

Vendula Kubartová, Hana Chroboková, Fatima Hassani, Jan Mátl

Social Enterprise model introduction & field study

Agenda

- Definition
- Analysis of the field study
- Introduction of our concept
 - Target group
 - Job description
 - Target customers
- Summary

Definition

- Basic principle is to create business ventures that benefit social objectives
- Training
- Community
- Financial sustainability
- Income generation skills development



Analysis of the field study – survey questions

1. How old are you? (your age)
2. Are you single or married or divorced?
3. Do you have children? (if yes, how many)
4. What is your highest level of education?
5. What job(s) do you have?
6. What is your monthly income?
7. Do you have a bank account?
8. What is your monthly cost of living?
9. Do you see your children/parents?
10. How often do you visit your children/parents/friends?
11. Do you live in your own apartment, or house/do you pay rent/do not have a home?

Analysis of the field study – survey questions

12. Do you think you earn enough for yourself and your family (if applicable)?
13. Do you receive any social assistance from the government/other organizations? What type of support do you receive?
14. Do you consider yourself to be living in poverty?
15. What do you understand by poverty?
16. If so, do you think it could be changed?
17. How would you like to be helped given your current standard of living?
18. Have you ever had a business idea/plan/concept that you could not implement? If yes, why do you think it failed?
19. Have you ever applied for a loan? If yes, for what purpose(s).
20. In a situation of financial crisis, how do you get financial support to overcome it?
21. Do you want to start a business/self-employment? If no; why do you not want to start a business? If yes: What do you think are the main problems, you would face if you were to implement your business plan?
22. Imagine that the government gives you an interest-free loan of one million CZK. What would you plan to do with this money?

Analysis of the field study

- 8 respondents, all Czech
 - 6 men, 2 women
- Education
 - Usually only primary education
- Minimal family relations
- Employment - usually none or illegal work
- Money situation - describes as „not ideal“
- Expenses - food, drugs, housing (if applicable)
- Only 3 respondents had a place to live

Analysis of the field study

- Surprisingly, half of the respondents think that they make enough money
- Half think that they are in poverty
- Most people don't want any money from the government
 - 1 takes housing allowance
- Majority feel no need to change anything regarding their poverty
- What should the government do?
 - Social work reform needed from the government
 - Chance to work even with a criminal record

Analysis of the field study

- Entrepreneurship
 - Two respondents would like to start a business (taxi driving and a sport business)
- None of the respondents ever had a loan of any kind, but one has healthcare debt
- Interest-free loan for 1M CZK
 - Pay off healthcare debt
 - "Get a normal life"
 - Work and housing
 - Save up for a mortgage
 - Alcohol
 - Send some money to church or charity
 - Keep for "personal use"

Introduction of our Social Enterprise concept

- **Home(less) Textile Solutions**
- Clothing manufacturing company
- Brno, Czech Republic
- Target group
 - People with a criminal record
 - Homeless people
 - People in urgent need of work
 - Long-term unemployed
 - People from ethnically disadvantaged groups

Introduction of our Social Enterprise concept

- Job description
 - Manual work in the manufacturing process
 - Communicative people could be in the shop on-site
 - **Designing t-shirt designs for the brand**
- Target customers are everyone who would like to help these groups
 - If the employee wants to start their business, they can get a donation from the company if they perform well

Summary

- Social Enterprise is a fundamental tool to alleviate poverty in most societies
- Our concept introduces a manufacturing company in the textile industry
- It employs exclusively socially disadvantaged groups
- The aim is to reduce poverty in the Brno region and allow business-oriented people to grow