

Home-based Business Owners in Qatar Survey Report (June 2014)

Research Project "Home-based Businesses in Qatar: Current Reality and Mechanisms for Advancement"



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Qatar Development Bank (QDB) was established in 1997 as the Qatar Industrial Development Bank, a 100% government-owned developmental organization. Its primary aim was to develop investments within local industries, thereby accelerating growth and economic diversification in Qatar through support for private sector. Between 1997 and 2005, the bank expanded its portfolio, diversifying from its industrial base to include support and guidance for a range of non-industrial sectors identified as key to the development of Qatar. Shortly afterwards, the bank revisited its mission statement to reflect the successful completion of its new strategic objective and changed its name to Qatar Development Bank. The State of Qatar, QDB's sole shareholder, increased the bank's capital from 200 million to 10 billion riyals in 2008. Since that time, and reflecting the expansion of its mission and financial assets, QDB has launched a considerable number of strategic initiatives and programs, all designed to directly contribute to the economic growth and development of Qatar.

QDB's strategy is entirely in line with Qatar National Vision 2030. It is focused on promoting and facilitating the growth of the private sector in Qatar within key economic channels. In turn, this support will enable the development of long term, sustainable social and economic benefits across the economy.

Aside from offering financial support, Qatar Development Bank is tasked with promoting entrepreneurship in the private sector, facilitating the development of key economic sectors through the provision of capital and advisory services. QDB has also launched several initiatives, including Al Dhameen program, an indirect loan facility to guarantee commercial bank loans to private sector companies, in collaboration with other banks and financial institutions.

QDB's export arm "Tasdeer" program was created to develop and promote exports from Qatar, providing export credit guarantees in addition to financial products and solutions designed to mitigate the risks imposed on local exporters. The bank also provides consulting services in business development to help entrepreneurs to prepare for business. This will include feasibility studies, the conduct of market research and the selection of appropriate techniques; fundamentally helping to develop the capabilities of SME owners to enhance and refine their skills in the market and establish strong ties with financial and non financial support entities.

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Research Project "Home-based Businesses (HbBs) in Qatar: current reality and mechanisms for advancement"

A joint research project of Qatar Development Bank in cooperation with The Ministry of Labor and Social Affairs – Social Development Center

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وزارة العمل والشؤون الاجتماعية
Ministry of Labour & Social Affairs

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Executive Summary of Main Results

Importance of HbBs Survey

The international arena witnesses a growing number of HbBs as a core nucleus to encourage entrepreneurship and the creation of a vibrant entrepreneurial private sector. With many definitions used to describe that kind of projects, the following one can be taken as a guide: a HbB is “the project, craft or activity that occupies a residence – often the home of the HbB owner – and involves the performance of a frequent work for the purpose of making a profit, whatever its size or the nature of its activity”.

At the national level, a phenomenon can be easily identified, namely, the increasing number of home-based businesses run by nationals and expatriates. These businesses usually take the form of an unofficial micro projects; which imposes many challenges for their owners. This is concurrent with an increasing interest by the Qatari Government in home-based businesses; as they constitute an essential part of the SMEs sector.

Based on the foregoing, Qatar Development Bank took the initiative to conduct an investigational project under the title of “Home-based Businesses (HbBs) in Qatar: Current Reality and Mechanisms for Advancement” in cooperation with the Ministry of Labor and Social Affairs and the Social Development Center.

The mission of the project is to «suggest alternative enforceable solutions for enhancing HbBs in Qatar in light of the investigational study of the current conditions of these projects and the current efforts exerted by the concerned authorities in the State, as well as getting benefit from the leading regional and international experiences in this field”. In order to achieve this mission, the project methodology depended on conducting a telephone survey to Explore the current reality of HbBs in Qatar and their future trends

Survey Methodology

- According to the database of the Ministry of Labor & Social Affairs and the Social Development Center there are 1,458 potential HbBs.
- Conduct the telephone survey by an external company to ensure the impartiality and high-quality data collection, within the period from May 21, 2014 to June 8, 2014.
- Conduct (535) successful interviews, while (65) HbB owners refused to participate in the survey. Fail to interview (858) potential HbB owners for several reasons, including: no answer, phone is closed or out of service, incorrect number.

Demographic Characteristics of HbBs owners

- Among the (535) HbBs owners interviewed, it was found that (458) of HbBs are currently operational, representing (86%) of the total,
- while owners of HbBs that were discontinued represent (14%) of the total.
- The demographic characteristics of both groups (i.e. those of current HbBs and those of discontinued ones) are similar, as they are mostly females (over 95%),
- while the (30 years and older) age group represents the majority (over 84%). Additionally, above (73%) hold a high school certificate/diploma or less.

Work Experience of Current HbB Owners

- (46%) of current HbBs owners hold a job at the moment, and (11%) previously had a job, while (43%) have never been employed at all.
- Business owners who currently hold a job represent a younger population (52% are under the age of 40) while those who have never held a job represent an older age group (62% are over the age of 40).
- (42%) of those who currently hold, or previously held, a job have relatively extensive experience, with over ten (10) years on the job.
- Most (72%) of those who currently hold, or previously held, a job work in the government or semi-government sectors, with (28%) in the private sector.
- The majority of those with jobs at present hold a high school degree or higher (69%).

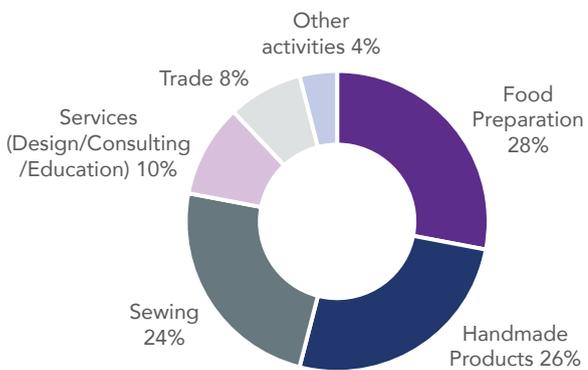
Economic Activity and Lifetime of Current HbBs

- Food preparation ranks top (28%), followed by handmade products (26%) and sewing (24%), then services (10%) and trade (8%).
- (50%) of HbBs started six or more years ago, while (25%) range from 3-5 year lifetime and (25%) are relatively new as they started two or less years ago.

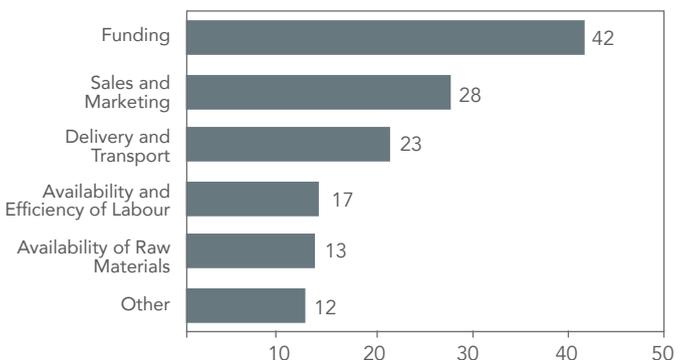
Characteristics, problems and needs of current HbBs

- The “hobby” is the main motive for establishing a HbB as mentioned by (65%) of HbB owners, while (18%) indicated that their motive is to have a “source of income” and (14%) is that they have no job.
- More than (54%) of HbB owners depend on themselves without seeking help from other labor in their businesses, while (23%) seek help from their family members and others (23%) depend on labor from outside the family.
- Many HbBs depend on “family and friends” and “exhibitions and events” as marketing tools with 61% and 56% respectively.
- Financial problems rank top (42%) regarding the challenges facing current HbBs, followed by sale and marketing problems (28%), then product delivery and transport problems (23) and labor availability problems (17%).

Relative distribution of current HbBs according to the nature of economic activity (June 2014) - (%)



Relative importance of the problems facing current HbB owners (June 2014) - (%)



Note: Multiple answers were allowed.

- (55%) HbB owners indicated to their need to a low-rent place for their businesses, while (29%) expressed their need to concessional funding and (18%) indicated that they need help with the process of product sale and marketing

Future trends of current HbB s owners

- Most of current HbB owners (98%) are planning to keep their HbBs running, while less than (2%) are going to close their HbBs. On another level, (90%) of HbB owners desire to obtain a commercial register for their HbBs, while (10%) do not desire to register their businesses.

Knowledge of Supporting Agencies & use of their Services

- Most of business owners are aware of at least one HbB-supporting entity, and most of those who received services from such agencies (90%) see that they were useful to their businesses
- The “providing display outlets” service ranked top (75%) as the main service they received from supporting agencies, followed by the providing “training services” with (33%) and, with a relatively a wide margin, the “providing funding” service (only 5%)

Reasons why Owners of Previous HbBs Stopped & their Future Trends

- “Financial” reasons ranked top (33%) of reasons behind the HbBs stop, followed by “family and personal” reasons (25%), then “low sales” reasons (18%)
- About (71%) of previous HbB owners expressed a desire to start an HbB again, which can be an evidence that they are ready to revive their businesses with support and help in place.

Introduction

The international arena witnesses a growing number of HbBs as a core nucleus to encourage entrepreneurship and the creation of a vibrant entrepreneurial private sector. With many definitions used to describe that kind of projects, the following one can be taken as a guide: A HbB is “the project, craft or activity that occupies a residence – often the home of the HbB owner – and involves the performance of a frequent work for the purpose of making a profit, whatever its size or the nature of its activity”.

Therefore, the home is the incubator of the economic activity, which the individual establishes by and for himself to initiate his business, whether for a temporary period of time until getting his HbB mature and then converts it to a non-home business or for the HbB lifetime so that the home is its permanent headquarters.

At the national level, the phenomenon of the increasing number of HbBs that are run by citizens and residents can be explored, which usually take the form of an informal micro enterprise, posing many challenges against HbB owners.

This is in alignment with a growing interest on the part of the Qatari Government in HbBs as they represent a key portion of SMEs in the light of the following:

- Development trends formulated by the 2011-2016 National Development Strategy which includes the goal of promoting the private sector and encouraging entrepreneurship as well as the goal of improving the economic and social empowerment of Qatari families.
- Qatar’s membership in the MENA-OECD Investment Programme that gives great importance to SMEs especially micro and female-run enterprises.

However, Qatar also faces many challenges in dealing with HbBs and creating a favorable business environment for them. In addition, the HbBs themselves are facing many challenges impeding their active participation in the economic and social development efforts.

Based on the foregoing, Qatar Development Bank took the initiative to conduct a research project under the title of «Home-based Businesses (HbBs) in Qatar: Current Reality and Mechanisms for Advancement» in cooperation with the Ministry of Labor and Social Affairs and the Social Development Center. The mission of the project is to «suggest alternative enforceable solutions for enhancing HbBs in Qatar in light of the investigational study of the current conditions of these projects and the current efforts exerted by the concerned authorities in the State, as well as getting benefit from the leading regional and international experiences in this field.

Research Project Objectives

- Explore the characteristics of HbBs in Qatar, the motives of their inception, the main challenges they face, and their future trends.
- Draw lessons from the international and gulf experiences in HbB development.
- Design a national framework for the advancement of HbBs in Qatar, with effective participation of HbB owners and concerned authorities.

This document is the first outcome of the research project , which presents the survey results.

Survey methodology

Due to Absence of a official record for home-based businesses in Qatar, the research has been conducted based on the records of HbB registered within the Ministry of Labor & Social Affairs and the Social Development Center, which consist of 1,458 potential HbBs. The survey methodology included the following:

- Direct the Survey Form to all HbBs registered with the Ministry of Labor & Social Affairs and the Social Development Center, depending on the Comprehensive Survey Method for all those registered.
- Conduct a pilot study on a sample of 259 HbBs. This aimed to know to what extent the Survey Form is workable and involves easy language and phrases, on the one hand, and to what extent the research team is able to follow the form completion instructions and the telephone survey time limit is appropriate, on the other hand.
- Develop and revise the Survey Form in the light of the pre test results, and finalize and adopt it as the survey study tool.
- Conduct the telephone survey by an external company to ensure the impartiality and high-quality data collection, within the period from May 21, 2014 to June 8, 2014.
- Conduct (535) successful interviews, while (65) HbB owners refused to participate in the survey. While fail to interview (858) potential HbB owners for several reasons, including: no answer, phone is closed or out of service, incorrect number, etc.
- Enter all the data included in the Survey Form on a computer, which underwent several stages of review and audit.
- Design and extract the frequency and analytical tables of the study indicators using the Statistical Package for the Social Sciences (SPSS), and review them by the statistical team to ensure the integrity of the data entry process and the absence of eye-catching strange cases.
- Use descriptive and inferential statistical analysis to describe and analyze the study data and test study hypotheses.
- Present and discuss the survey results with the concerned authorities.

Restrictions on study results

- The survey was based on HbBs community whose data are available only with the Ministry of Labor & Social Affairs and the Social Development Center; however, the actual observations of the work team emphasize that the real HbBs community in Qatar exceeds that number. The lack of a formal record prevented the work team from exploring the total numbers of HbBs and conducting a comprehensive survey of them.
- It is difficult to generalize the research community characteristics to the real HbBs community in Qatar, as it comprises a relatively large proportion of HbBs supported by the Ministry of Labor & Social Affairs which mainly target the class of needy families.

Characteristics of current HbB owners

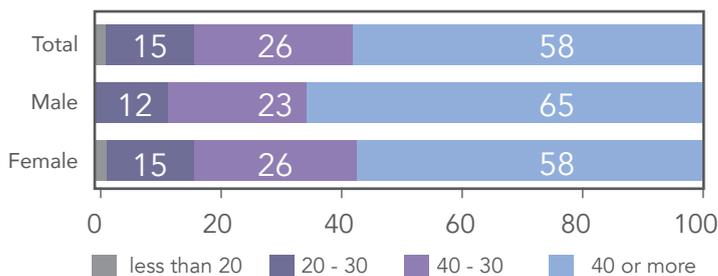
Demographic Characteristics of HbB owners

Among the (535) HbB owners interviewed, it was found that (458) of HbBs are currently operational, representing (86%) of the total

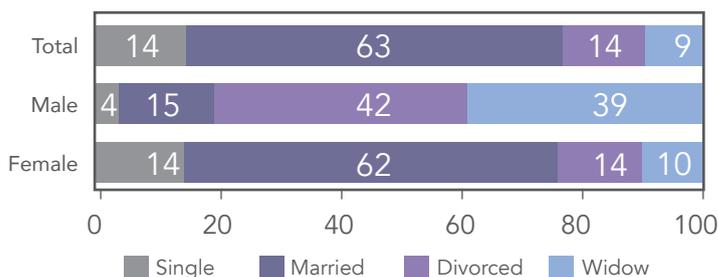
- Most of current HbBs owners are females (94% of the total).
- Many of current HbBs owners belong to the age group (40 or more years), representing (58%) of the total.
- While (26%) of current HbB owners belong to the age group (30-40) years.
- Greater proportion of current HbBs owners are married (63% of the total), with a decreased percentage among males (15%).
- Highest proportion of males who have current HbB are Divorced (42%) or widow (39%).
- About (37%) of current HbBs owners hold primary/preparatory certificates or no certificate.
- While (37%) hold secondary/diploma, and about (26%) hold university degrees.

Figure (1): Relative distribution of current HbB owners according to social characteristics (June 2014) - (%)

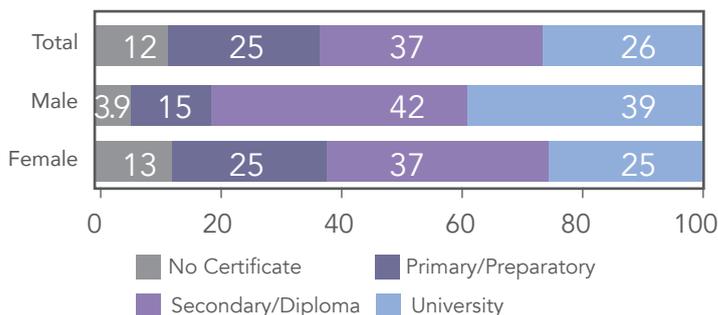
(A) Age Group



(B) Marital Status



(C) Educational Status



* Total respondents: (458).
 Source: Qatar Development Bank & others, "Home-based Business Owners in Qatar Survey Report", Doha, June 2014.

Work status of HbBs owners

Among (458) businesses currently in existence

- (11%) had a job and do not currently work at another job rather than managing their HbB (50 individuals).
- (46%) currently hold a job while also managing their HbB (213 individuals).
- (43%) have never held a job other than managing their HbB (195 individuals).

The survey results also show that:

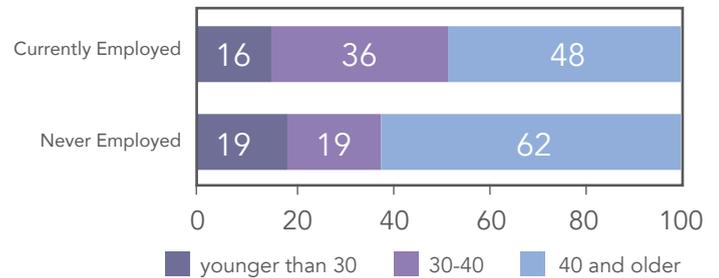
- Business owners who currently hold a job represent a younger population (52% are under the age of 40) while those who have never held a job represent an older age group (62% are over the age of 40).
- The majority of those with jobs at present hold a high school degree or higher (69%).

Of (263) current HbB owners who currently holds/previously held a job:

- (72%) work/ed for a government/semi-government agency (186 individuals).
- (28%) work/ed for the private sector (72 individuals).
- (1%) works/ed for the non-governmental sector (i.e. charities and NGOs).

Figure (2): Relative distribution of current HbB owners according to employment status (June 2014) - (%)

(A) Age Group



(B) Marital Status



(C) Educational Status

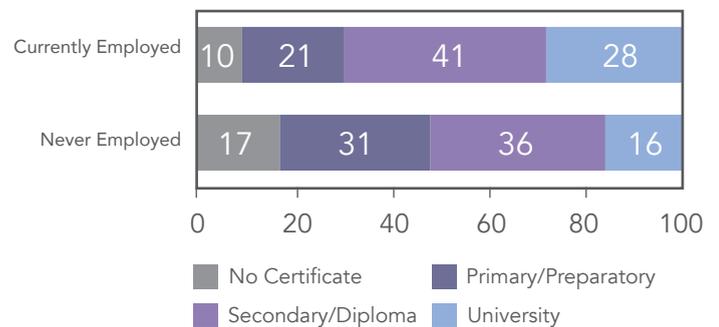
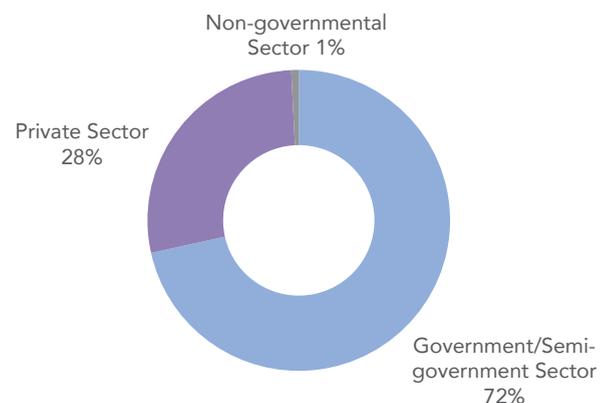


Figure (3): Relative distribution of current HbBs owners, who currently hold/previously held a job, according to the nature of employer (June 2014) - (%)



The survey results also show that:

- (42%) of HbBs owners who currently hold/ previously held a job have relatively long work experience for more than 10 years
- (38%) of this category have relatively medium-term work experience ranging from (3-10) years
- (10%) of HbB owners who currently hold/ previously held a job have limited work experience (2 or less years).

HbBs Work Areas

Of (458) current HbBs surveyed:

- (28%) are in food preparation
- (26%) are in handmade products
- (24%) are in sewing.
- Only (10) % in services.

There is variation in the nature of activity according to the gender, as follows:

- Food preparation rank top of the female-owned HbBs (30% of the total), followed by sewing and handmade products (25% for each).
- Handmade products rank top of male-run HbBs (50%), followed by trade (12% of the total).

Lifetime of current HbBs

- Of (458) current HbBs:
- (50%) of businesses started six or more years ago.
- (25%) of businesses range from 3 to 5 year lifetime.
- (25%) of businesses started two or less years ago.

Figure (4): Relative distribution of current HbBs owners, who currently hold/previously held a job, according to years of experience (June 2014) - (%)

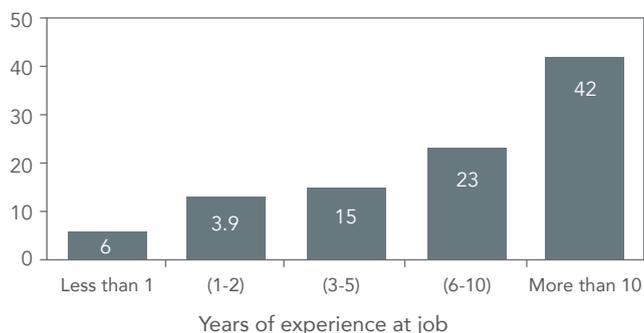


Figure (5): Relative distribution of current HbBs according to the nature of economic activity (June 2014) - (%)

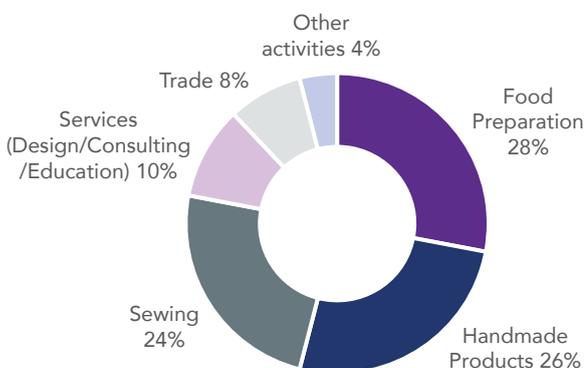


Figure (6): Relative distribution of current HbBs according to gender and nature of activity (June 2014) - (%)

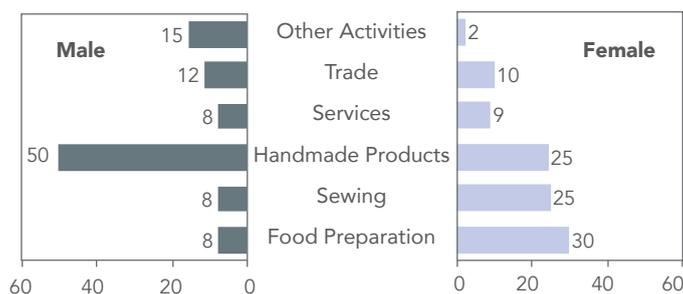
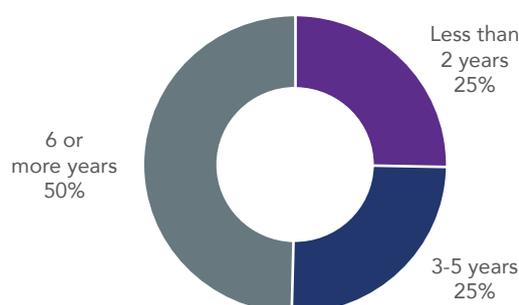


Figure (7): Relative distribution of current HbBs according to HbB lifetime (June 2014) - (%)



The survey results also show that:

- HbBs of longest lifetime (6 or more years) rank top among different HbB activities; however, their relative importance is greater in handmade products and trade (63% and 64% respectively)
- Newly established HbBs (less than two years) rank variously among HbBs activities; however, their relative importance is greater in food preparation, sewing and services (35%, 29%, and 28% respectively)
- (44%) of businesses owned by (20-30) age group are newly established (two years or less)

Educational status of HbBs owners

- There is inverse relationship* between the lifetime of an HbB and the educational level of its owner, as the more the educational level of an HbB owner is, the less the HbB lifetime will be.
- (78%) of HbBs whose owners do not hold any educational certificate extend up to 6 or more years.
- (35%) of businesses whose owners hold university degree extend up to 6 or more years

For HbBs that extend up to 6 or more years:

- (37%) of their owners hold secondary/diploma certificates, (25%) hold primary/preparatory certificates, and (12%) do not hold any educational certificate.
- (26%) of their owners hold university degrees

Figure (8): Relative distribution of current HbBs according to the economic activity and HbBs lifetime (June 2014) - (%)

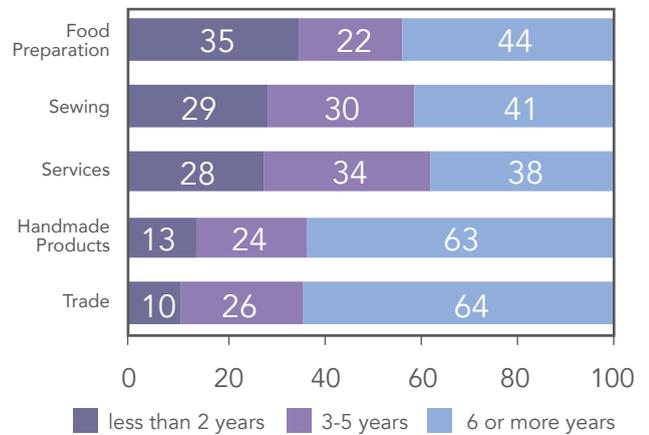


Figure (9): Relative distribution of current HbBs according to their lifetime and owner educational level (June 2014) - (%)

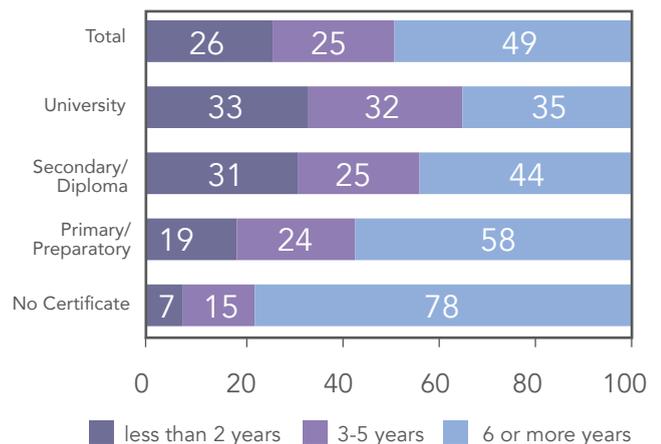
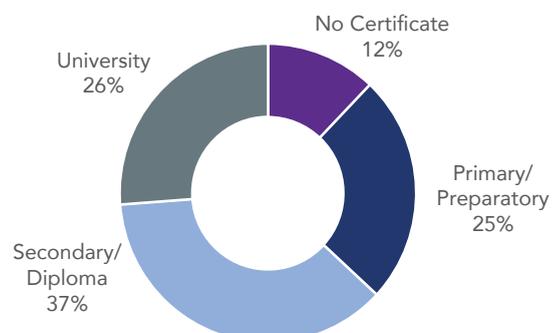


Figure (10): Relative distribution of current HbBs of 6 or more years lifetime according to HbB owner educational level (June 2014) - (%)



Source: Qatar Development Bank & others, "Home-based Business Owners in Qatar Survey Report", Doha, June 2014.

* Statistically significant ($P < 0.05$) at the significance level ($\alpha = 0.05$)

* Total respondents: (458).

Source: Qatar Development Bank & others, "Home-based Business Owners in Qatar Survey Report", Doha, June 2014.

Management of Current HbB & the Motives for Starting HbB

Workers involved in the HbB

Of (458) current HbB, it is clear that:

- (54%) of businesses depend only on their owners without any additional labor.
- (23%) of businesses depend on their owners in addition to some of family members.
- (23%) of businesses depend on their owners in addition to other persons (i.e. labor) from outside the family.

The survey results also show that:

- The fact that a HbB depends only on its owner does not relate to certain economic activities.
- Handmade products ranked top of HbBs that depend only on their owners (61% of the total).
- Food preparation was the least activity that depended only on its owner (45% of the total), because it is the most activity that depends on labor from outside the family (35%), which are usually home servants.

Educational status of HbB owners

The survey results also show that:

- There is a relation between the educational level of current HbBs owners and the persons involved in the HbBs, as the less the educational level, the less HbB owner will depend on another person (family members – usual labor).
- (70%) of businesses whose owners do not hold any educational certificate depend only on the HbB owners.
- (43%) of businesses whose owners hold university degrees depend only on the HbB owners
- (35%) of businesses whose owners hold university degrees depend on usual labor from outside the family.

Figure (11): Relative distribution of current HbBs according to the nature of persons involved (June 2014) - (%)

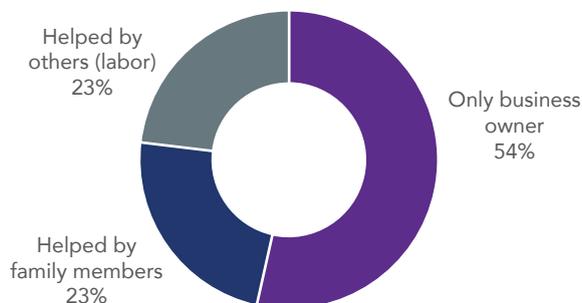


Figure (12): Relative distribution of the nature of persons involved in current HbBs according to the nature of activity (June 2014) - (%)

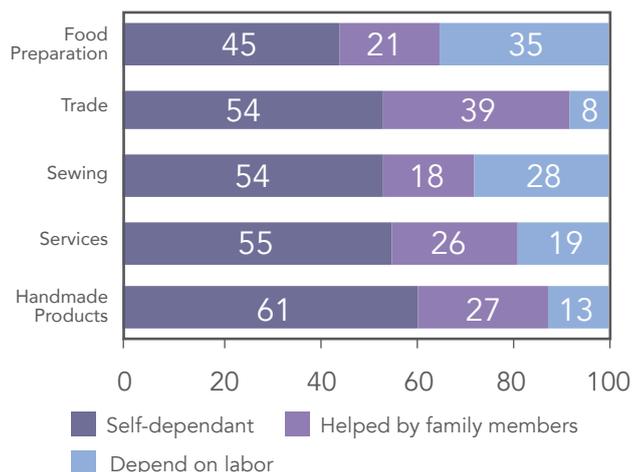
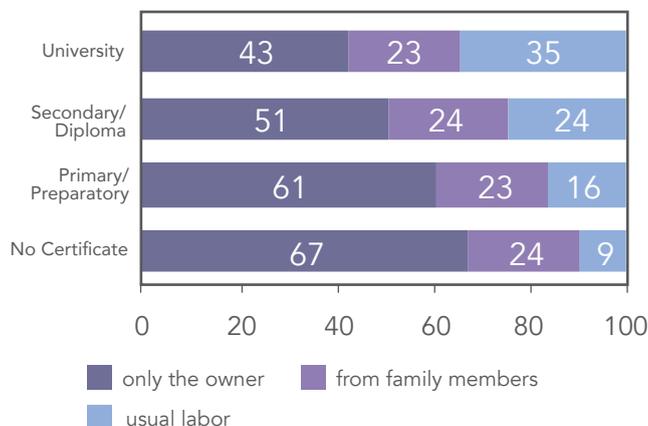


Figure (13): Relative distribution of the nature of persons involved in current HbBs according to HbB owner educational level (June 2014) - (%)



Source: Qatar Development Bank & others, "Home-based Business Owners in Qatar Survey Report", Doha, June 2014.

For businesses that depend only on their owners:

- The highest proportion are owned by holders of secondary/diploma certificates, followed by holders of university degrees (26%).

Motives for starting an HbB

Among (458) current HbBs, the main reasons for starting a HbB are as follows (multiple answers were allowed):

- (65%) of businesses are driven by hobby (equal between males and females).
- (18%) of interviewees indicate that their motive is to make a source of income (27%) among males ranking second, and 18% among females also ranking second .
- (14%) of interviewees indicate that being unemployed contributed to starting an HbB.
- Considering the relation between the educational level of HbB owner and the motives behind HbBs, it is clear that:
- Hobby ranks top among motives behind HbBs at different educational levels
- There is positive relationship between the educational level and the relative importance of the “hobby” motive, as the more the educational level is, the more the importance of “hobby” as a motive for starting an HbB will be.
- (71%) of businesses whose owners hold university degree indicated that “hobby” is their motive for starting business. While only (4%) of them mentioned that their motive is having no job “unemployed”.
- (36%) of businesses whose owners don’t hold any educational certificate pointed out that their motive is having no job “unemployed”.

Figure (14): Relative distribution of current HbBs where the HbB owner is the only involved, according to HbB owner educational level (June 2014) - (%)

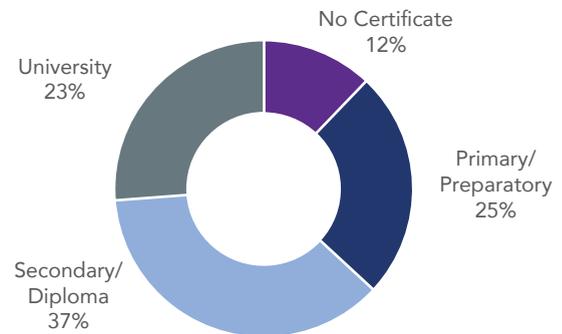
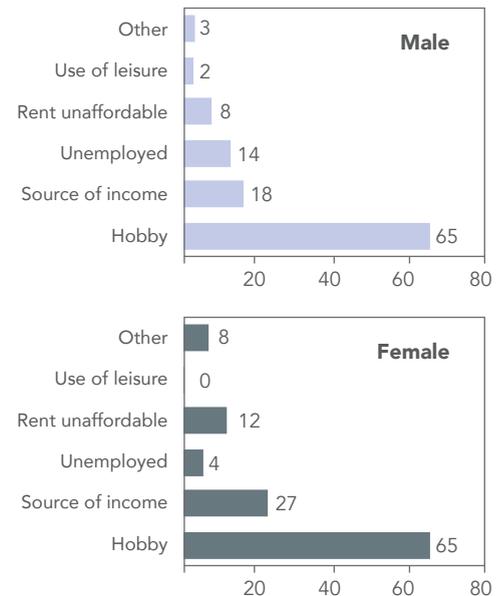
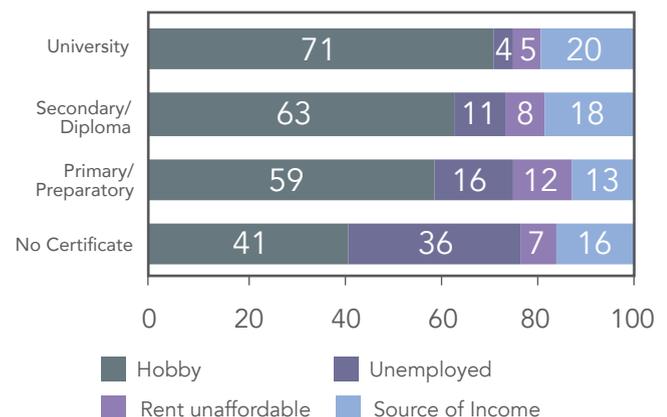


Figure (15): Relative importance of the motives behind current HbBs according to gender (June 2014) - (%)



* Total respondents: (458). Source: Qatar Development Bank & others, “Home-based Business Owners in Qatar Survey Report”, Doha, June 2014.

Figure (16): Relative distribution of the motives behind current HbBs according to HbB owner educational level (June 2014) - (%)



Characteristics of HbBs based on their Reasons of Inception

Regarding the relation between the motives behind HbBs and the nature of the workers involved, the survey results show that:

- Of the hobby-driven HbBs, (55%) depend only on their owners without help from family members or additional labor and, hence, remain relying on the hobbies of their owners.
- On the contrary, the HbBs driven by the fact that their owners cannot afford a rent for a place for their businesses usually depend less only on their owners.

As for the relation between motives for establishing a business and its lifetime, it is clear that:

- More than half the businesses driven by “rent unaffordable”, “hobby” and “unemployed” have a lifetime of less than two years.

Figure (17): Relative distribution of current HbBs owners according to HbB motives and management style (June 2014) - (%)

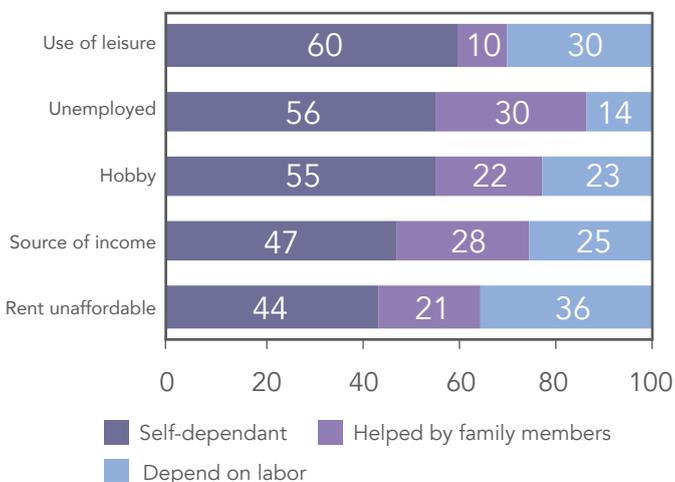
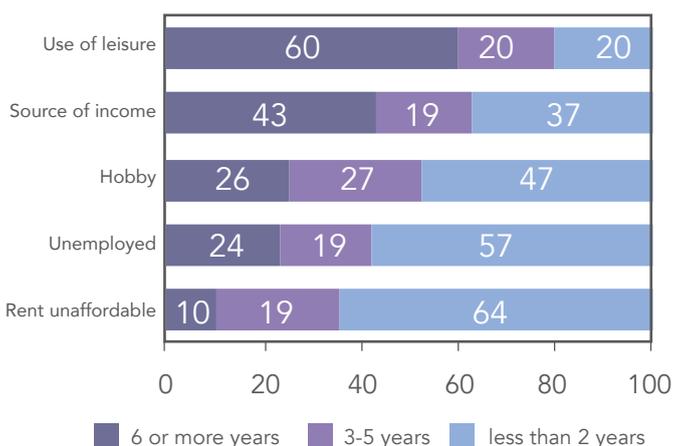


Figure (18): Relative distribution of current HbBs owners according to HbB motives and lifetime (June 2014) - (%)



* Total respondents: (458).
 Source: Qatar Development Bank & others, “Home-based Business Owners in Qatar Survey Report”, Doha, June 2014.

Products/Services marketing mechanisms

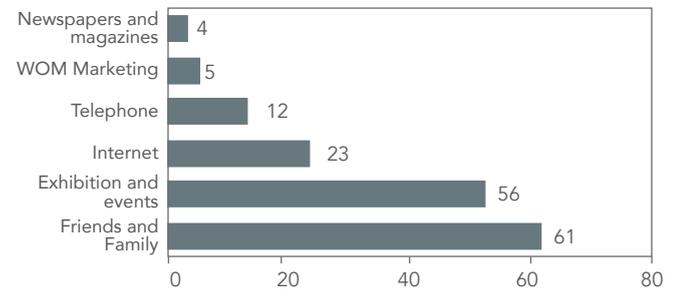
Among (458) current HbBs, the main marketing channels that owners depend on were as follows (multiple answers were allowed):

- (61%) of total current businesses depend on family and friends for marketing products/services, ranking top.
- Exhibitions and events came the second in rank with (56%).
- Then came the internet with a relatively wide range (23% of the total) and telephone (12% of the total), in addition to other means such as WOM marketing and newspapers and magazines.

The survey results also show that:

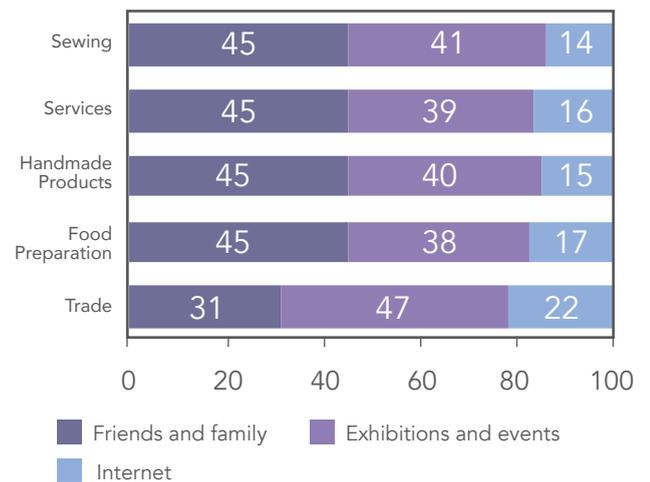
- The importance of “family and friends” as an HbB marketing tool is the same among different sectors, representing (45%)
- The only exception is HbBs working in trade, where the “exhibitions and events” is the best tool used, representing (47%).

Figure (19): Relative importance of current HbBs products/services marketing channels (June 2014) - (%)



Note: Multiple answers were allowed.

Figure (20): Relative distribution the main current HbB product/service marketing channels, according to the nature of activity (June 2014) - (%)



* Total respondents: (458).

Source: Qatar Development Bank & others, “Home-based Business Owners in Qatar Survey Report”, Doha, June 2014.

Problems facing current HbBs

The Main current problems

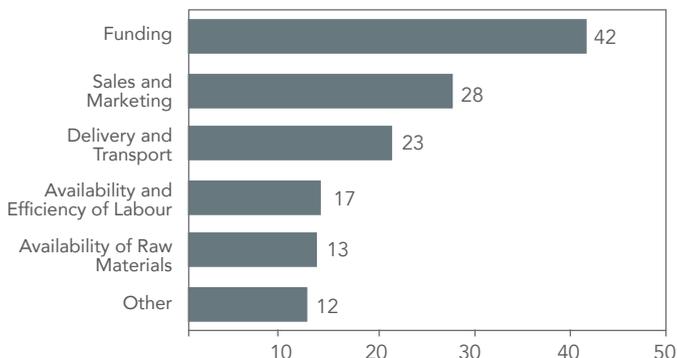
Among (458) current HbBs, the main problems faced by their owners are as follows (multiple answers were allowed):

- Financial issues rank top of challenges facing current HbBs of all areas (42%).
- The “sale and marketing” problem ranks second, where (28%) of HbB pointed out to it as a problem. and this may be related to a previous result that (61%) of HbBs depend on family and friends to sell their products/ services.

To show the relative importance of each problem according to the nature of HbB activities, results indicate that:

- Funding” problem ranks top of problems in the trade activity (45%).
- Compared to other activities, the “sale and marketing” problem is of special importance among handmade products HbB, where it represent (30%) of their problems.
- The relative importance of all problems doesn’t vary in terms of business lifetime, where “funding” problem ranks top among all businesses, whether newly established or long-standing ones.

Figure (21): Relative importance of the problems facing current HbB owners (June 2014) - (%)



Note: Multiple answers were allowed.

Figure (22): Relative distribution of the problems facing current HbBs owners, according to the nature of activity (June 2014) - (%)

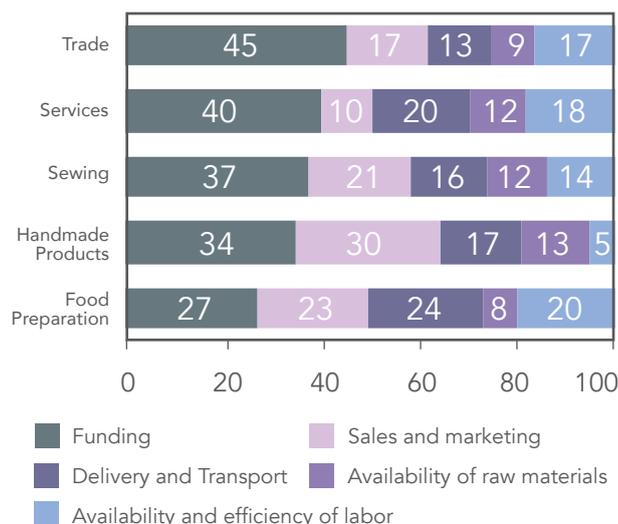
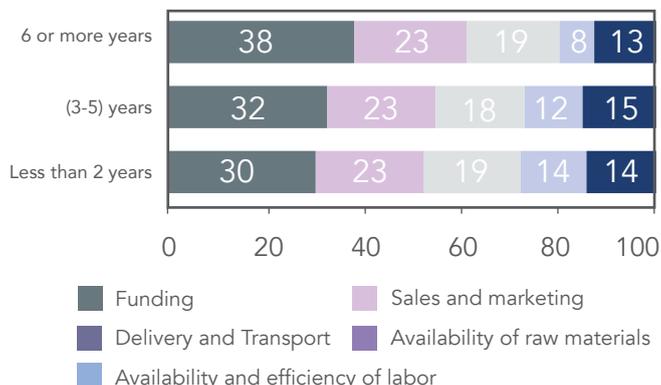


Figure (23): Relative distribution of the problems facing current HbBs owners, according to the nature of activity (June 2014) - (%)



* Total respondents: (458).
Source: Qatar Development Bank & others, “Home-based Business Owners in Qatar Survey Report”, Doha, June 2014.

The Main needs of HbB

Among (458) current HbBs, the main needs are as follows (multiple answers were allowed):

- Providing "Low-rent shop/place" ranked top of needs as referred by (55%) of HbBs owners.
- "Concessional funding" ranked second with a relatively a wide margin as referred to by (29%) of those surveyed.
- "Support of sale and marketing processes" ranked third (18% of the total)

Regarding the similarity/dissimilarity of needs from an activity to another, it is clear that:

- Although "funding" ranks second, its relative importance is the highest in the activities of "trade", "handmade products" and "sewing" compared to remaining activities
- Although the relative importance of "training" is low in all activities, it is a little higher in HbBs of services.

Figure (23): Relative importance of the needs of current HbBs owners (June 2014) - (%)

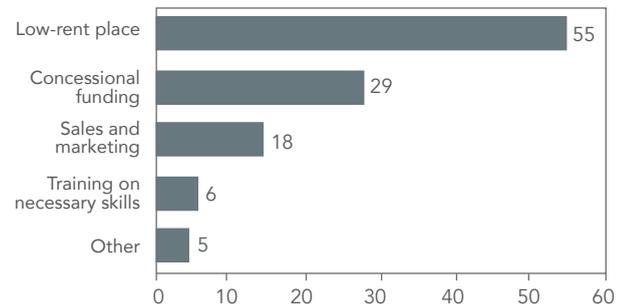
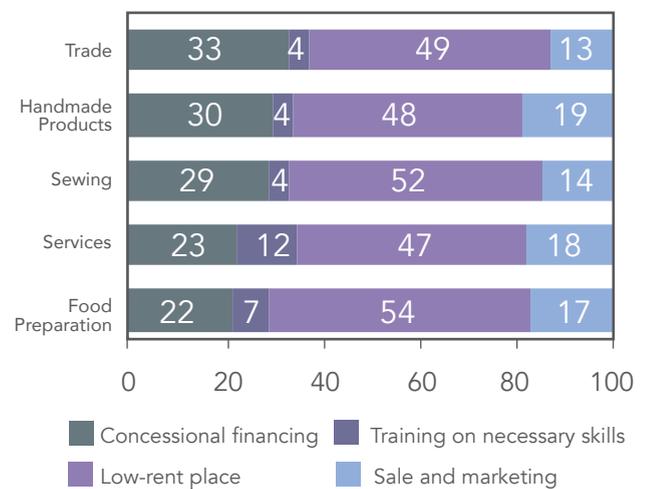


Figure (24): Relative distribution of the needs of current HbBs owners, according to the nature of activity (June 2014) - (%)



* Total respondents: (458).

Source: Qatar Development Bank & others, "Home-based Business Owners in Qatar Survey Report", Doha, June 2014.

Future Trends of Current HbB Owners

HbB continuity & expansion

Among (458) current HbBs, the future trends of their owners are as follows:

- Most (98%) of owners are willing to keep their HbBs running,
- While only (2%) are willing to close.
- Most (90%) of owners desire to register their HbBs, while only (10%) do not so desire.
- This is consistent with the aforementioned results of these businesses main needs, where "low-rent shop/place" ranks top.
- The survey results showed that there are no significant differences among those owners who are willing to formally register their HbBs according to the nature of activity, as this approach is found to be prevalent in all economic activities.

Figure (25): Relative distribution of future trends of current HbBs owners, according to the intention to close/keep the HbBs (June 2014) - (%)

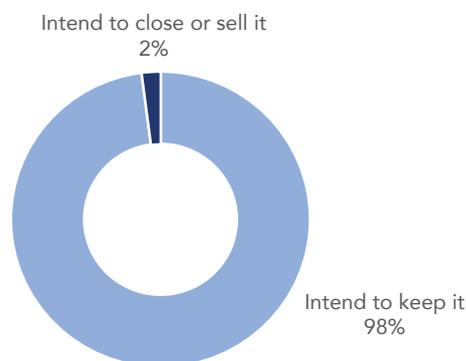
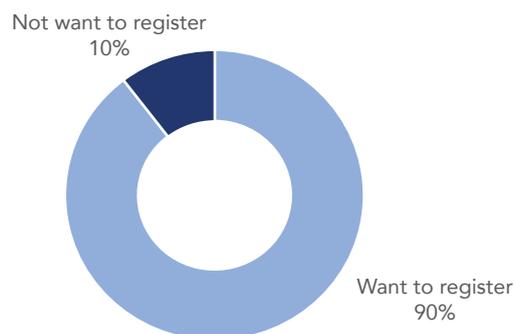


Figure (26): Relative distribution of future trends of current HbBs owners, according to the intention to register the HbBs (June 2014) - (%)



* Total respondents: (458).
Source: Qatar Development Bank & others, "Home-based Business Owners in Qatar Survey Report", Doha, June 2014.

HbB supporting agencies

Knowledge of supporting agencies and use of their services

For (458) current HbBs, it was found that:

- There is a high level of awareness among HbBs owners (77%) of the supporting role of the Ministry of Labor & Social Affairs and the Social Development Center, which is a logical result as the survey relied on records from both agencies.
- Of those HbBs owners who are aware of one or more of the supporting agencies, (72%) receive services from them.

Regarding the nature of services received by HbBs owners, they were as follows:

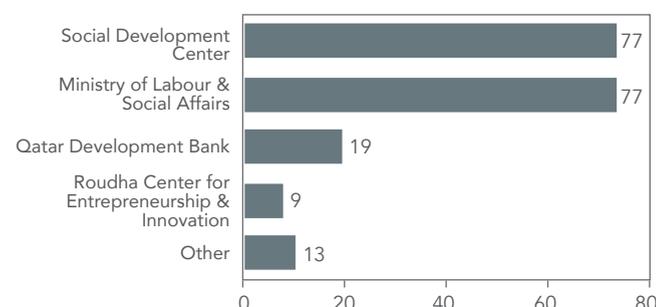
- Providing “display outlets” service ranked top (75%) of total.
- Providing “training services” ranked second (33%), followed – with a relatively a wide margin – by the “funding” service (only 5%) of total.

Making use of Supporting Agencies’ Services

Of the current HbBs owners who received services from the supporting agencies:

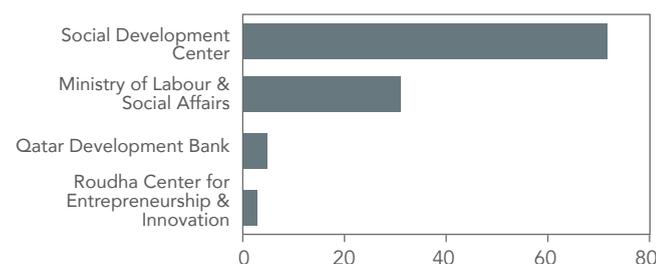
- (67%) indicated that services are very helpful, while (23%) indicated that services are fairly helpful and (10%) indicated that services are unhelpful.
- (81%) indicated that they did not face any problem in dealing with the supporting agencies, while (19%) indicated that they faced some obstacles.

Figure (27): Relative importance of the current HbBs owners’ knowledge of supporting agencies (June 2014) - (%)



Note: Multiple answers were allowed.

Figure (28): Relative distribution of the services received by current HbBs owners who are aware of one or more of the supporting agencies (June 2014) - (%)

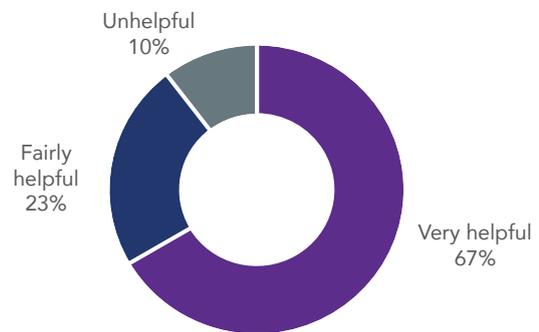


Preferred Communication Channels

Regarding the communication channels that HbBs owners prefer in order to know about the supporting agencies:

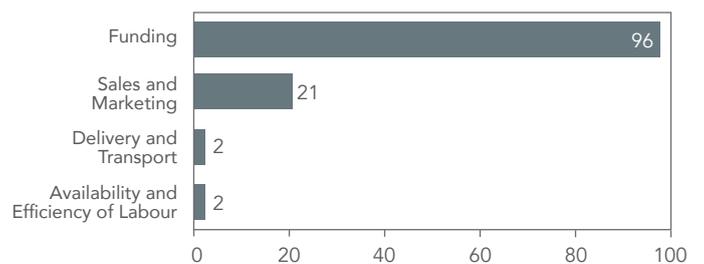
- Most of HbBs owners (96%) indicated that the phone (i.e. landline/mobile) is the best means.
- The home visits/interviews rank second with a very wide margin (21%).
- The regular mail and internet are of very limited importance.

Figure (29): Relative importance of the current HbBs owners' knowledge of supporting agencies (June 2014) - (%)



Source: Qatar Development Bank & others, "Home-based Business Owners in Qatar Survey Report", Doha, June 2014.

Figure (30): Relative importance of the current HbB owners' most preferred communication channels with the supporting agencies (June 2014) - (%)



Note: Multiple answers were allowed.

Source: Qatar Development Bank & others, "Home-based Business Owners in Qatar Survey Report", Doha, June 2014.

Owners of discontinued HbBs

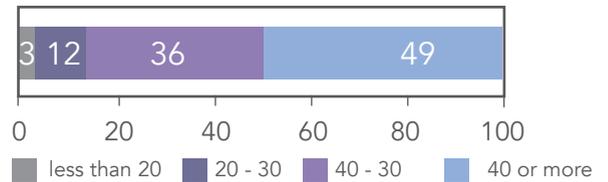
Demographic characteristics of businesses owners

Of (535) HbB owners interviewed, (77) had HbBs that were discontinued (14%). The demographic characteristics of discontinued HbBs Owners indicate that:

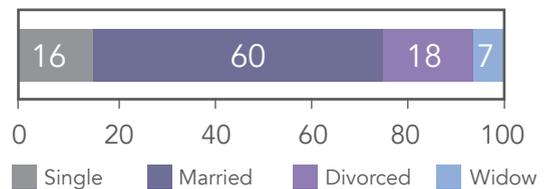
- Most of discontinued HbBs Owners are females (96%) of the total.
- (49%) of discontinued HbBs Owners belong to the age group (40 or more years), and (36%) belong to the age group (30-40 years).
- Greater proportion of discontinued HbBs Owners are married (60%).
- About (37%) of discontinued HbBs Owners hold primary/preparatory certificates or no certificate.

Figure (31): Relative distribution of the owners who discontinued their HbBs, according to social characteristics (June 2014) - (%)

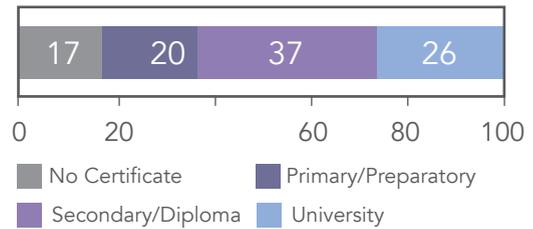
(A) Age Group



(B) Marital Status



(C) Educational Status



Main reasons for discontinuity

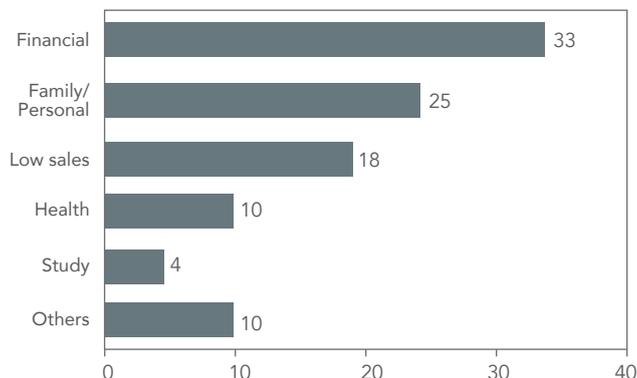
Of (77) discontinued HbBs, the main reasons for discontinuity were as follows (multiple answers were allowed):

- The “financial” issues ranked top of reasons (33%)
- Some “family/personal” issues ranked second (25%), followed by “low sales” issues (18%)
- All family/personal, as well as health, reasons were related to female HbBs owners.

Future trends for owners of these businesses

- Of persons whose HbBs discontinued, (71%) of discontinued HbBs owners expressed a desire to start an HbB again.

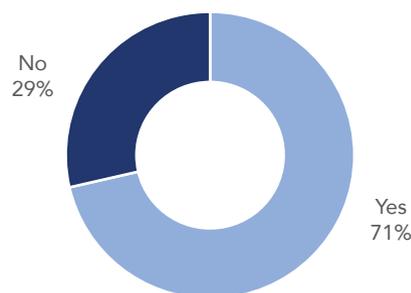
Figure (32): Relative distribution of the main reasons for HbBs discontinuity (June 2014) - (%)



Note: Multiple answers were allowed.

Source: Qatar Development Bank & others, “Home-based Business Owners in Qatar Survey Report”, Doha, June 2014.

Figure (33): Relative distribution of the trends of discontinued HbBs owners towards starting a new HbB (June 2014) - (%)



* Total respondents: (77).

Source: Qatar Development Bank & others, “Home-based Business Owners in Qatar Survey Report”, Doha, June 2014.

Annex: HbBs Owners Survey Form

Section 1: Work Nature and Characteristics

- | No. | Question |
|------------|---|
| 1 | <p>Do you have a home-based business (i.e. handicraft)?</p> <p><input type="checkbox"/> Yes (Move to question 4)</p> <p><input type="checkbox"/> I had a previous business at home but stopped</p> <p><input type="checkbox"/> No, I have no home-based business</p> <p><input type="checkbox"/> The survey is stopped and apology is given to the interviewee because the research focuses on those who have a home-based business.</p> |
| 2. | <p>Can you tell us why your business stopped? (Interviewer suggests some reasons to help the interviewee)</p> <p><input type="checkbox"/> Financial reasons</p> <p><input type="checkbox"/> Family reasons</p> <p><input type="checkbox"/> Low sales</p> <p><input type="checkbox"/> Other (mention)</p> |
| 3. | <p>Well, in the future, can you proceed with your home business again?</p> <p><input type="checkbox"/> Yes (Move to question 23)</p> <p><input type="checkbox"/> No (Move to question 23)</p> |
| 4. | <p>Other than your home-based business, do you currently have a job, or have you previously held a job?</p> <p><input type="checkbox"/> Yes, I currently have a job.</p> <p><input type="checkbox"/> Yes, I have previously held a job.</p> <p><input type="checkbox"/> No (Move to question 7)</p> |
| 5 | <p>Your job belonged to ...</p> <p><input type="checkbox"/> Private sector</p> <p><input type="checkbox"/> Government sector</p> <p><input type="checkbox"/> Non-government sector</p> <p><input type="checkbox"/> Other (mention): <input style="width: 500px;" type="text"/></p> |

No. Question**6 How many years of experience have you gained at that job?**

- Less than one year
- 1-2
- 3-5
- 5-10
- 10 or more

7 Which activity does your HbB cover?

- Food preparation (i.e. feasts)
- Sewing/Weaving
- Handmade products
- Trade (buy/sell) in goods. Mention: Food, beverages, clothing, electronics, etc.
- Services (design, consulting, education, cleaning)
- Mention in each answer the name/s of goods and services:

Section (2): Business Start up & Motives**No. Question****8 Well, why did you start your HbBs (i.e. handicraft)? (Interviewer suggests some reasons to help the interviewee)**

- I love this hobby
- I currently have no job
- I cannot afford a place for my business
- Other (mention)

9 When did you start your HbB?

- 0-2 years
- 3-5 years
- 6 or more years

Section (3): HbB Management

No. Question

10 Does anyone help you with your HbB (i.e. handicraft)?

- No
- Family members (give number)
- Usual labor (give number)

11 How do you sell your products? (Multiple answers allowed)
(Interviewer gives some suggestions to help the interviewee) For example through:

- Friends and family
- Exhibitions and events
- Telephone
- Newspapers and magazines

Section (4): HbB Challenges & Needs

No. Question

12 Well, what are the main problems with your HbB? (Multiple answers allowed)
(Interviewer gives some suggestions to help the interviewee). For example, problems with:

- Financial
- Sale
- Product delivery and transport
- Supplies (Interviewer gives some suggestions by HbB type)
- Labor
- Other (mention)

13 What are the main needs of your HbB? For example:

- Concessional funding
- Training on necessary skills (give example)
- Low-rent place
- Product sale and marketing
- Other (mention)
- None of the above

No. Question**If selected** Well, which training you would like to receive? How to deal with customers How to save my rights with customers How to better sell my products Other (mention) **14 Well, you know... in Qatar there are some agencies that help HbBs, did you hear about them? (Multiple answers allowed) For example:**

Heard About

Ministry of Labor & Social Affairs

 Yes No

Social Development Center

 Yes No

Qatar Projects

 Yes No

Roudha Center for Entrepreneurship & Innovation

 Yes NoOther (mention)

If all answers "No", move to ques. 19

15 Did you get any service from these agencies (e.g. participation in exhibitions, funding, any help)? Yes No, Move to question 19**16 What are the services you received? (Multiple answers allowed)** Funding Training Participation in exhibitions Other (mention) **17 What do you think about the services they provided? (Only one answer allowed)** Very helpful Fairly helpful Unhelpful

- | No. | Question |
|------------|---|
| 18 | <p>Did you have any problems with the agencies that provided services to your HbB?</p> <p><input type="checkbox"/> No</p> <p><input type="checkbox"/> Yes (mention) <input style="width: 500px;" type="text"/></p> |
| 19 | <p>So you would like to know more about the services of these agencies, how would you like to contact you? (Multiple answers allowed) For example:</p> <p><input type="checkbox"/> Mobile/telephone</p> <p><input type="checkbox"/> Visit</p> <p><input type="checkbox"/> Regular mail</p> <p><input type="checkbox"/> TV</p> <p><input type="checkbox"/> Yes (mention) <input style="width: 500px;" type="text"/></p> |

Section (5): Future Trends of HbB Owners

- | | |
|-----------|---|
| 20 | <p>Well, regarding your HbB, you are willing to: (Only one answer allowed)</p> <p><input type="checkbox"/> Keep and expand it</p> <p><input type="checkbox"/> Close or sell it to another person</p> <p>Whatever answer, mention why: <input style="width: 400px;" type="text"/></p> |
| 21 | <p>Do you want to register your HbB (i.e. have a commercial register) in the future?</p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p> <p>Whatever answer, mention why: <input style="width: 400px;" type="text"/></p> |
| 22 | <p>Do you have advice to help HbB Owners?</p> <p><input style="width: 700px;" type="text"/></p> |

Section (6): Personal Data

On behalf of Qatar Development Bank, I would like to thank you very much. There are some personal questions that would be very helpful if you answered them. Be sure that your answers will remain confidential and are only for survey purposes.

23 **Within which age group you belong:**

- Less than 20
- 20-30
- 31-40
- 41 or more

24 **Your marital status:**

- Single
- Married
- Divorced
- Widow
- No response

25 **So you have children, how many?**

- None
- 1-2
- 3-4
- 5 or more
- No response

26 **Your last academic certificate:**

- None
- Primary/Preparatory
- Secondary/Diploma
- BA
- Postgraduate (MA, PhD, etc.)
- No response

The interviewee is thanked and the survey ends.

