

Amway

AGER 2020

Amway Global Entrepreneurship Report



“We need entrepreneurs, and providing a favorable environment is critical to their continued growth.”

The Amway Global Entrepreneurship Report (AGER) provides comprehensive data on entrepreneurship to promote deeper discussion and highlight the importance of entrepreneurs globally. Entrepreneurs contribute to job creation, economic development and the prosperity of nations. A better understanding of how people explore new opportunities and why they decide for -- or against -- owning a business is crucial to effectively foster entrepreneurship.

Like previous editions, AGER 2020 shows the high entrepreneurial intention of respondents worldwide. This edition also focuses on the different types of entrepreneurial opportunities that interest people, emphasizing the role of social media selling, while analyzing of the benefits and barriers of starting a business.

By conducting AGER, Amway provides entrepreneurs enhanced visibility and promotes nuanced discussion about entrepreneurship among policy makers, businesses, academia, and society.

We need entrepreneurs, and providing a favorable environment is critical to their continued growth. We should applaud the progress made, but there is still work to be done to nurture and support the future of entrepreneurship.

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Vice Dean for International and Economic Affairs

Complutense University of Madrid (Spain)



AT A GLANCE

Facts and figures



To understand global attitudes and perceptions toward entrepreneurship, we partnered with Ipsos Global Omnibus. The online quantitative survey captured attitudinal data from 23,808 respondents representing the general population in 25* different markets.

23,808
PARTICIPANTS SURVEYED

DIFFERENT MARKETS
25*

- | | | |
|----------------|----------|---------------|
| BALTIC STATES* | INDIA | SOUTH KOREA |
| BRAZIL | ITALY | SPAIN |
| CHINA | JAPAN | TAIWAN |
| CZECH REPUBLIC | MALAYSIA | TURKEY |
| FRANCE | MEXICO | UKRAINE |
| GERMANY | POLAND | UNITED STATES |
| GREAT BRITAIN | ROMANIA | VIETNAM |
| HUNGARY | RUSSIA | |

57%

of respondents are interested in owning their own business either now or in the future.

40%

of respondents are under 35.

59%

of male respondents see owning a business as a desirable opportunity.



49%
MALE



51%
FEMALE

AT A GLANCE



50%

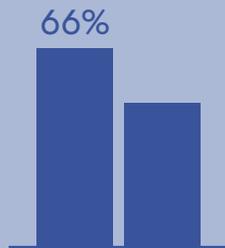
of respondents under 35 rank “greater control over my schedule” as a top 3 benefit.

Understanding the U35 entrepreneur

With 40% of respondents under the age of 35, understanding this demographic becomes increasingly important. What motivates them? How do they adopt emerging trends and apply technology to their approach in starting a business? This group will be of particular interest as we look to the future of entrepreneurship.

59%

of U35 are interested in freelancing as a business opportunity.



U35 see having their own business as a **desirable business opportunity.**

More than half of respondents believe that they possess the necessary skills to start a business.



U35 are more likely to promote their business **through social media.**

53%

of under 35 respondents wouldn't be dissuaded by friends and family from starting a business.

Survey Questions

Which of the following statements about having your own business do you agree with?

Page 8

Question 1 assessed respondents' interest and confidence in the decision to have their own business by asking respondents to rate statements along a scale of strongly agree to strongly disagree. The question also gauged external factors that could influence decisions around business ownership. Of the respondents interested in starting their own business, more than half would feel comfortable using their social network to start a business.

Which business opportunities are you most interested in?

Page 10

Question 2 aimed to gauge interest in both traditional and emerging styles of business. Interest in leveraging influencers and using social media for selling were rated alongside more traditional business models such as direct selling and franchising. In reviewing demographic data, U35 are significantly more interested in all forms of business types compared to O35.

Which of the following benefits of starting your own business are most desirable to you?

Page 13

By asking respondents to rank entrepreneurial benefits, we were able to assess both the motivators and incentives associated with starting a business. 'The opportunity to work on something they are passionate about' was a stand out benefit; however, the flexibility and financial potential were consistent motivators.

Which are the main barriers of starting your own business?

Page 15

The goal of question 4 was to better understand the barriers to entry when it comes to starting a business. Respondents ranked statements addressing the practical barriers to entry such as raising capital, developing a business plan and building relationships alongside more emotional factors like fear of failure and work/life balance.

Which are your thoughts on selling through social media?

Page 18

Question 5 was designed to better understand attitudes towards social media as a marketing and sales tool. The statements examined respondents' comfort level with the method of social selling, their belief that they possessed the necessary skills and the effectiveness of the approach, concluding that U35 is significantly more likely to explore social selling.



1

WHICH OF THE FOLLOWING STATEMENTS ABOUT HAVING YOUR OWN BUSINESS DO YOU AGREE WITH?

61% of respondents would utilize their own social network if starting a business.

When asked which statements about having their own business they agree with, **U35 rank all business attributes significantly higher than their O35 counterparts.** ‘Having their own business as a desirable career opportunity’ and ‘leveraging their own social network to do so’ were two categories in which the differences were particularly pronounced.

Overall, males were more likely to start their own business and feel they have the skills and resources to do so compared to females. However, two thirds feel comfortable leveraging their own social network to do so, regardless of gender.

WHICH OF THE FOLLOWING STATEMENTS ABOUT HAVING YOUR OWN BUSINESS DO YOU AGREE WITH?

GLOBAL AVERAGES (% agree)



COUNTRY AVERAGES (% agree)



2

WHICH BUSINESS OPPORTUNITIES ARE YOU MOST INTERESTED IN?

56% of respondents expressed interest in e-commerce.

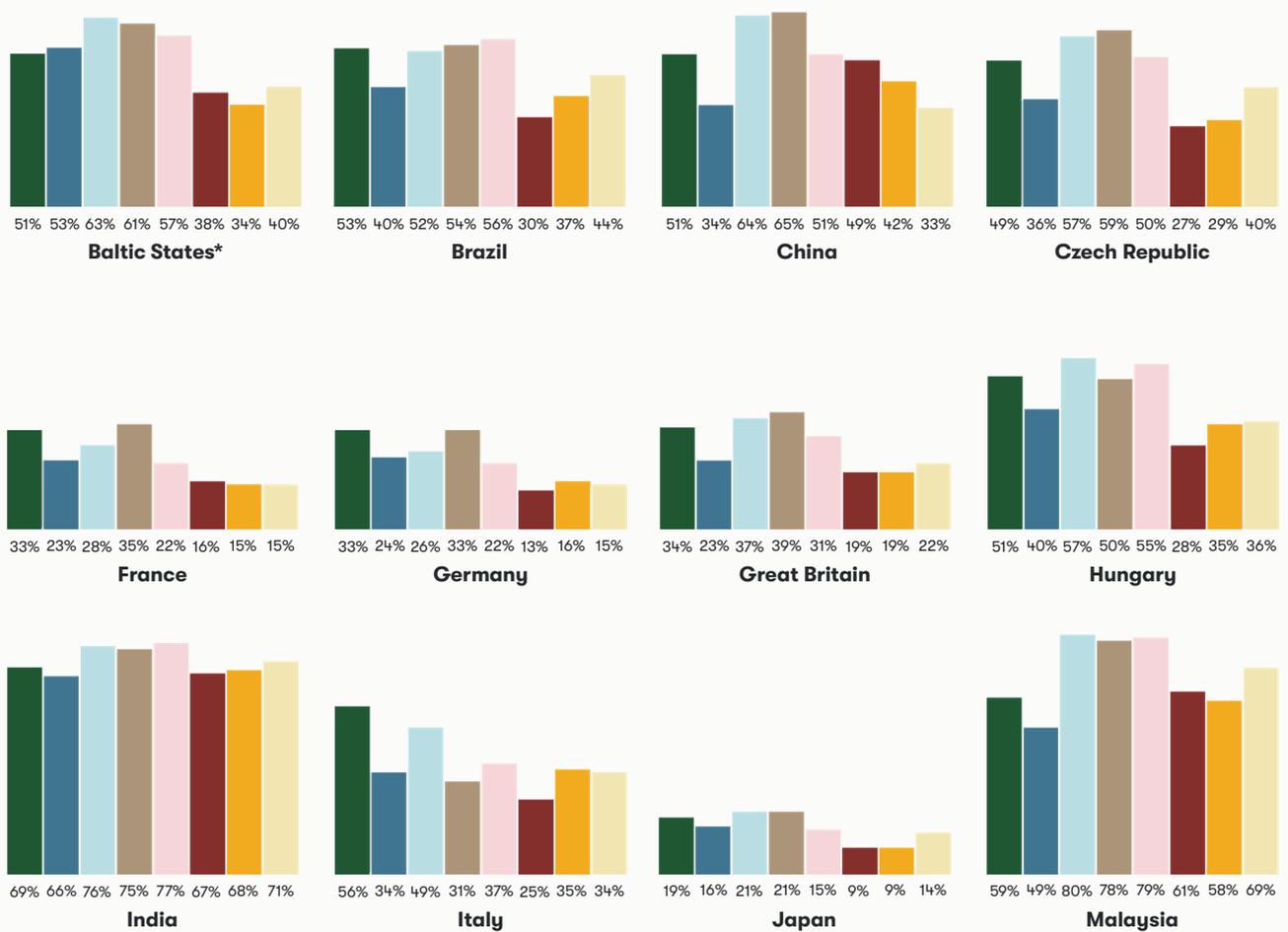
When asked which business opportunities they were most interested in, **males tend to be more interested in business ventures, specifically 'e-commerce' and 'freelancing' compared to females.** Additionally, U35 are significantly more interested in all forms of business types compared to O35. Freelancing and social selling were also among the top business opportunities respondents were interested in.

WHICH BUSINESS OPPORTUNITIES ARE YOU MOST INTERESTED IN?

GLOBAL AVERAGES (% interested)



COUNTRY AVERAGES (% interested)

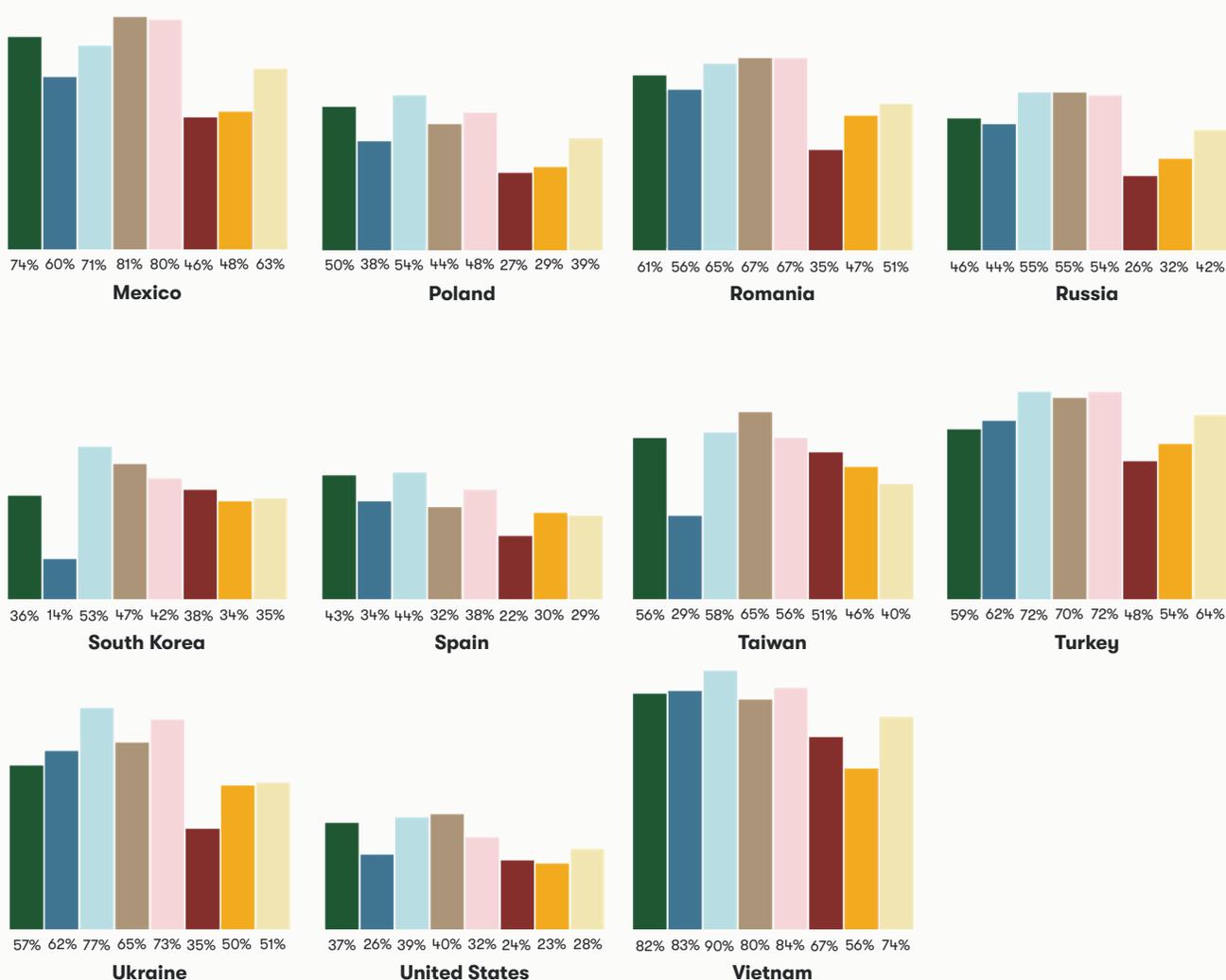


WHICH BUSINESS OPPORTUNITIES ARE YOU MOST INTERESTED IN?

LEGEND

- Traditional (selling products and services through an established location, such as a retail store or restaurant)
- Direct selling (selling products and services directly to customers through independent representatives)
- E-commerce (selling products and services exclusively online through websites)
- Freelancing (providing services and expertise to different clients instead of being permanently employed by one company)
- Developing and supporting my business through social media (selling products mostly through social media directly to customers)
- Sharing economy (goods and services are made available for shared use, which is usually facilitated by a community-based online platform, such as UBER or Airbnb)
- Franchising (when a company makes its existing business concept available to a new entrepreneur for a fee)
- Social influencer (earning income from companies/brands by promoting their products and services to followers)

COUNTRY AVERAGES (% interested)



3

WHICH OF THE FOLLOWING BENEFITS OF
STARTING YOUR OWN BUSINESS ARE MOST
DESIRABLE TO YOU?

**68% of respondents
ranked working on
something they're
passionate about as a
top three benefit.**

'Working on something they are passionate about,' 'being their own boss' and 'earning extra income' were the most appealing benefits of starting a business particularly among the O35 respondents.

WHICH OF THE FOLLOWING BENEFITS OF STARTING YOUR OWN BUSINESS ARE MOST DESIRABLE TO YOU?

GLOBAL AVERAGES (% ranked in top 3)



COUNTRY AVERAGES (% ranked in top 3)





WHAT ARE THE MAIN BARRIERS OF
STARTING YOUR OWN BUSINESS?

**45% of respondents
stated raising capital
as one of the top three
barriers to entry.**

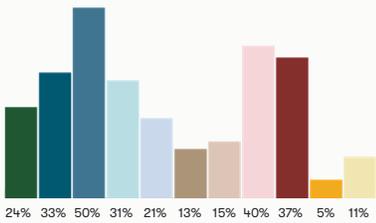
Personal concerns such as 'fear of failure' and 'earning my investment back in a reasonable amount of time' were also big concerns for respondents.

WHAT ARE THE MAIN BARRIERS OF STARTING YOUR OWN BUSINESS?

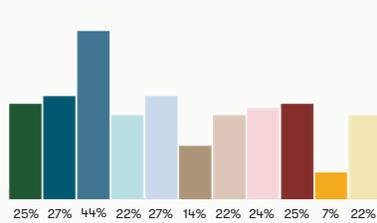
GLOBAL AVERAGES (% ranked in top 3)



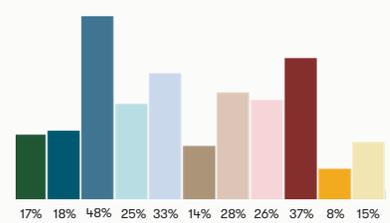
COUNTRY AVERAGES (% ranked in top 3)



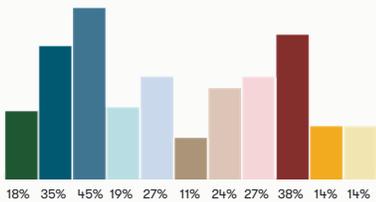
Baltic States*



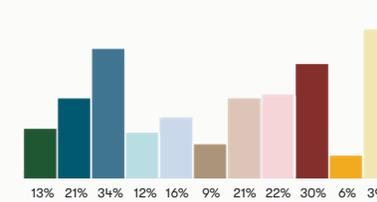
Brazil



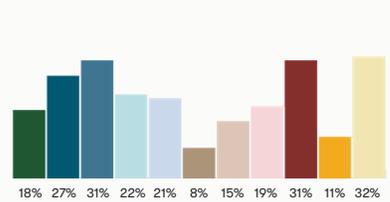
China



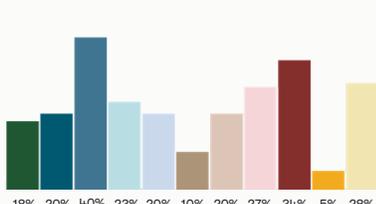
Czech Republic



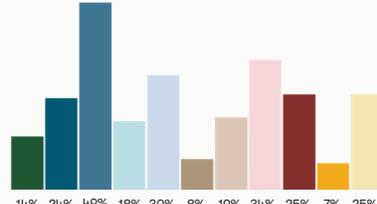
France



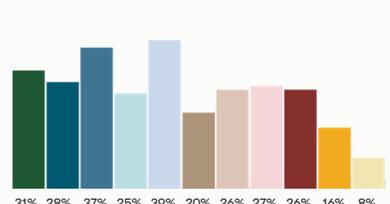
Germany



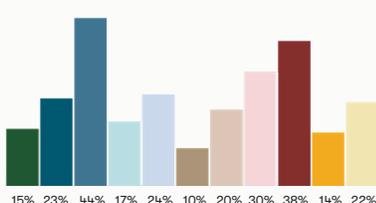
Great Britain



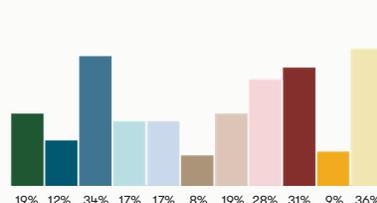
Hungary



India



Italy



Japan



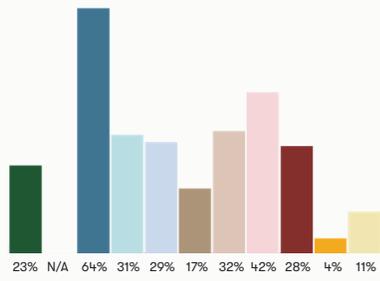
Malaysia

WHAT ARE THE MAIN BARRIERS OF STARTING YOUR OWN BUSINESS?

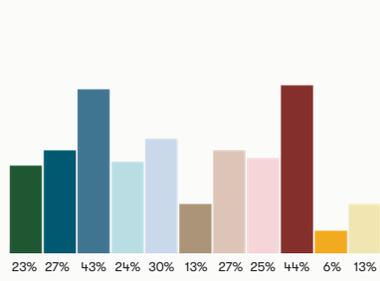
LEGEND

- Developing a business plan
- Managing legal guidelines such as EC regulations, taxes, profit/loss statements
- Raising capital needed to start a business
- Generating sales/acquisition/marketing
- Building relationships/networks and communicating with customers
- Building a professional social media appearance
- Managing my work/life balance
- Doubts about earning my investment back in a reasonable amount of time
- Fear of failure
- My family would not be happy about it
- I am not interested in starting a business

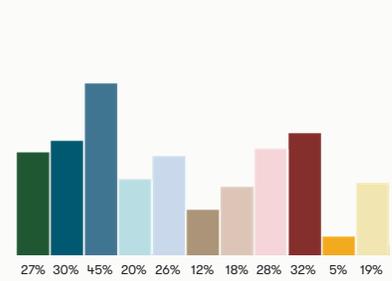
COUNTRY AVERAGES (% ranked in top 3)



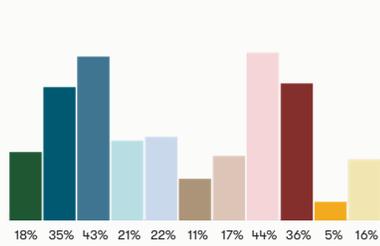
Mexico



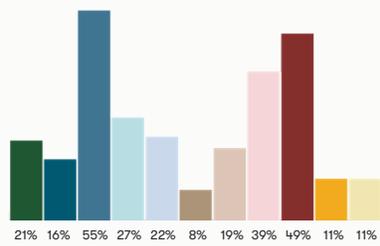
Poland



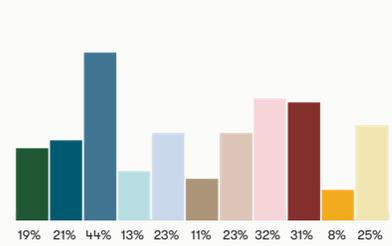
Romania



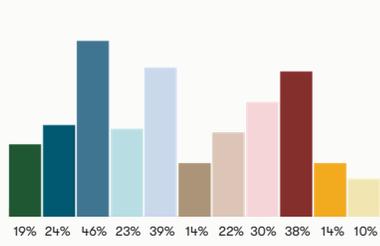
Russia



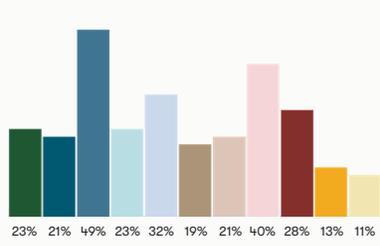
South Korea



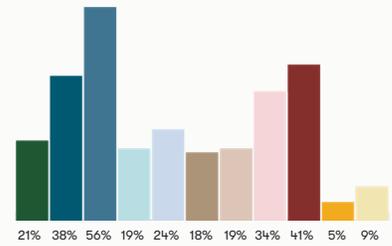
Spain



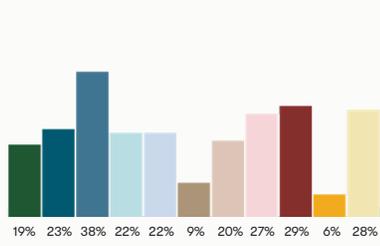
Taiwan



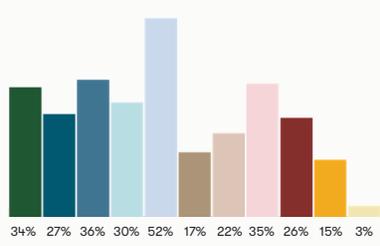
Turkey



Ukraine



United States



Vietnam

5

WHAT ARE YOUR THOUGHTS ON SELLING THROUGH SOCIAL MEDIA?

Overall, respondents feel positively about the impact of social media on business.

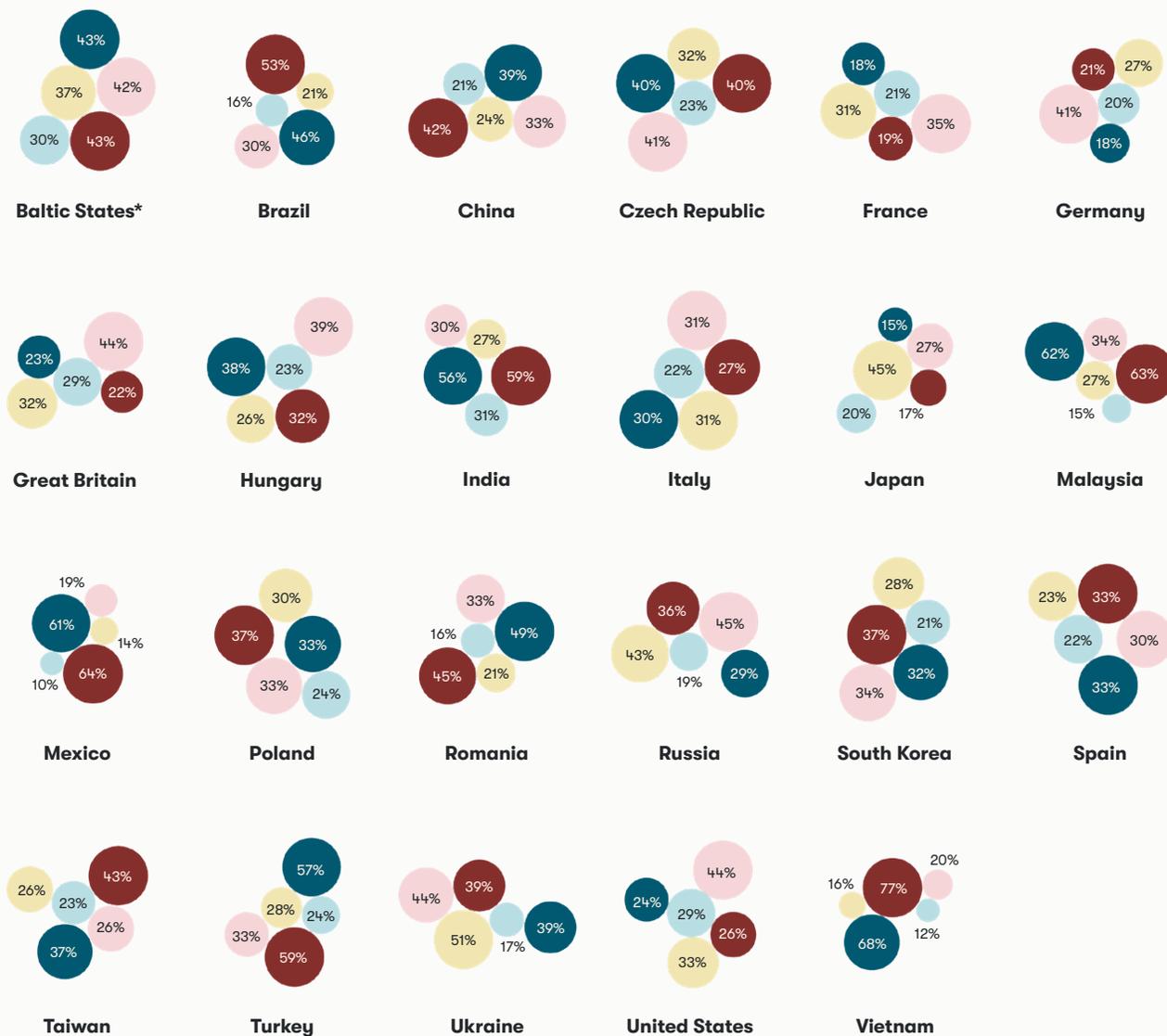
U35 are significantly more likely to feel 'social selling is the best way to maximize customers' and 'promote a business,' while O35 are far more likely to feel they don't have the skills to do so. However, about 1/3 of respondents don't think they have a large enough network to effectively promote their business.

WHAT ARE YOUR THOUGHTS ON SELLING THROUGH SOCIAL MEDIA?

GLOBAL AVERAGES (% selected)



COUNTRY AVERAGES (% selected)





ABOUT AMWAY

The AGER Report is the Amway Global Entrepreneurship Report which is released every alternate year by Amway, based on a global study that looks into the current trends across the world on entrepreneurship and ways of unlocking this entrepreneurial potential.

[AGER 2018](#)

[AGER 2016](#)