parent company for online sales.
- Problems with shipping and registered post is not traceable.
- We only sell in bulk.
- Too old to start now!
- We are a small business and cannot sell online.
- I think that Clients prefer seeing the products.
- Not enough stock to sell online.
- Don't think that this really works in the local market.



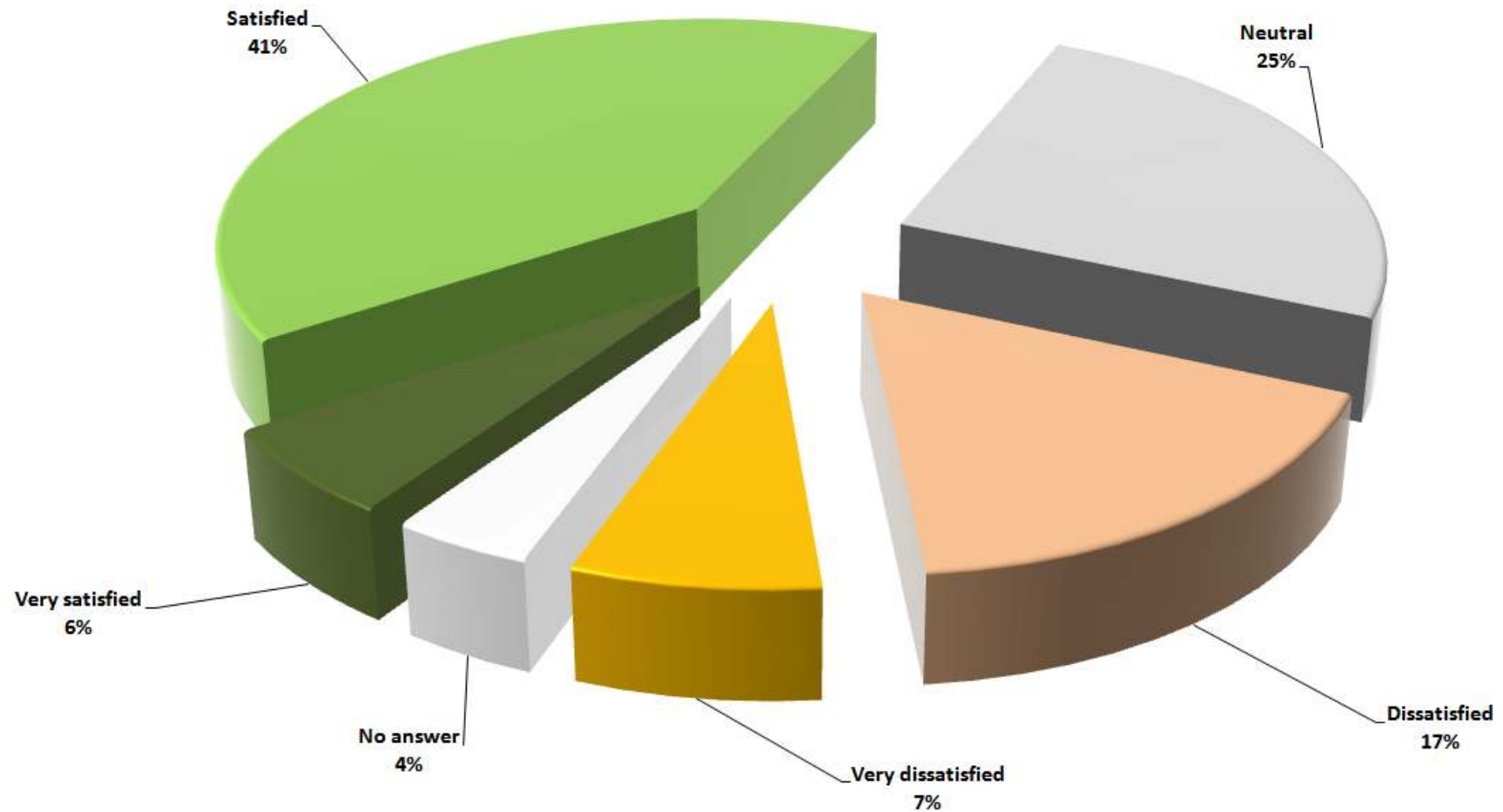
When compared to the previous year, how profitable was your business?



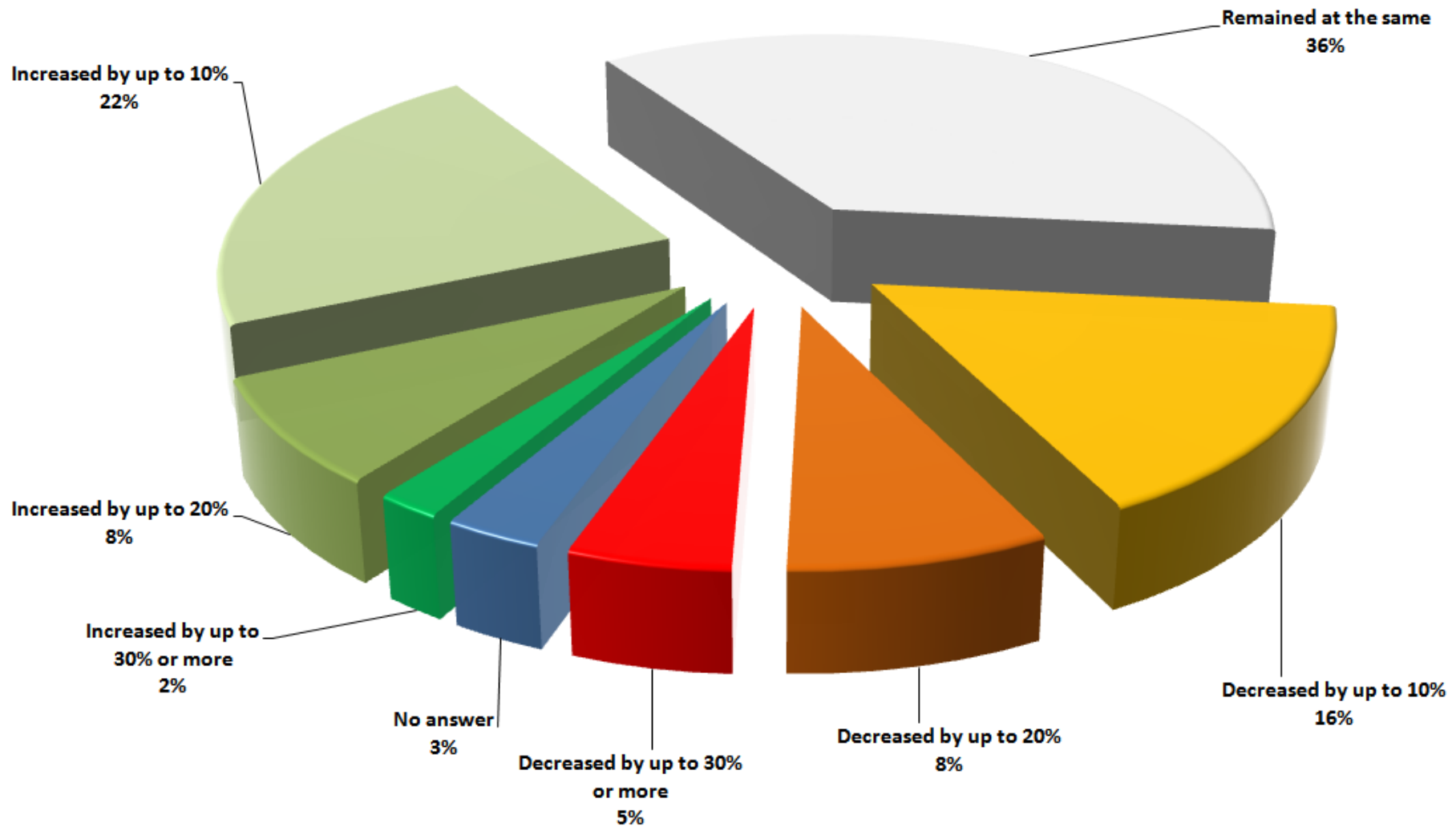
Are the sales (turnover) of your business affected by festivities (Christmas period)?



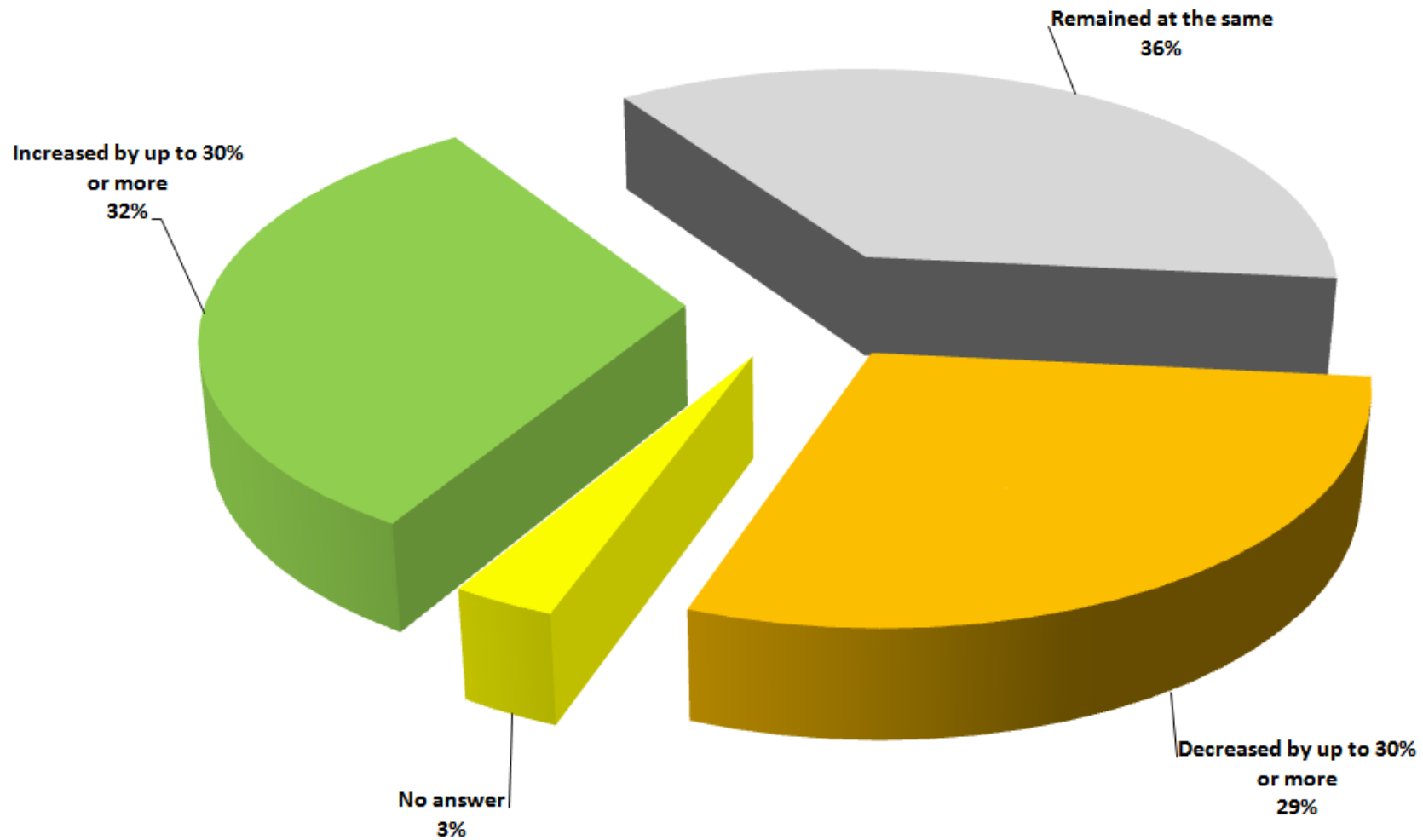
What are the overall views on your business' sales (turnover) during the festivities (Christmas period)?



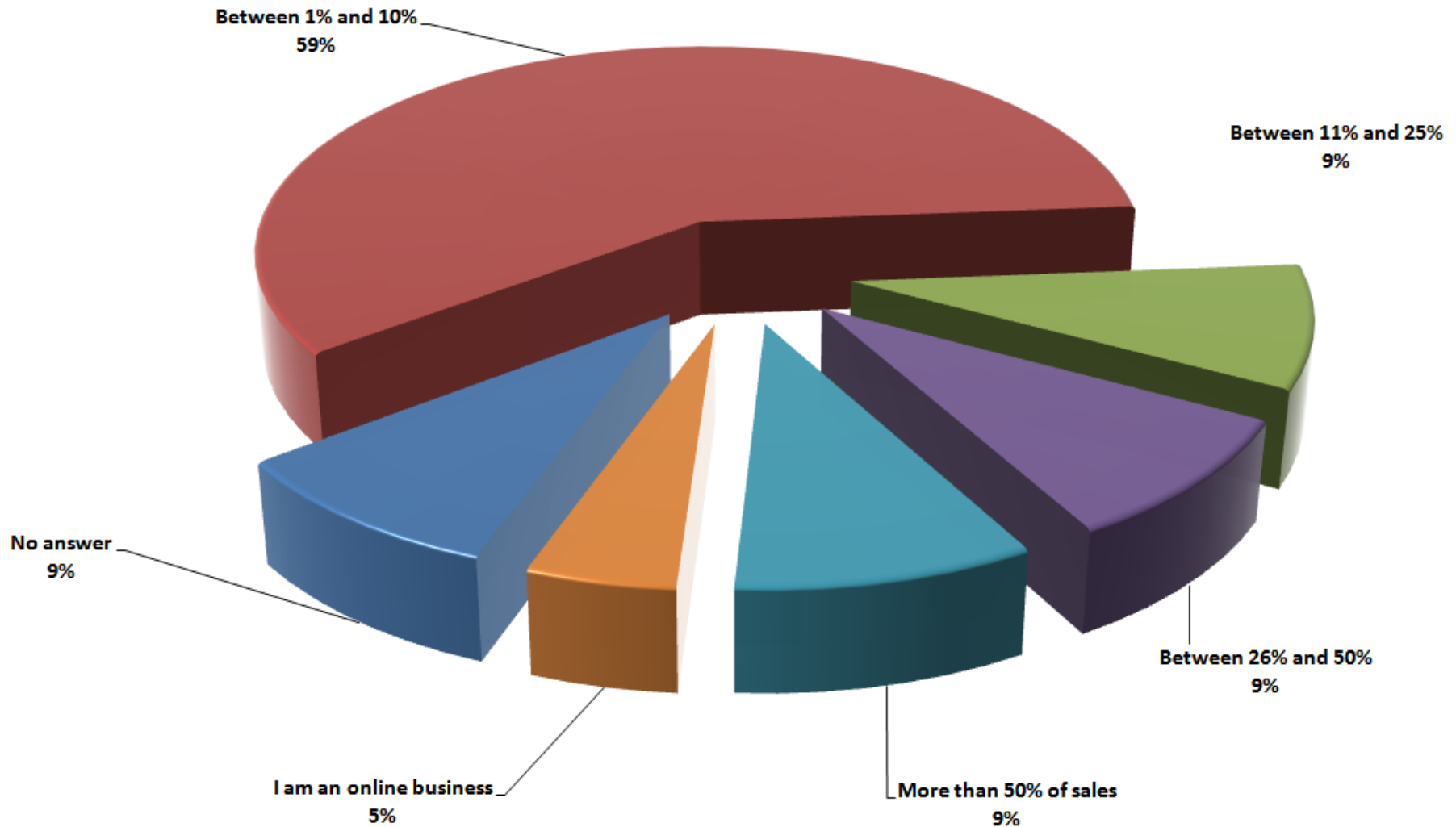
How did your business fare when compared to the same festive season in the previous year?



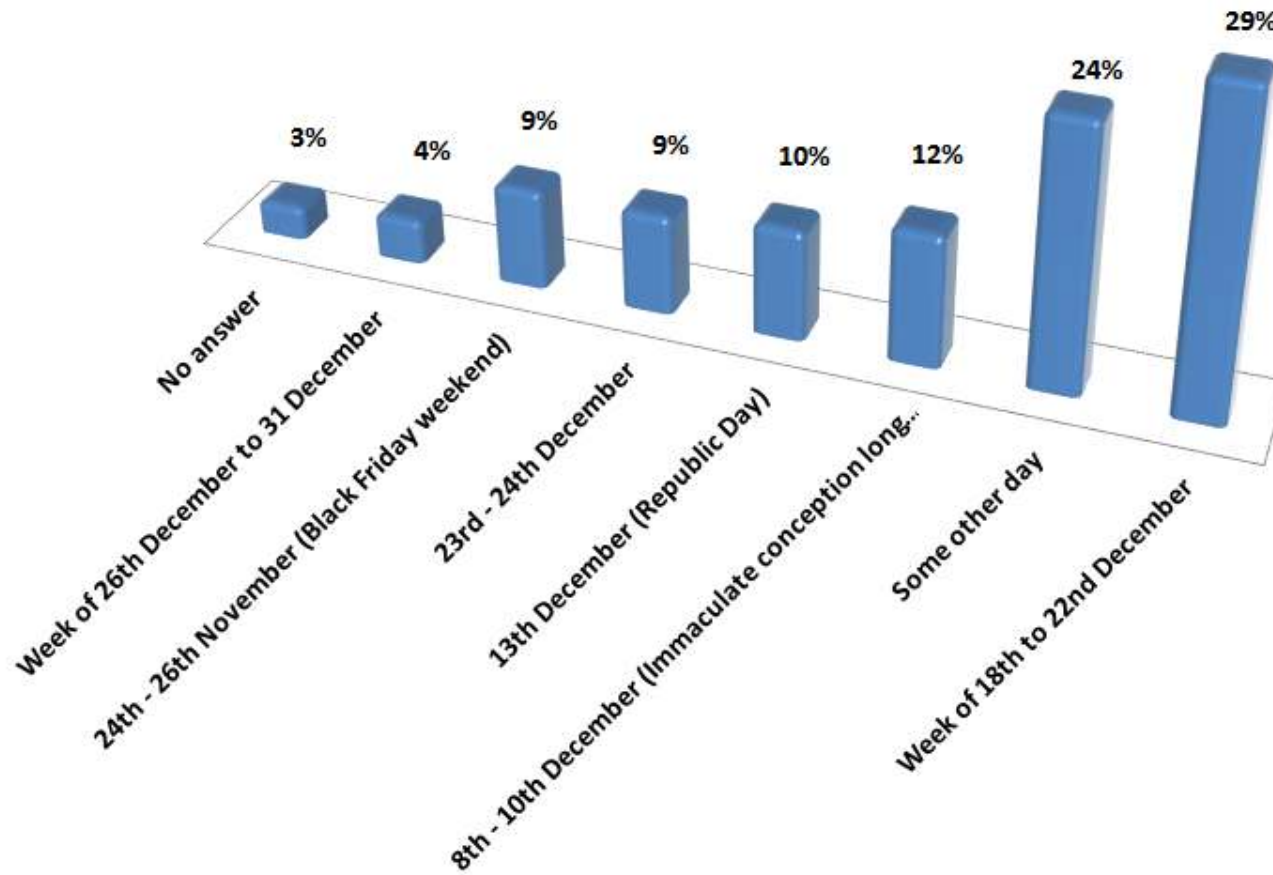
How did your business fare when compared to the same festive season in the previous year?



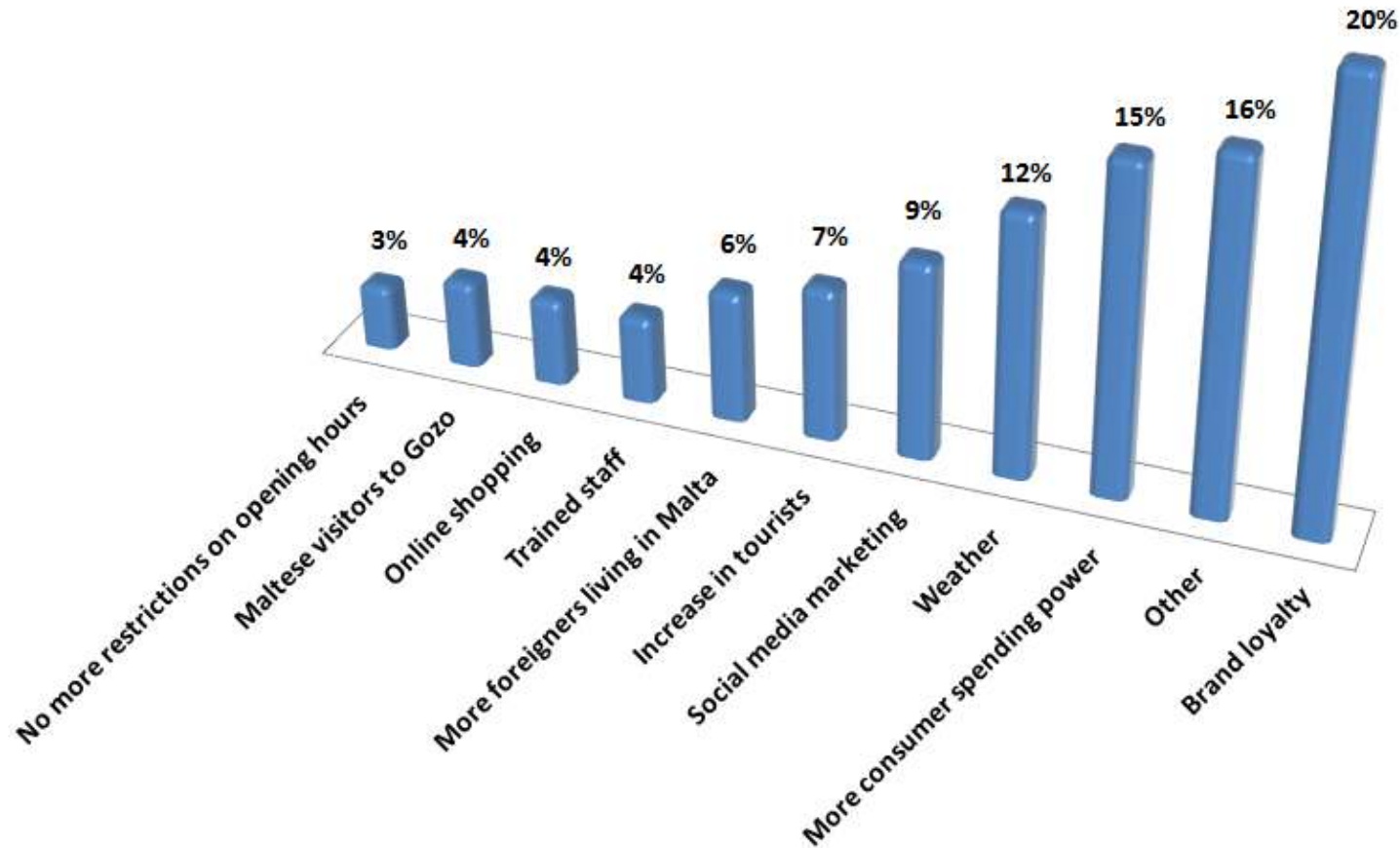
What % of your sales during this festive season do you estimate was carried out online?



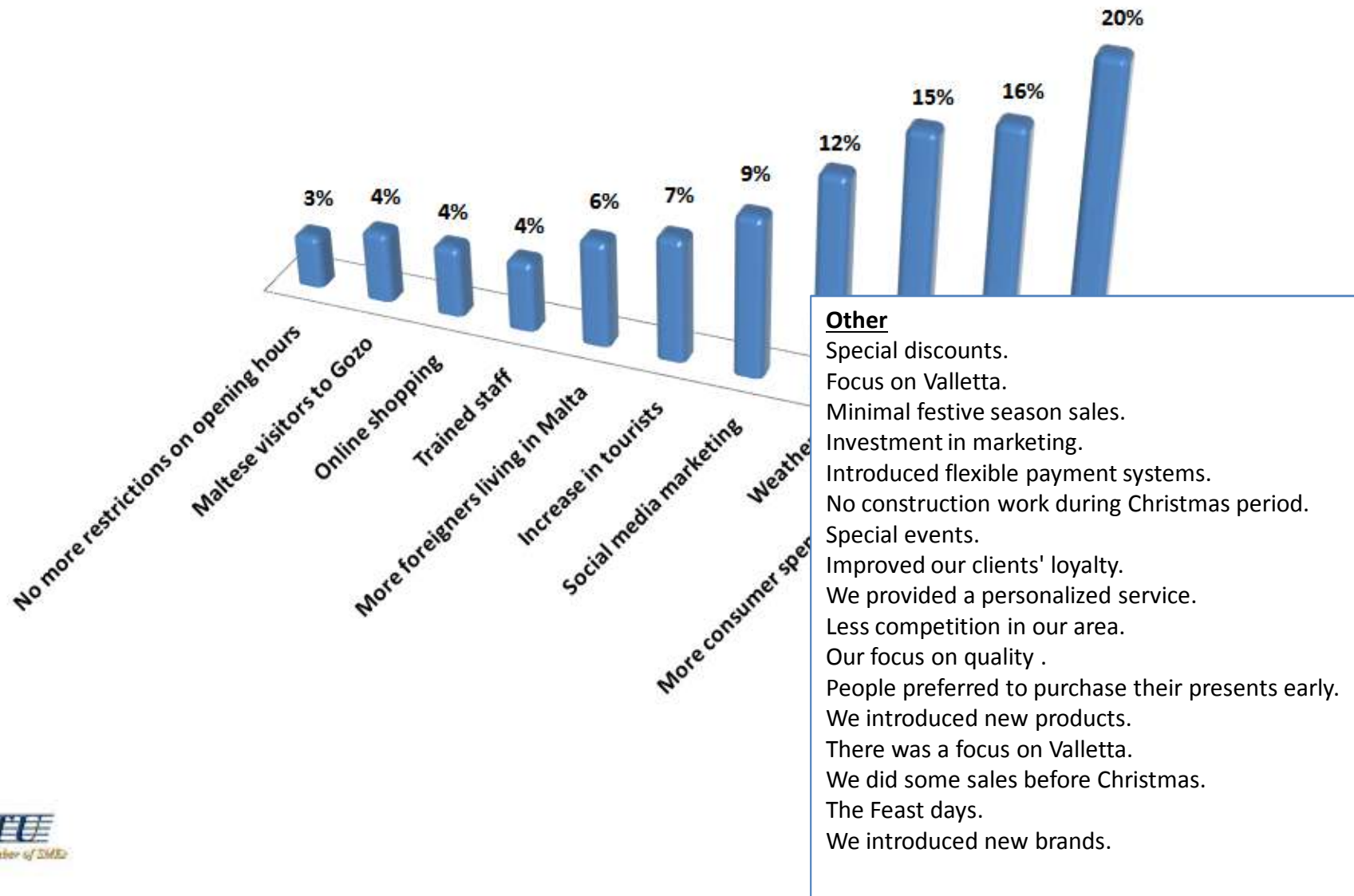
Which do you think was the best day/week for sales (turnover) during the festive season?



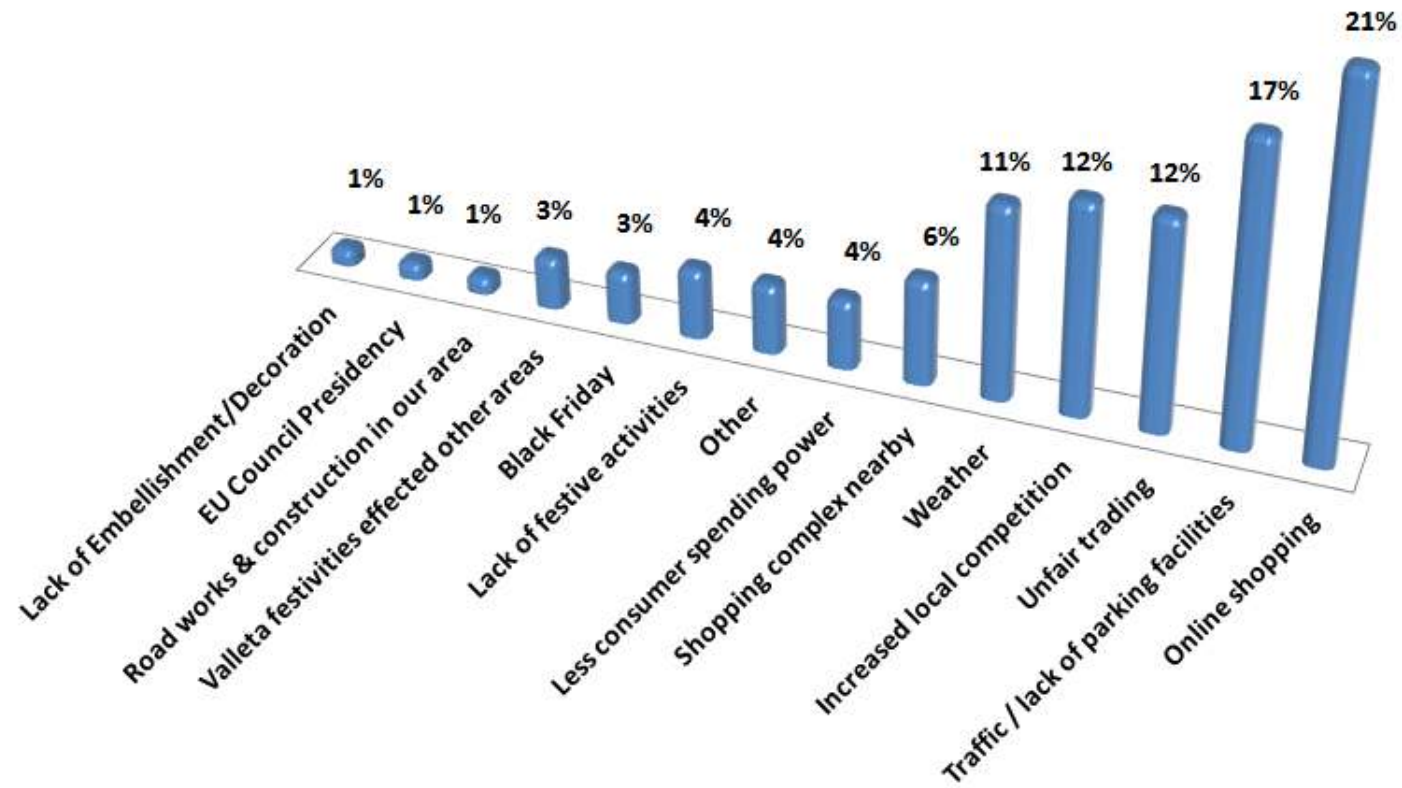
What do you think affected sales (turnover) positively during the festive season?



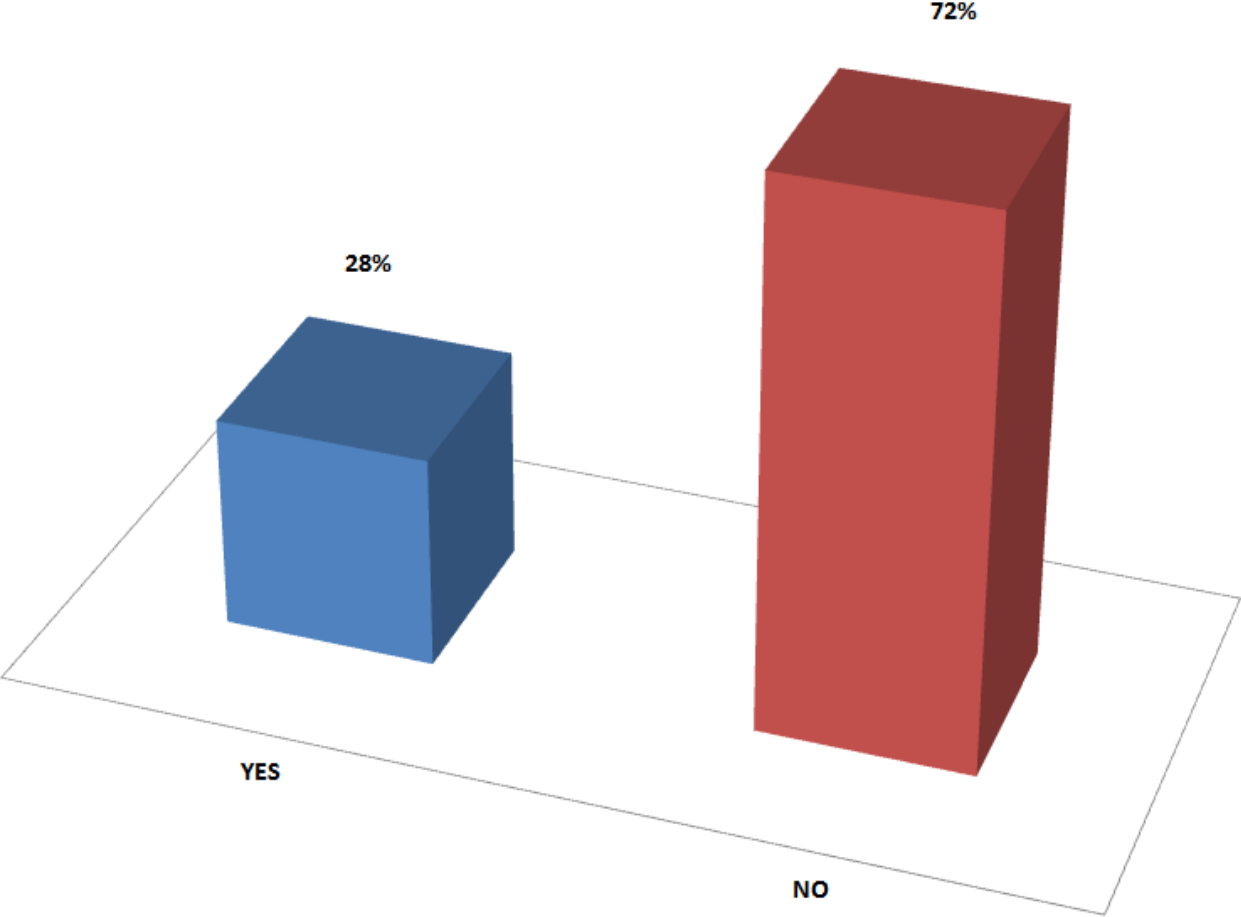
What do you think affected sales (turnover) positively during the festive season?



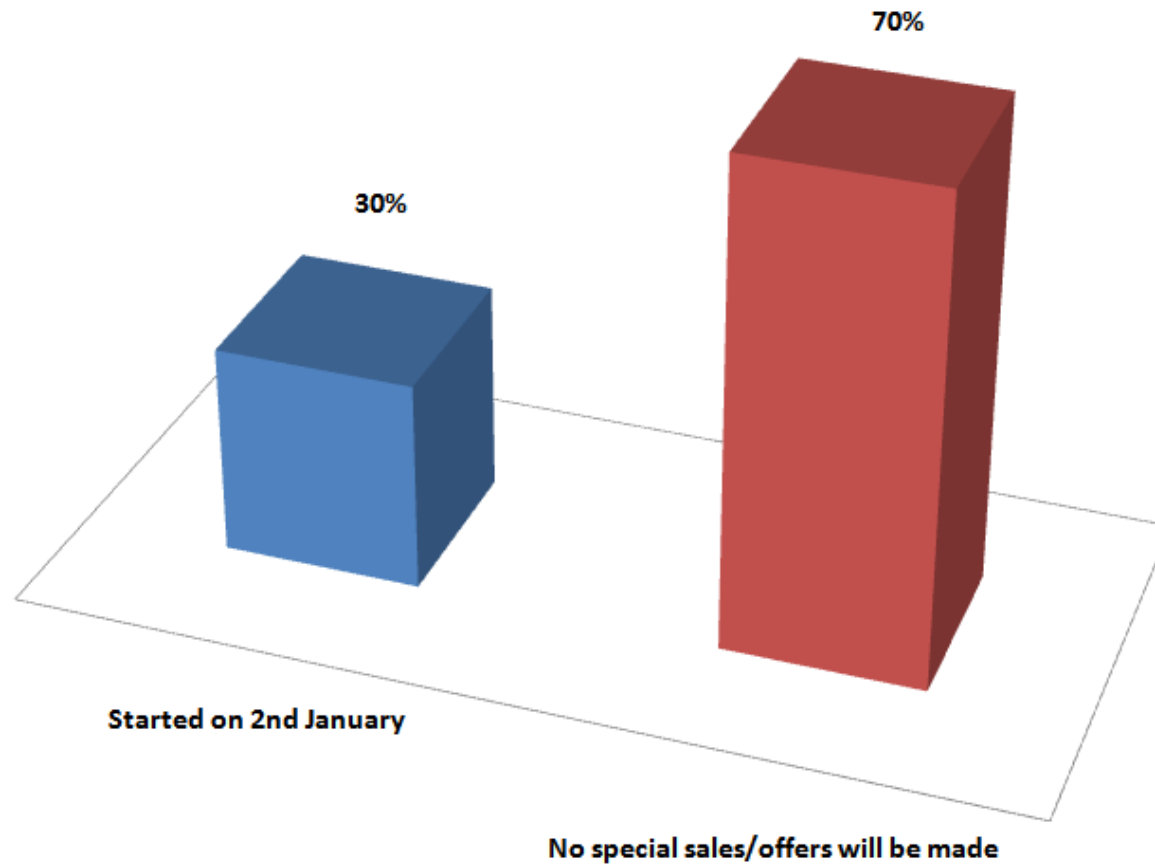
What do you think affected sales (turnover) negatively during the festive season?



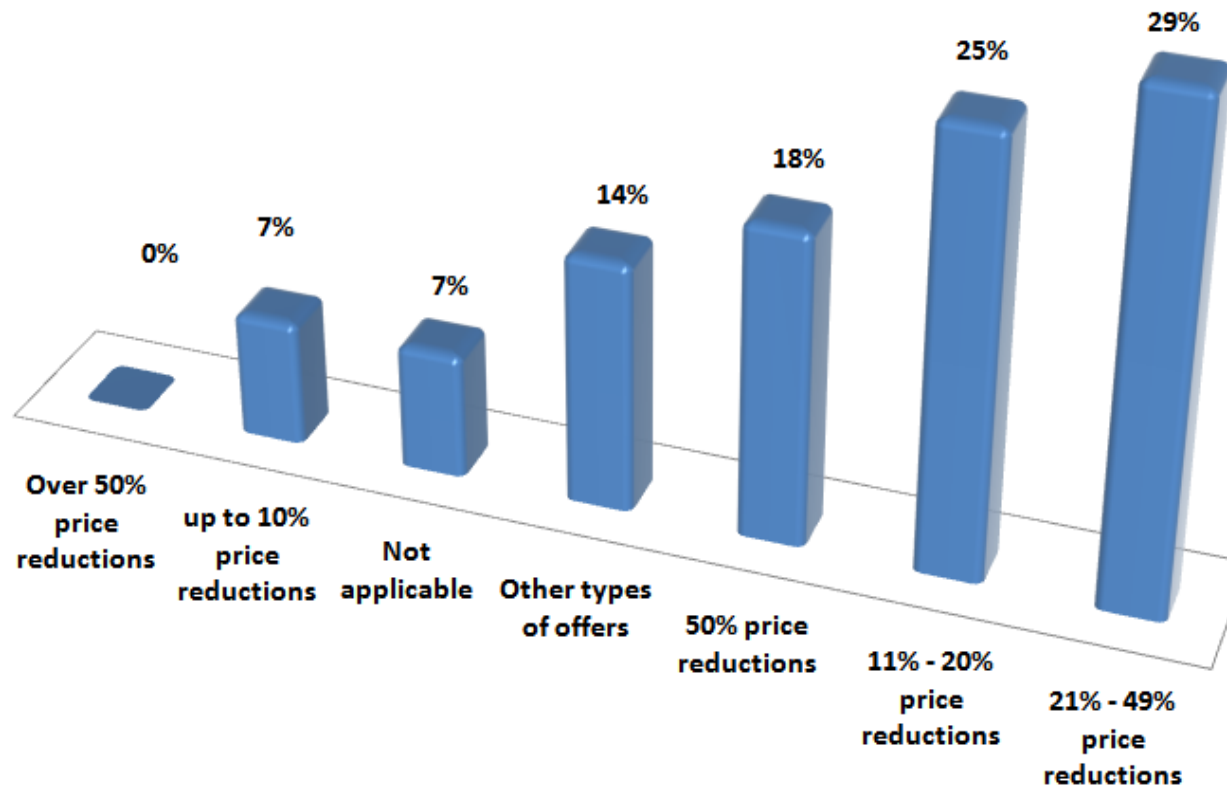
Have you already started sales/offers before 31st December?



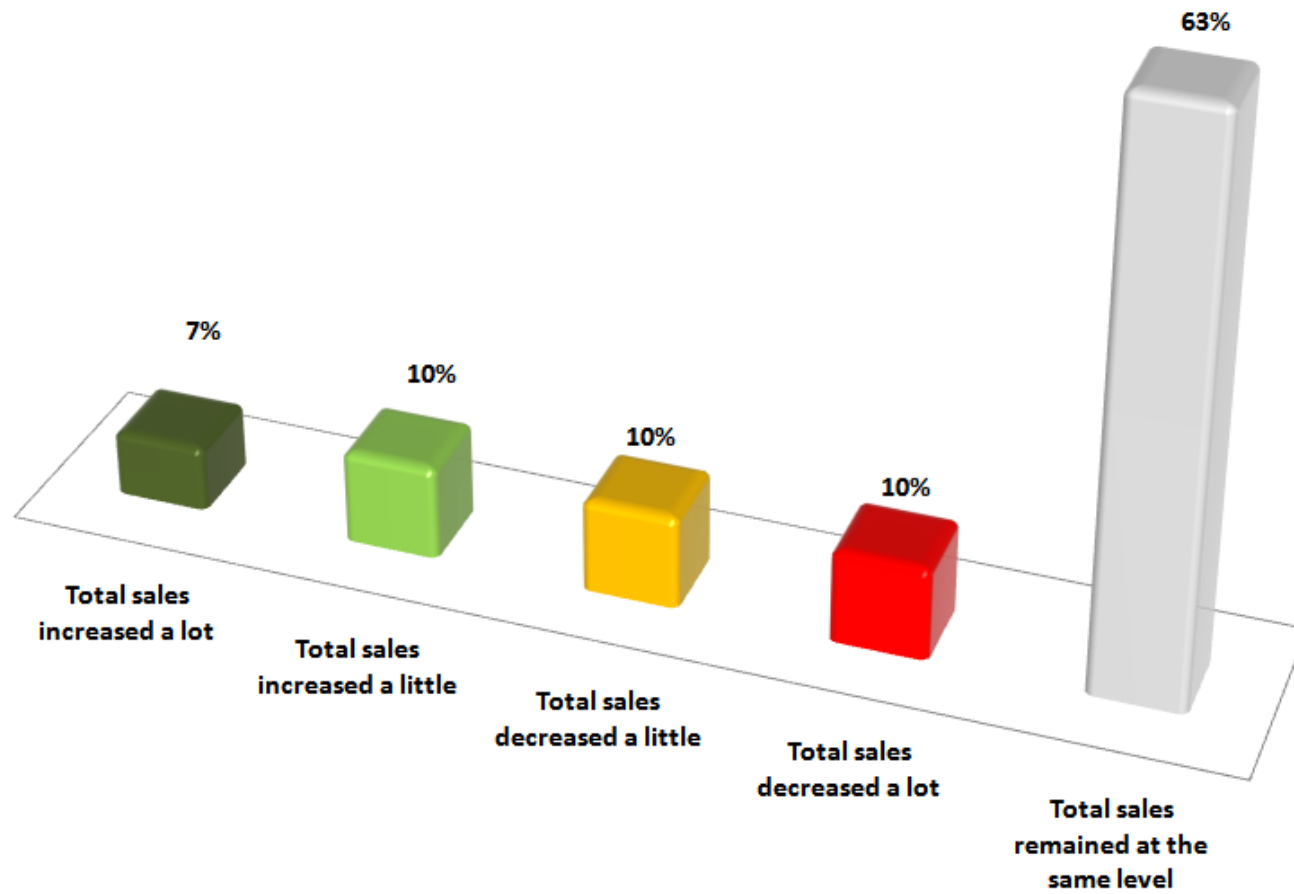
When do you intend to start/have you started sales/offers?



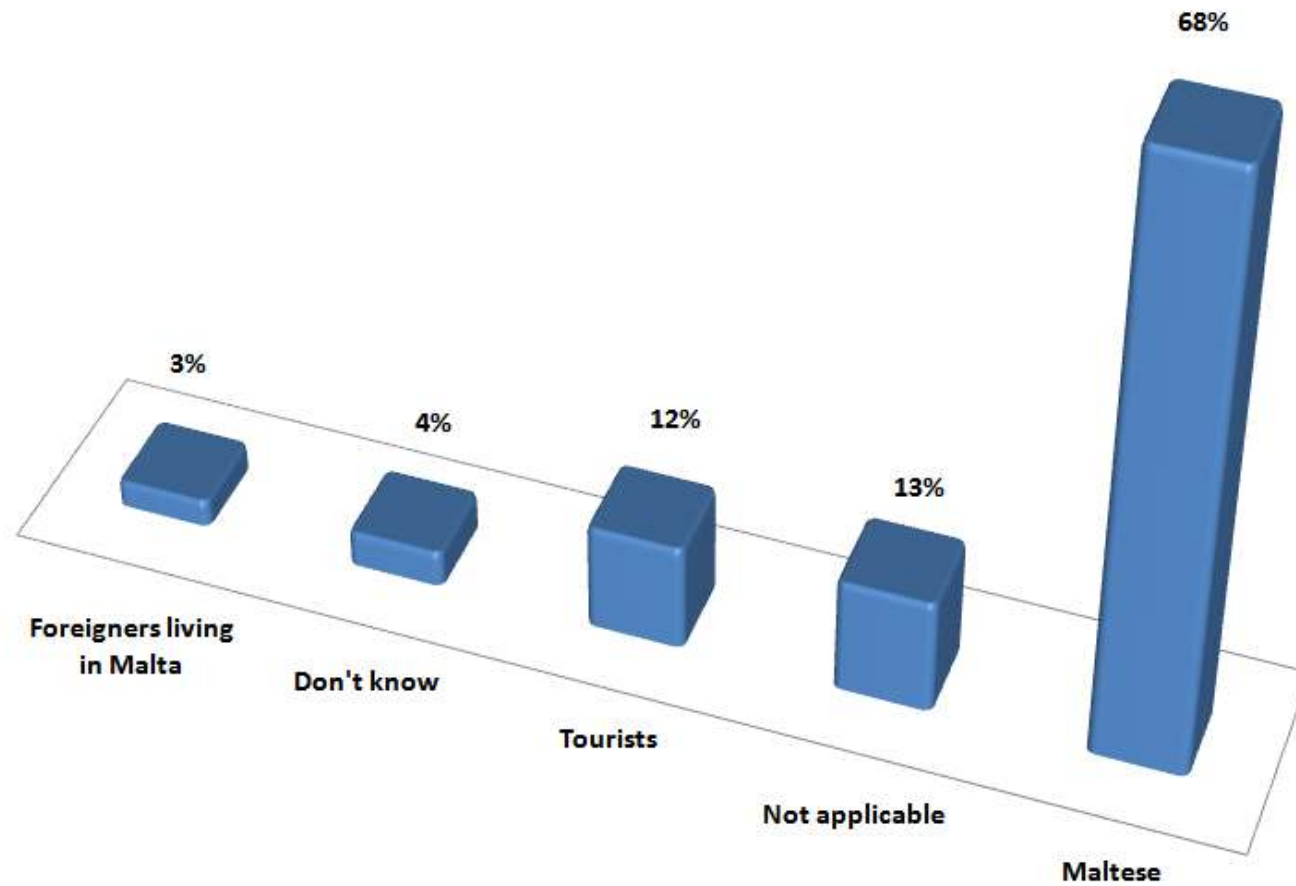
What kind of sales/offers have you already started?



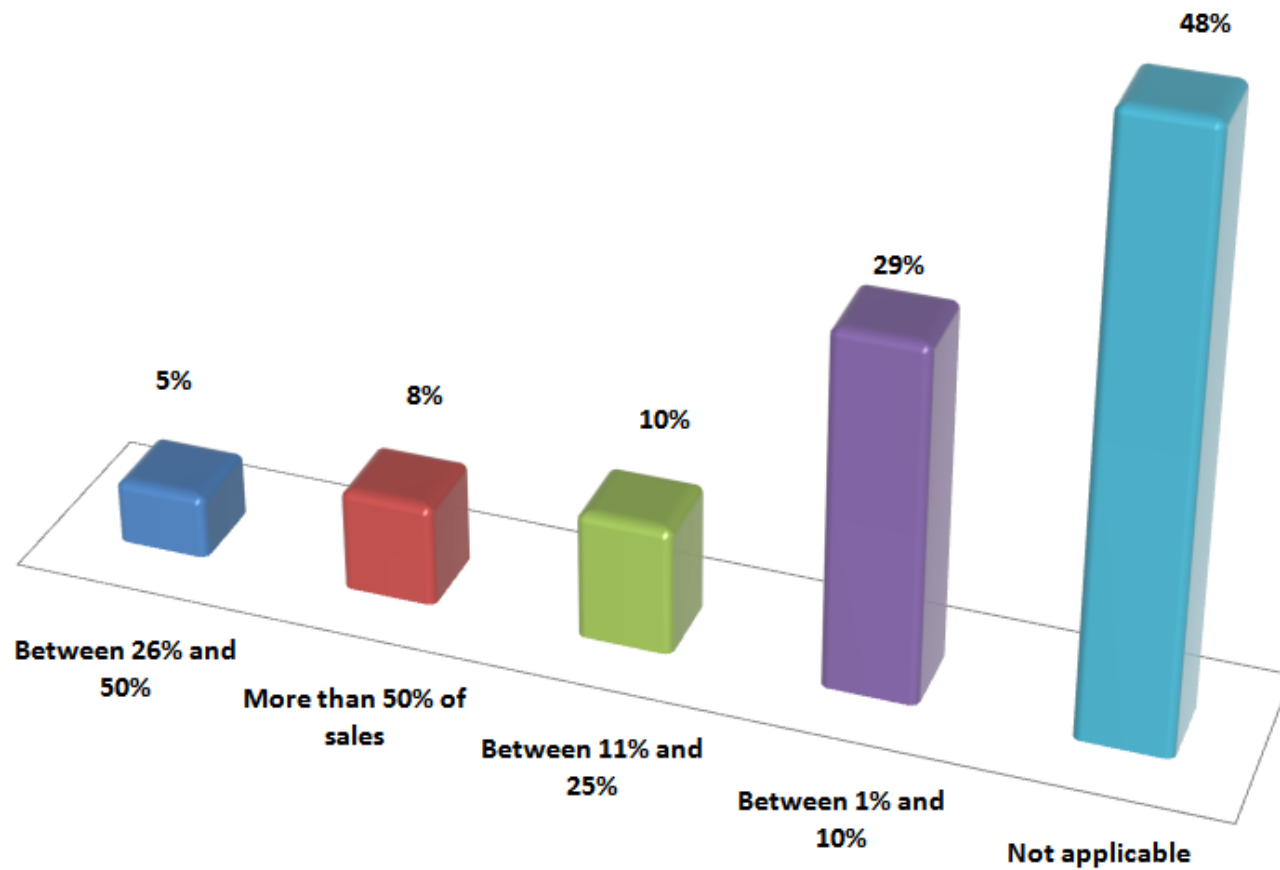
What is your overall view on how Black Friday has impacted the level of your sales during the whole festive season?



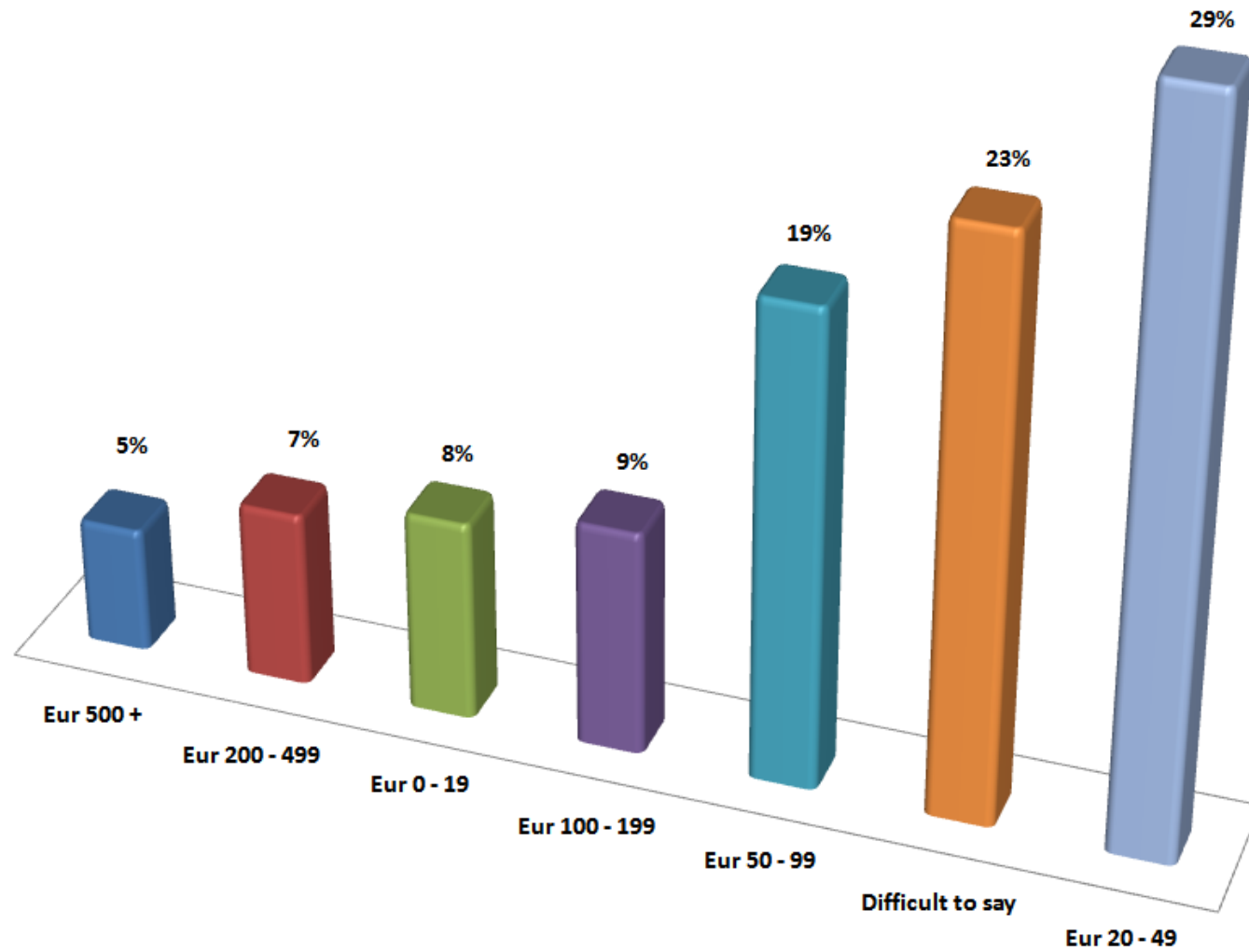
Which of the below were your most frequent buyers during the festive season?



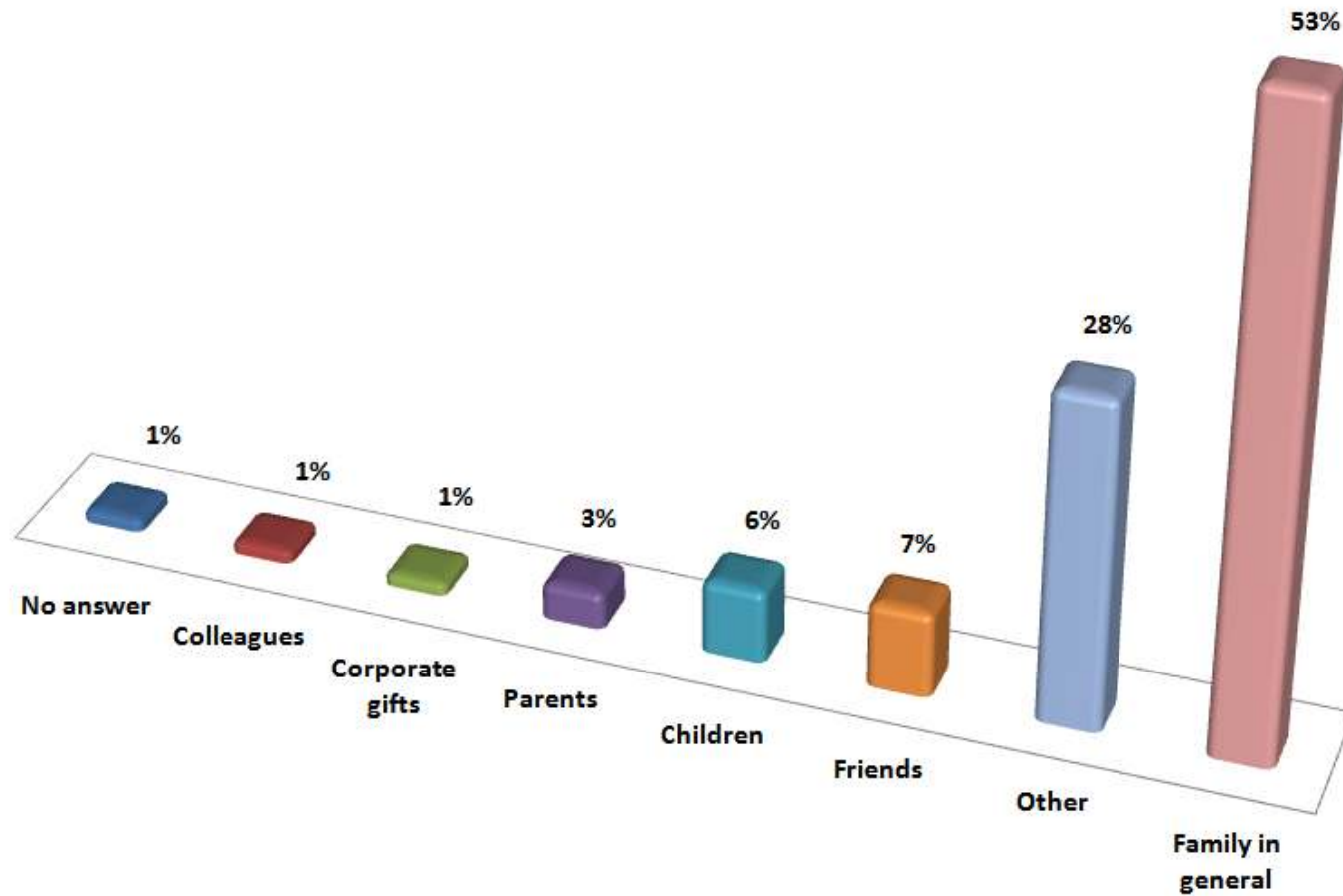
What % of sales in your shop would you estimate was made by tourists this festive season?



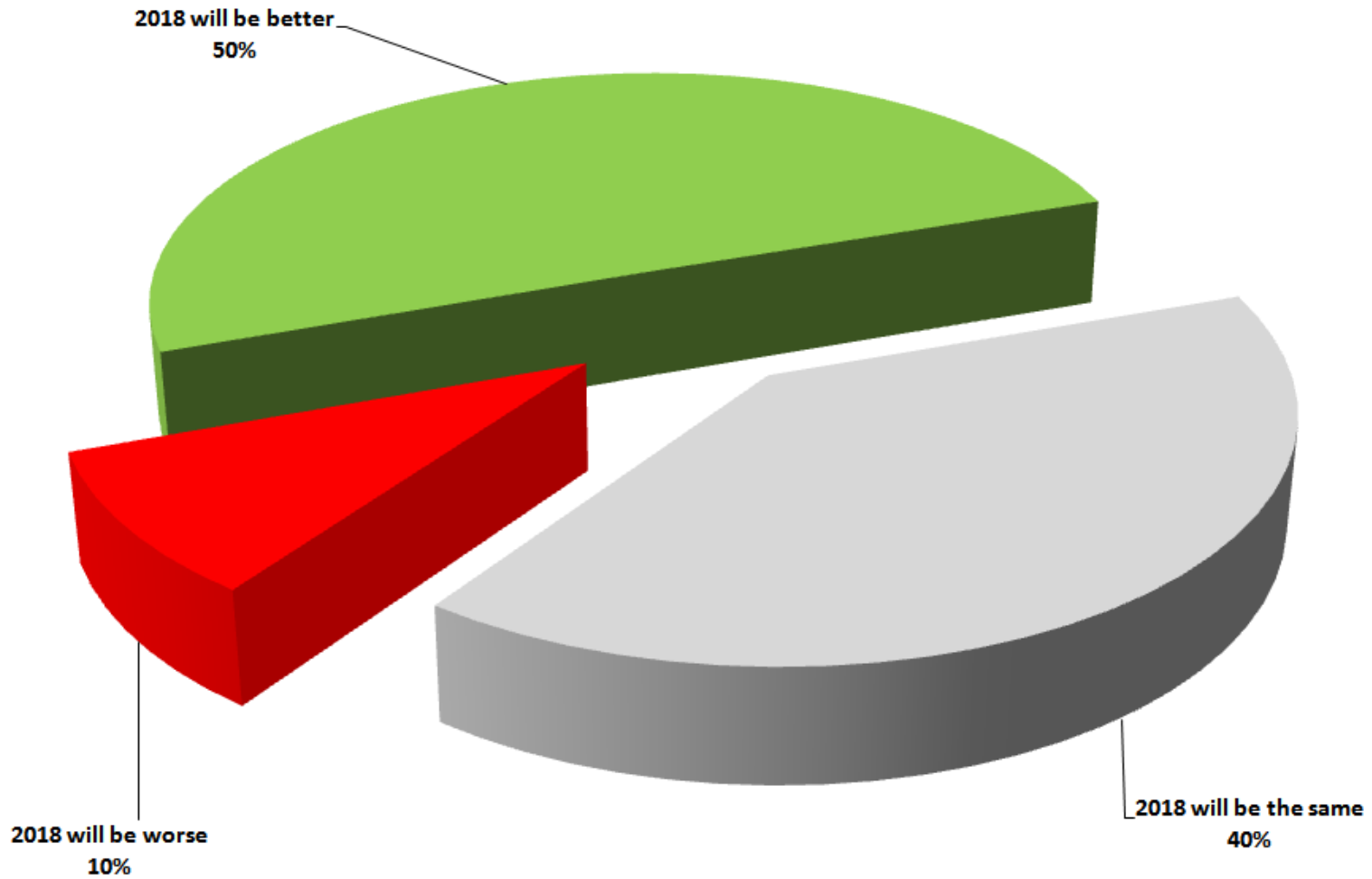
What do you estimate was the average spent by your customers in your shop?



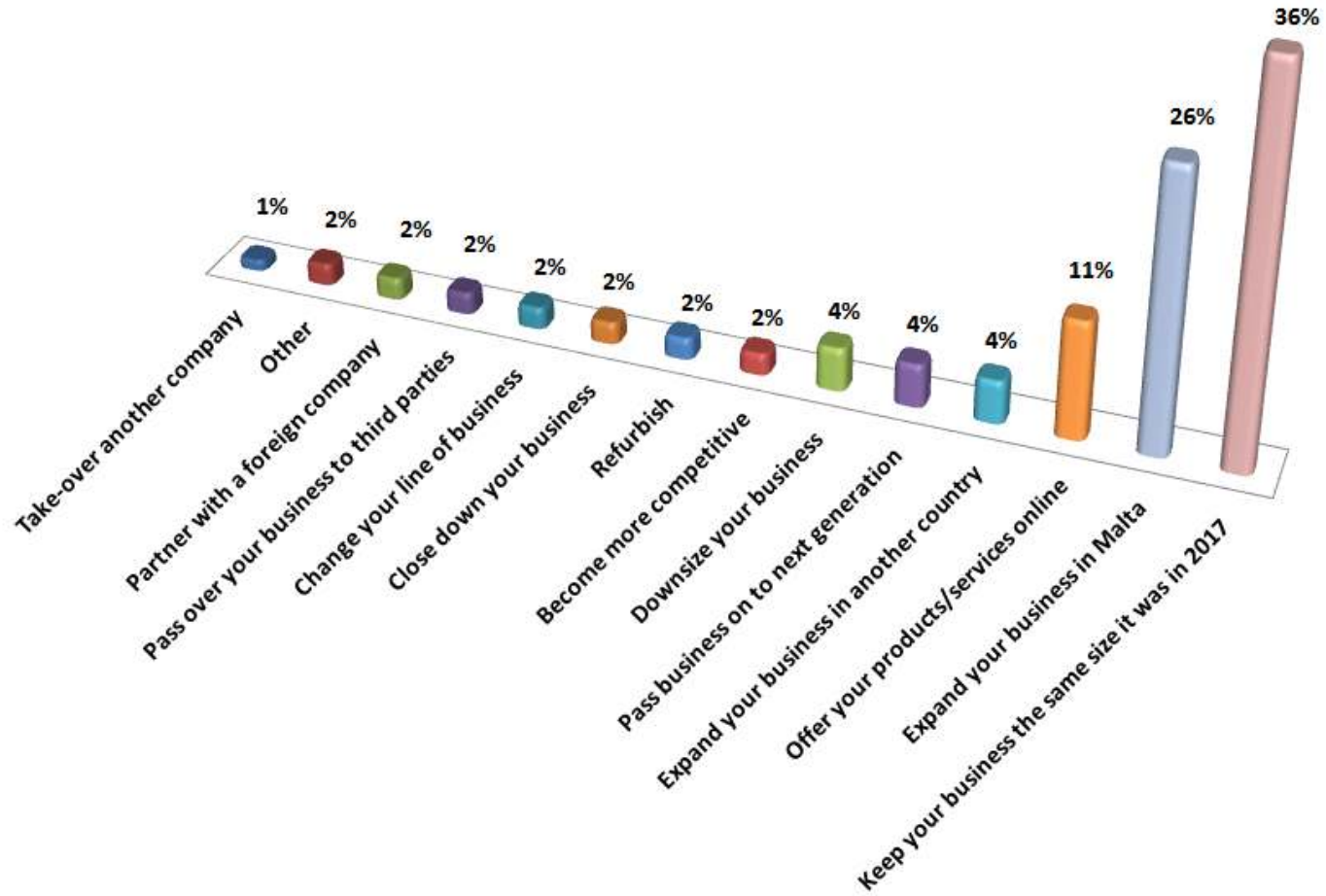
From what you have understood and been told from your clients, whom did they buy their gifts for most frequently?



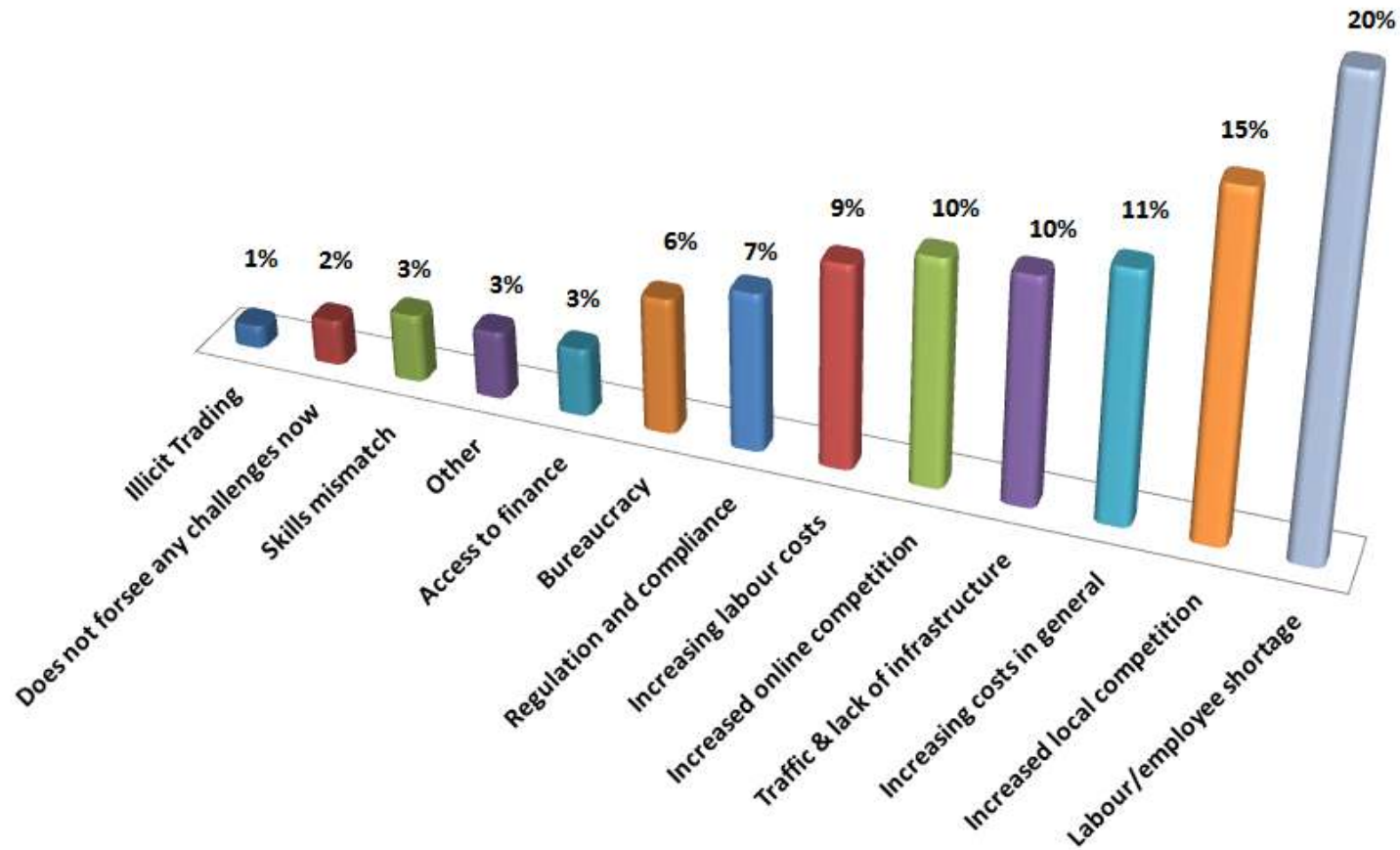
What are your expectations for 2018?



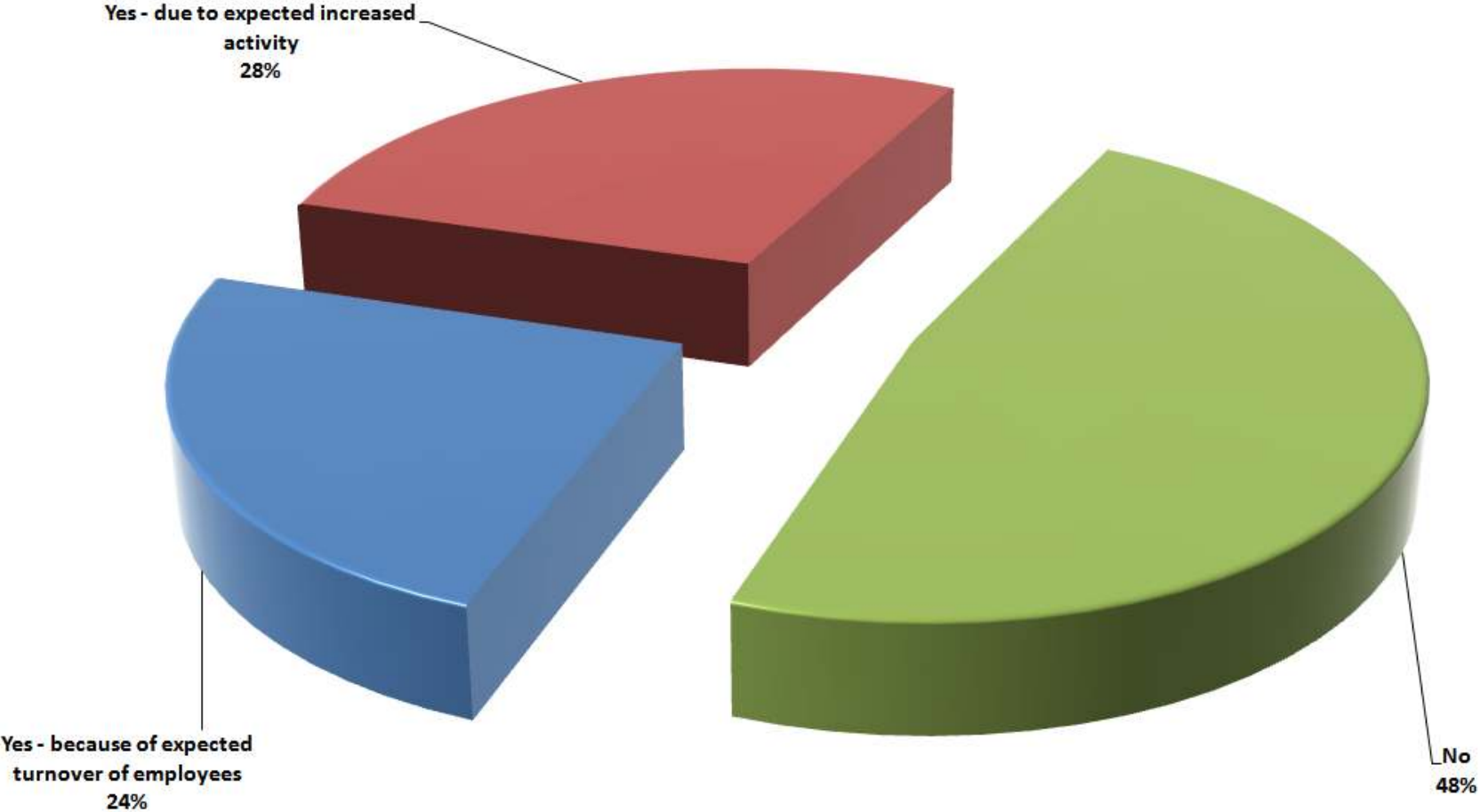
What are your plans for your business for 2018?



What do you expect the major challenge you will face as a business during 2018 to be?



Do you intend to recruit more employees during 2018?



Comments

- Labour Shortages - Very difficult to find employees especially drivers (also because of the points system).
- Traffic and parking problems.
- Online shopping.
- Foreigners selling illegally (Sicily) – Lack of enforcement.
- Points system (Speed cameras).
- Customers buying from Sicily and not paying VAT.
- Access to Valletta being restricted too many times.
- Valletta becoming more of a catering destination rather than shopping.
- The Paola project is taking too long and disrupting business.
- Cleanliness & embellishment.