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**The assessment
of situation of business
companies in Żagań
during the economic
crisis - research results**

1. Introduction

The worldwide financial and banking crisis, which began in 2007, caused a recession in the United States and in many other parts of the world, including Europe. European Commission's forecast for 2009 was pessimistic and assumed that the GDP in the EU-27 and Euro area countries will decrease by 4,0%, the unemployment rate will reach 9,4%, there will be a rapid growth of debt of EU countries (Economic Forecast Spring 2009). In 2010 came however, positive signals were received from the U.S. economy. Between 2010-2011, both in U.S. and Euro area a growth of real GDP was recorded. After severe losses, the global economy slowly began to rebuild.

In Poland, the course of the crisis was different than in the U.S. and Western Europe countries. This was caused, among others by a less developed financial market, the relatively low dependence on exports, strong domestic consumption. However other problems arose, such as. instability of Polish Zloty and negative consequences of such matter. Negative effects of the crisis also affected Polish enterprises. According

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to a studies conducted in 2009 many companies feared that the crisis will negatively affect their business. Some large companies planned reduction in production, sales and employment (Monitoring kondycji... 2009). The most obvious consequences of the crisis in the SME sector was the decline in orders, withholding investments, and restrictions of access to credits (Figoń 2009). The analysis of the various studies, however, dos not incline to pessimism. Many companies could not unambiguously determine whether the crisis will have positive or negative consequences to them. Many considered that the crisis will not adversely affect their business. There were also those which saw it as an opportunity (Strategie firm w kryzysie 2009, p. 6-8).

Research from the years 2010 - 2011 show an increase in optimism among Polish companies. From studies conducted in 2010 results, that companies are positive about the condition and prospects of the Polish economy, a significant percentage of companies expects revenue growth and plans to increase investment spendings. In comparison to earlier studies also increased the percentage of companies which reported an increase in employment and simultaneously decreased the percentage of those which sought to reduce employment (Anam 2010). Studies conducted in 2011 show, that almost 64% of companies believe that their economic activity will continue to grow over next 12 months. 32% of companies in the manufacturing sector predicted employment growth, while 15% - a reduction, and nearly 50% believed that employment will remain at the same level (Polscy przedsiębiorcy...).

This article focuses on companies operating in Żagań. In the scope of project: „Żagań city observatory of economic changes - the analysis and dissemination of information on market trends and development”¹ were carried out two surveys of companies in Żagań. In each of this studies, a survey was addressed to a randomly selected group of 142 companies. Each time it was the same representative sample (panel research). The return ratio in the first research reached 82,4%, and in second 52,1%. The first study was conducted in the first quarter of 2010, while in the second was conducted in the first quarter of 2011. From the studies carried out in the first quarter of 2010 results, that the impact

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of the crisis on the functioning of companies in Żagań should be considered moderate. The results of these studies have also confirmed a high adaptive ability of companies in Żagań, to operate in harsh economic downturn conditions (Jędrzejczak-Gas 2010, Jędrzejczak-Gas 2011).

Studies conducted in the first quarter of 2011 allowed to gather many exiting and interesting data on the functioning of companies in Żagań during the period between the first quarter of 2010 and the first quarter of 2011. The collected empirical material is very extensive. Therefore, in this article are presented results of piece of this research. This studies involved manufacturing (13,5%), trade (33,8%) and service (52,7%) companies.

This article aims the situation assessment of the companies in Żagań during the period between the first quarter of 2010. and the first quarter of 2011 and collect their forecasts for the following period. The analysis and evaluation will address the overall economic situation of the surveyed companies, barriers to economic activity, changes in employment, demand, sales and prices.

The results presented in the research article will allow to verify the hypothesis: In the period between the first quarter of 2010 and the first quarter of 2011 there was an increase in economic optimism of companies in Żagań. Companies did not suffered the effects of the global crisis and in the analyzed period, they reported better results than the forecast the early 2010.

2. General economic situation of surveyed companies

Research has shown that over 30% of companies believe that during the period between the first quarter of 2010 and the first quarter of 2011 the general economic situation of companies has improved. Taking into account the fact that during this period, many companies had to cope with various difficulties such as difficulties in obtaining external funding, this result should be regarded as satisfactory. It should be noted that in the first quarter of 2010 the surveyed companies looked more optimistic into the future. The percentage of companies that were predicting improvement in their situation reached 36,1%. The confirmation of this fact was, that during the period between the first quarter of 2010 and the first quarter of 2011 situation occurred to be more difficult than the companies predicted at the beginning of 2010. It is also the fact that 16,7% of companies predicted the deterioration of their situation, but actually the deterioration felt 26% of companies.

Improvement of their economic situation in the analyzed period in the largest manner felt manufacturing companies (over 44%), and in the smallest the service companies (25%). It should also be noted that in the first quarter

of 2010 manufacturing companies carefully evaluated their future - 26,7% of them expected improvement in their situation, and in fact the improvement was recorded by 44,5%. Conversely, looks the case of service companies - in the first quarter of 2010 situation improvement was expected by more than 40% of companies but it was felt only by 25%. It seems that during the period between first quarter of 2010 and the first quarter of 2011 service companies have been most affected by the prevailing financial crisis. From this fact also steams, that already at the beginning of 2010 the deterioration of situation expected about 13% of these companies, but it actually was ascertained by more than 32%.

Positively should be evaluated the situation of trade companies. In the period between the first quarter of 2010 and the first quarter of 2011 the improvement was reported by over 33% of companies. It should also be noted that a similar percentage of companies were expecting improvement of their situation at the beginning of 2010 (32,3%). Deterioration of their situation at the beginning of 2010 was feared by almost 26% of trade companies. But it turned out that these companies were able to cope with the effects of crisis, since the deterioration of their situation actually was ascertained by 16,7% of companies and it was the lowest percentage among all the surveyed companies.

Table 1. General economic situation of companies (in %)

Compa- nies	Economic situation of a company								
	It will improve (it improved)			It will remain (it remained) without changes			It will deteriorate (it deteriorated)		
	First quarter of 2010 - forecast	First quarter of 2010 - First quarter of 2011	First quarter of 2011 - forecast	First quarter of 2010 - forecast	First quarter of 2010 - First quarter of 2011	First quarter of 2011 - forecast	First quarter of 2010 - forecast	First quarter of 2010 - First quarter of 2011	First quarter of 2011 - forecast
Total	36,1	30,1	46,6	47,2	43,9	43,8	16,7	26,0	9,6
Production	26,7	44,5	70,0	60,0	33,3	30,0	13,3	22,2	0,0
Trading	32,3	33,3	40,0	41,9	50,0	60,0	25,8	16,7	0,0
Service	40,3	25,0	44,7	46,8	42,5	36,9	12,9	32,5	18,4

Source: own study based on surveys

Research has shown that at the beginning of 2011 entrepreneurs in Żagań were not afraid of the world economic crisis. Nearly 47% of companies believed that, in the near future the situation if their businesses will improve. The deterioration of situation was predicted only by 9,6% of respondents. At the beginning of 2011 most optimistically their future was assessed by production companies - 70% of them assessed that in the near future, their situation will improve. Moreover, no production company was predicting the deterioration of situation of their company. The most pessimistic in this assessment were the service companies - more than 18% feared a situation deterioration of their company. It should also be noted that the service companies were predicting the situation to be the worst in period between the first quarter of 2010 and the first quarter of 2011 and on the beginning of 2011.

3. Barriers to business activity

In the period between the first quarter of 2010 and the first quarter of 2011 the most important barrier inhibiting the development of entrepreneurship in Żagań are the employment costs (approximately 53%). Next place in the hierarchy of barriers took the competition of domestic companies (almost 45%), insufficient demand (33,8%) and high burden to the budget (33,8%).

Employment costs proved to be a very important barrier both for manufacturing, trading and service companies. According to many companies in recent years due to changes in labor laws significantly increased the costs of employing workers. These costs include not only high social security contributions, health insurance, etc., but also the duty of covering the costs of the first 33 days of a sick leave or mandatory periodic testing of employees. The high costs of employment cause that employers are not willing to increase employment in their companies. Lowering these costs would certainly impact on employment growth, and in many cases would reduce the gray economy in employment.

Analyzing the abovementioned barrier a question can be formed: Did the high cost of employing workers which were identified as the most important barrier to economic activity, contributed to the decline in employment in companies in Żagań during the economic crisis? The research conducted in Poland shows that the negative effect most frequently observed by traders during the crisis is a decline in orders, and following drop in revenues what in consequence leads to the introduction of strategies to reduce operating costs, which consists, among others on reducing employment (Strategie firm w kryzysie 2009; Orłowski, Pasternak, Flaht, Szubert 2010, pp. 35, 38). Considering the high indication

of the barrier - the cost of employing staff, can be assumed that the entrepreneurs in Żagań also undertook such actions, which in turn resulted in an employment decline. Was it so really? An attempt to answer this question will be carried out in a further part of this article „the analysis of changes in employment in the surveyed enterprises”.

Table 2. Barriers to business activities in the period between the first quarter of 2010 and the first quarter of 2011

Description	Companies			
	Total	Production	Trading	Service
No barriers	6,6	10,0	8,0	5,1
Barriers				
• employment costs	52,7	40,0	64,0	48,7
• domestic market competition	44,6	40,0	68,0	30,8
• insufficient demand	33,8	30,0	52,0	23,1
• high burdens on the budget	33,8	20,0	20,0	46,2
• deficiency of skilled workers	21,6	40,0	12,0	23,1
• unclear and inconsistent legal regulations	17,6	10,0	8,0	25,6
• competition from foreign companies	12,2	20,0	20,0	5,1
• other	12,2	10,0	8,0	15,4
• deficiency of raw materials, semi-finished products from non-financial reasons	5,4	10,0	4,0	5,1
• difficulties in obtaining credit	5,4	20,0	4,0	2,6
• deficiency in service area and/or production equipment	4,1	0,0	4,0	5,1
• lack of appropriate equipment	1,4	10,0	0,0	0,0

Source: own study based on surveys

An important category of factors, which were hindering entrepreneurs in Żagań to perform business activities, were the market factors, ie domestic

market competition and insufficient demand. These factors become particularly important in recent years, when the economy was struggling with the greatest economic crisis since the 30s of the XX century. Barrier to growth for many companies was primarily to compete with companies operating in the shadow economy, which have lower costs and thus offer lower prices for products (services). According to Keynesians insufficient demand for goods (services) is the cause of falling production level and rising unemployment. Did entrepreneurs in Żagań indicated this barrier and feared also the drop in production level and rising unemployment? An attempt to answer this question will be carried out later in the article: „the analysis of changes in demand, sales and employment in the surveyed companies”.

Another significant barrier to conducting business activities, for the surveyed companies was represented by high burdens on the budgets. This barrier was particularly important for service providers, and had less importance for manufacturing and trade companies. Many questions are rising: Why do service providing companies believe that this barrier is so important? Do the fiscal burden the service companies are higher than those of production and trade companies? Do service companies use less favorable - in comparison to the manufacturing and trading companies - forms of taxation of their activities? For these and many other important in this case questions studies do not provide the answers. Therefore independent studies should be conducted as individual in-depth interviews to answer these important questions.

4. Employment - most important changes

Conducted studies show that during the period between the first quarter of 2010 and the first quarter of 2011, The percentage of companies, reporting a decline in employment (9,6%) was lower than the percentage of companies reporting the increase in employment (17,8%). This situation however, occurred only in the case of manufacturing and trading companies.

Among the manufacturing companies was the largest percentage of these, where employment has increased (50%). It also should be noted that the percentage of companies was much higher than indicated on the earlier forecasts on the beginning of 2010 (the planned employment growth was predicted at 28,6%). The opposite situation was however in the case of trading and service companies - a definitely higher percentage of companies was planning to increase employment than the actual percentage that realized it. It should however be noted, that trading companies are distinguished by the fact that none of them

had reduced employment in their company during this period (in early 2010 reduction in employment was planned in 3,1% of trade companies).

The worst in terms of changes in employment, presents the situation in service enterprises. On the beginning of 2010, almost 22% of service companies have declared an increase in employment, while actually in this period was reported a 13,2% increase.. Additionally, the percentage of companies in with reduction of employment was higher - 15.8% (forecast at the beginning of 2010 - 7,3%).

Table 3. Employment in the surveyed companies (in %)

Companies	Employment								
	Will increase / increased			Will stay at the same level / stayed at the same level			Will decrease / decreased		
	First quarter of 2010 - forecast	First quarter of 2010 - First quarter of 2011	First quarter of 2011 - forecast	First quarter of 2010 - forecast	First quarter of 2010 - First quarter of 2011	First quarter of 2011 - forecast	First quarter of 2010 - forecast	First quarter of 2010 - First quarter of 2011	First quarter of 2011 - forecast
Total	23,8	17,8	23,9	69,3	72,6	74,7	6,9	9,6	1,4
Production	28,6	50,0	30,0	57,1	40,0	70,0	14,3	10,0	0,0
Trading	25,0	12,0	20,0	71,9	88,0	76,0	3,1	0,0	4,0
Service	21,8	13,2	25,0	70,9	70,9	75,0	7,3	15,8	0,0

Source: own study based on surveys

Very optimistic were the forecasts in the first quarter of 2011 - the percentage of companies declaring decrease in employment dropped to 1,4%. In turn, almost 24% of companies predicted that employment in their companies will grow. A question arises whether these predictions fulfilled? If so, then it is possible to claim that the global financial crisis has very little impact on activity of companies in Żagań and barriers to their activities result from other internal factors.

From the data presented above results, that the most important barrier during the period between the first quarter of 2010 and the first quarter

of 2011 for the surveyed companies were high employment costs. A high place in the hierarchy of barriers also was taken by insufficient demand. From table 3. results, that in the period between the first quarter of 2010 and the first quarter of 2011 in the surveyed companies positive changes have taken place in the area of employment (except for service companies). But it can not stated clearly what was the influence of these barriers (high costs of employment, insufficient demand) on the decisions of companies in the area of employment. Perhaps the increase in employment would be even greater if the barriers wouldn't influence it. There is therefore a need for more detailed and in-depth studies that will allow to gather full information on the impact of barriers to decisions of companies.

5. Products / services - changes in the demand, sales, prices

The observed change in mood among the surveyed companies during the period between the first quarter of 2010 and the first quarter of Was accompanied by positive changes in demand on offered goods (services). The research shows that about 33% of companies believe that in the analyzed period was an increase in demand for their products (services). A similar percentage of enterprises (35,4%) expected in early 2010 a growth in demand for their products (services). The higher than predicted, however, occurred to be the percentage of companies that experienced a decline in demand - at the beginning of 2010 a decline in demand was predicted by 16,4% of companies during the period between the first quarter of 2010 and the first quarter of 2011 was recorded by over 23%.

By analyzing the change of demand in individual groups of companies, it can be noticed that the best situation is presented in manufacturing companies, while the worst in service companies. Among the manufacturing companies there is a majority of those that believe that the demand for their products has increased (70%). None of production companies has not recorded a fall in demand. It should be noted that in the case of manufacturing companies, the actual changes in demand on their products proved to be much better than they were predicted in early 2010. The increase in demand on products in early 2010 was assumed by 31,2% of companies, and actually was recorded as much as 70%, a decline in demand was predicted by nearly 19% companies, but none to them recorded it. Similar positive changes (although not as large as in case of manufacturing companies) can be seen in the case of trading companies. Over 1/3 of these companies felt the increase in demand (it predicted by a little more than 1/5 of them), while 16% of companies reported a decrease (18,8% predicted a decrease). The worst situation was however presented the case of service companies - they

are a group of companies, which during the period between the first quarter of 2010 and the first quarter of 2011 suffered the greatest decline in demand (over 34%), while recording the smallest increase in demand (around 24%). It is also important that companies were not expecting such negative changes. On the beginning of 2010. the increase in demand was supposed by 44,3% of companies, while a decrease only by 14,7%.

Table 4. Demand for products / services sold by the company (in %)

Compa- nies	Demand for products/ services								
	Will increase / increased			Will stay at the same level / stayed at the same level			Will decrease / decreased		
	First quarter of 2010 - forecast	First quarter of 2010 - First quarter of 2011	First quarter of 2011 - forecast	First quarter of 2010 - forecast	First quarter of 2010 - First quarter of 2011	First quarter of 2011 - forecast	First quarter of 2010 - forecast	First quarter of 2010 - First quarter of 2011	First quarter of 2011 - forecast
Total	35,4	32,9	48,6	48,2	43,8	37,5	16,4	23,3	13,9
Produc- tion	31,2	70,0	60,0	50,0	30,0	40,0	18,8	0,0	0,0
Trading	21,2	32,0	44,0	60,6	52,0	52,0	18,2	16,0	4,0
Service	44,3	23,7	48,7	41,0	42,1	27,0	14,7	34,2	24,3

Source: own study based on surveys

The studied companies, contrary to medial information, did not see in early 2011 deterioration in consumers situation, and thus adverse changes in the demand for their products. Almost half of surveyed companies (much more than during the period between the first quarter of 2010 and the first quarter of 2011) was expecting an increase in demand, and only less than 14% a decline in demand for their products. The biggest optimists were the manufacturing companies - 60% of them was expecting the increase in demand, but none of them company feared a decline in demand for their products. This result is not so surprising, as in the case of service companies. 70% of manufacturing companies have already felt the increase in demand during the period between the first quarter

2010 and the first quarter of 2011, so probably they were expecting, that these positive changes will continue in the next period. In the case of service companies the situation is completely different. At the beginning of 2011 the increase in demand was expected by 48,7% (during the period between the first quarter of 2010 and the first quarter of 2011 was noted by 23,7%, despite the fact that it was expected by 44%), decline in demand was expected by 24,3%, although in the previous period it was felt by more than 34% (14,7% predicted it). So a question arises, what was the cause of such optimistic forecast of service companies?

Another area examined was the sale of products/services. Results are also optimistic. They confirm a thesis that companies in Żagań, contrary to some opinions, were not affected significantly by the global crisis and during the period between the first quarter of 2010 and the first quarter of 2011 reported better results than they forecast at the beginning of 2010.

In the period between the first quarter of 2010 and the first quarter of 2011 over 43% companies recorded an increase in sales (at the beginning of 2010 was expecting it 37,6%), while decrease was noted by 21,6% (the forecast from 2010 - 17,8%).

The most favorable changes in sales occurred in the case of manufacturing companies - sales growth was reported by 70% (and 35,7% expected it), while a decrease only by 10% (14,3% expected it). Similar positive changes concern also trading companies - a higher percentage of companies recorded the increase in sales than it was predicted, the opposite was in the case of decrease in sales - a smaller percentage of companies felt the decline in sales, than it was predicted.

Among service companies are the least of these, which recorded sales growth, while most of those that confirmed the decline in sales. These changes also present unfavorably compared to what service companies expected in early 2010.

Comparing changes in demand and sales it should be noted, that in the case of service and trade companies a higher percentage reported sales growth than the increase in demand. These discrepancies could be caused by prices at which these companies sell their products. A question can also be put, to which unfortunately, studies do not give the answer: whether the company seeing a drop in demand for its products have raised prices because they wanted to compensate the decrease in demand, or perhaps in the first place, these companies raised prices, and this led to a decrease in demand?

Table 5. Sale of products / services (in %)

Companies	Sale of products/services								
	Will increase/increased			Will stay at the same level/ stayed at the same level			Will decrease/decreased		
	First quarter of 2010 - forecast	First quarter of 2010 - First quarter of 2011	First quarter of 2011 - forecast	First quarter of 2010 - forecast	First quarter of 2010 - First quarter of 2011	First quarter of 2011 - forecast	First quarter of 2010 - forecast	First quarter of 2010 - First quarter of 2011	First quarter of 2011 - forecast
Total	37,6	43,3	53,5	44,6	35,1	35,2	17,8	21,6	11,3
Production	35,7	70,0	70,0	50,0	20,0	30,0	14,3	10,0	0,0
Trading	31,0	40,0	48,0	44,8	48,0	52,0	24,2	12,0	0,0
Service	41,4	38,4	52,8	43,1	30,8	25,0	15,5	30,8	22,2

Source: own study based on surveys

The forecasts made in early 2011 were also optimistic. The percentage of companies, both production, trade and service, forecasting an increase (decrease) in sales was higher (lower) than the percentage of companies that reported the increase (decrease) in the previous period.

The next area under consideration are the prices of products/services sold by the company. Conducted studies show that during the period between the first quarter of 2010 and the first quarter of 2011 almost 45% of companies in Żagań increased the prices of sold products/services, a drop in prices was recorded in 7% of companies. It should be noted that these changes differ from predictions made by the companies at the beginning of 2010. Increase of prices predicted 23% of companies, while a decrease and almost 12%. Economic reality, however, corrected the plans of companies in Żagań and ultimately a much larger percentage of companies increased their prices (44,6%), and introduced a smaller reduction of prices (6,8%).

When analyzing individual groups of the surveyed companies it should be noted that, among the trading companies there is the largest percentage of those

which during the period between the first quarter of 2010 and the first quarter of 2011 introduced increase of prices (56%), but no trade companies recorded in this period a drop of prices for their products.

When analyzing forecasts of price changes, which were formulated by surveyed companies in early 2011 it can be assumed that they took into consideration a situation, which occurred in the previous period. The percentage of companies forecasting the increase of prices was similar to that which increased the prices during period between the first quarter of 2010 and the first quarter of 2011. On the other hand, there was a much smaller percentage of companies that planned to reduce prices for their products/services.

Table 6. Prices of products/services sold by the company (in %)

Companies	Prices of products/services								
	Will increase increased			Will stay at the same level/ stayed at the same level			Will decrease/decreased		
	First quarter of 2010 - forecast	First quarter of 2010 - First quarter of 2011	First quarter of 2011 - forecast	First quarter of 2010 - forecast	First quarter of 2010 - First quarter of 2011	First quarter of 2011 - forecast	First quarter of 2010 - forecast	First quarter of 2010 - First quarter of 2011	First quarter of 2011 - forecast
Total	23,0	44,6	45,1	65,1	48,6	53,5	11,9	6,8	1,4
Production	13,3	40,0	40,0	66,7	50,0	60,0	20,0	10,0	0,0
Trading	40,6	56,0	52,0	53,1	44,0	48,0	6,3	0,0	0,0
Service	16,1	38,4	41,7	71,0	51,3	55,5	12,9	10,3	2,8

Source: own study based on surveys

6. Conclusion

The empirical studies show that:

1. On the beginning of 2010. companies in Żagań optimistically looked to the future. Over 36% of companies expected an improvement, while less than 17% a deterioration in their economic situation. Economic reality, however,

proved to be difficult - the improvement of their situation reported 30%, while the deterioration 26% of the surveyed companies. Predictions from the first quarter of 2011 were very optimistic - improvement of their situation was expected by almost 47%, while deterioration was feared by less than 10% of companies.

2. Period between the first quarter of 2010 and the first quarter of 2011, The percentage of companies, reporting a decline in employment (9,6%) was lower than the percentage of companies reporting the increase in employment (17,8%). In early 2011, almost 24% of companies declared that they plan to increase employment in their companies, while the percentage of companies providing employment decline reached only 1,4%.
3. Approximately 33% of companies believe that in the analyzed period increased the demand for their products. A similar proportion of companies (35,4%) expected growth in demand in early 2010. Higher than in the forecast occurred to be the percentage of companies that experienced a decline in demand for their products - at the beginning of 2010 a decline was expected by 16,4% companies, and in the period between the first quarter of 2010 and the first quarter of 2011 was recorded by over 23%. Predictions in early 2011 were optimistic - almost half of surveyed companies predicted growth, and only less than 14% decline in demand for their products.
4. In the period between the first quarter of 2010 and the first quarter of 2011 more than 43% of companies reported sales growth (in early 2010 it was expected by 37,6%), while 21,6% decrease (prediction from the first quarter of 2010 - 17,8%). Advantageously were presenting the predictions from early 2011 - increase of sales planned 53,5%, decrease - 11,3% of companies.
5. Economic reality has revised the plans of companies in Żagań in early 2010 in the area of prices. Increase of prices planned 23%, and decrease almost 12% of companies. Finally, during period between the first quarter of 2010 and the first quarter of 2011 increase of prices were recorded by 44,6%, decrease in turn 6,8% of studied companies. At the beginning of 2011 almost 42% of companies in Żagań planned further increase of prices, the decrease in turn was planned by less than 3%.

The results presented above allow to correct the initial hypothesis. In conclusion, it should be noted that during the period between the first quarter of 2010 and the first quarter of 2011 took place on an increase in economic optimism of companies operating in Żagań. The economic situation improvement, positive changes in employment, demand and sales were recorded mainly by manufacturing and trading companies. In case of service companies

the conclusions of concluded studies are in many examples pessimistic. It can be concluded that these companies were most affected by the prevailing financial crisis.

Summary

The assessment of situation of business companies in Żagań during the economic crisis - research results

This article aims the situation assessment of the companies in Żagań during the period between the first quarter of 2010. and the first quarter of 2011 and collect their forecasts for the following period. The analysis and evaluation will address the overall economic situation of the surveyed companies, barriers to economic activity, changes in employment, demand, sales and prices. The results presented in the research article will allow to verify the hypothesis:

In the period between the first quarter of 2010 and the first quarter of 2011 there was an increase in economic optimism of companies in Żagań. Companies did not suffered the effects of the global crisis and in the analyzed period, they reported better results than the forecast the early 2010.

Streszczenie

Ocena sytuacji żagańskich przedsiębiorstw w okresie kryzysu gospodarczego – wyniki badań

Celem artykułu jest ocena sytuacji żagańskich przedsiębiorstw w okresie I kwartał 2010 r. – I kwartał 2011 r. oraz poznanie ich prognoz na kolejny okres. Analiza i ocena dotyczyć będzie ogólnej sytuacji gospodarczej badanych firm, barier prowadzenia działalności gospodarczej, zmian w obszarze zatrudnienia, popytu, sprzedaży oraz cen.

Wyniki przedstawionych w artykule badań pozwolą zweryfikować hipotezę:

W okresie I kwartał 2010 r. – I kwartał 2011 r. miał miejsce wzrost optymizmu gospodarczego w żagańskich przedsiębiorstwach. Przedsiębiorstwa nie odczuły skutków światowego kryzysu i w analizowanym okresie odnotowały lepsze wyniki, niż same prognozowały na początku 2010 r.

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