

WOMEN & OWN BUSINESS - *WHAT IS HOLDING THEM BACK?*



Any successful modern economy relies on entrepreneurs – people with great ideas willing to turn them into an actual business. METRO wants to fulfil its commitment to be the champion for independent business. Therefore, the company created a special day to raise extra awareness and to pay tribute to them: The **OWN BUSINESS DAY**, celebrated on the 2nd Tuesday in October of every year.

METRO has also set itself the task of promoting and participating in the debate surrounding entrepreneurship. Often the discussion focuses on men – unintentionally disregarding female business owners. This is why a major study commissioned for the Own Business Day took a closer look at female business ownership, the motivation of female business owners and their experience in running a business.

The study – carried out in ten countries – shows that women take a strong interest in entrepreneurship:

**NEARLY ONE IN TWO DREAM
OF STARTING THEIR OWN
BUSINESS. 45%**

**THERE ARE SEVERAL REASONS SO MANY WOMEN ARE INTERESTED
IN FOUNDING A BUSINESS OF THEIR OWN, AMONG THEM:**

44%

The prospect of earning a living doing something they are passionate about

37%

The idea of being their own boss

34%

The sense of satisfaction to be gained owning a business

Only 10% of women are inclined by the idea of getting rich.

BUT THERE IS A GAP BETWEEN INTENTION AND REALITY. ONLY 12% OF ALL WOMEN WHO SAY THEY WANT TO START THEIR OWN BUSINESS THINK IT IS „VERY LIKELY“ THAT THEY WILL REALIZE THIS AMBITION.

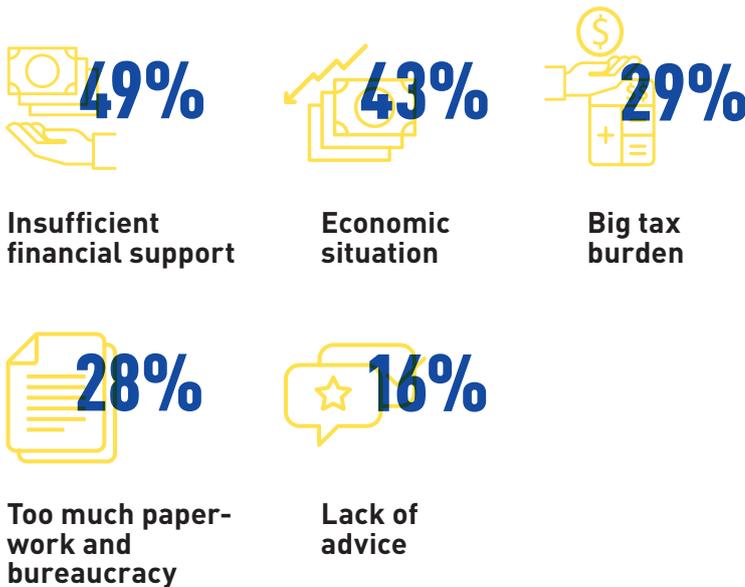
THIS SHOWS THAT THERE IS A WIDE 'ENTREPRENEURIAL GAP' – A SOURCE OF UNTAPPED ECONOMIC DYNAMISM.

LET'S TAKE A CLOSER LOOK AT WHAT ACTUALLY PREVENTS WOMEN FROM STARTING A BUSINESS.



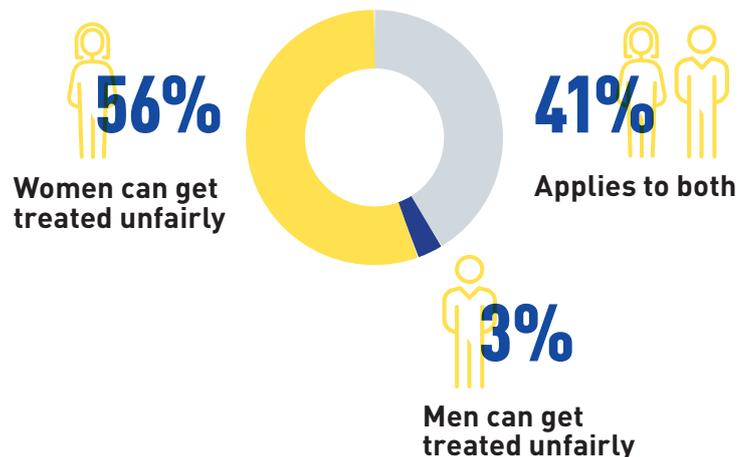
Aloña Martiarena,
Assistant Professor of Entrepreneurship at IE Business School - IE University, Spain

HERE, DIFFICULTIES ACCESSING FINANCIAL RESOURCES, AS WELL AS PERCEPTIONS OF THE ECONOMIC SITUATION PLAY AN IMPORTANT ROLE:



People often associate the typical entrepreneur with stereotypically masculine characteristics – and it has been suggested that this often leads women to underestimate their ability to succeed in starting up a business. This is also reflected in growth expectations: Women business owners who link predominantly 'masculine' traits to entrepreneurship expect their business to grow at a slower rate in the coming years than do their male counterparts.

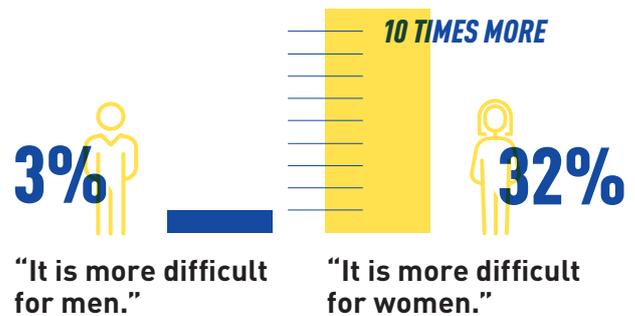
When asking female entrepreneurs about their experience running a business, it also becomes clear that many of them encounter deeply ingrained stereotypes. More than half (56%) of all female businesses owners said that women can be treated unfairly in business, as people assume they are less knowledgeable or less tough. Only 3% said the same can apply to their male counterparts.



DOES THIS MEAN IT IS MORE DIFFICULT FOR WOMEN TO ESTABLISH AND RUN A BUSINESS THAN IT IS FOR MEN?

Business owners have different opinions. 65% said they think it is equally hard for both. Almost all others say:

Yes, women face more difficulties than men.



THESE RESULTS SUGGEST THAT THERE IS A NEED TO DO MORE TO FOSTER AND ENCOURAGE FEMALE ENTREPRENEURSHIP.

INDEED 80% OF THOSE SURVEYED – MALE OR FEMALE, BUSINESS OWNERS OR NOT – ARE IN FAVOUR OF GOVERNMENT PROGRAMS THAT HELP FEMALE ENTREPRENEURS TO REALIZE THEIR AMBITION.

The study clearly shows that business owners are looking for political support. As the champion for independent businesses, METRO is therefore committed to driving the debate and help entrepreneurs – female and male – succeed.

Methodological note:

10,000 individuals were surveyed online, in 10 countries (China, Czech Republic, France, Germany, the Netherlands, Portugal, Italy, Romania, Russia, Turkey). Fieldwork was conducted in August and September, 2017.

In each of these countries, 1,000 members of the general public were surveyed online, about 100 of whom are business owners. Respondents were recruited from survey panels and each country's results are representative of the wider population on age and gender. Overall results cited are based on an average across all 10 countries, with each country counting equally.

To find out more about the study's findings, please contact:

Julia Münster
julia.muenster@metro.de
Tel. +49 (0) 211 969 226

Katharina Werner
katharina.werner@metro.de
Tel. +49 (0) 211 6886 1040

Anila Brahmakulam
anila.brahmakulam@metro.de
Tel. +49 (0) 211 969 5362

Ivonne Bollow
bollow@metro.de
Tel. +49 (0) 211 6886 1442

METRO is a leading international specialist in wholesale and food retail. The company operates in 35 countries and employs more than 150,000 people worldwide. In financial year 2016/17, METRO generated sales of around EUR 37 billion. The company provides custom solutions to meet the regional and international needs of its wholesale and retail customers. With its sales brands METRO/MAKRO Cash & Carry and Real as well as delivery services and digitalisation initiatives METRO sets the standards for tomorrow: for customer focus, digital solutions and sustainable business models.