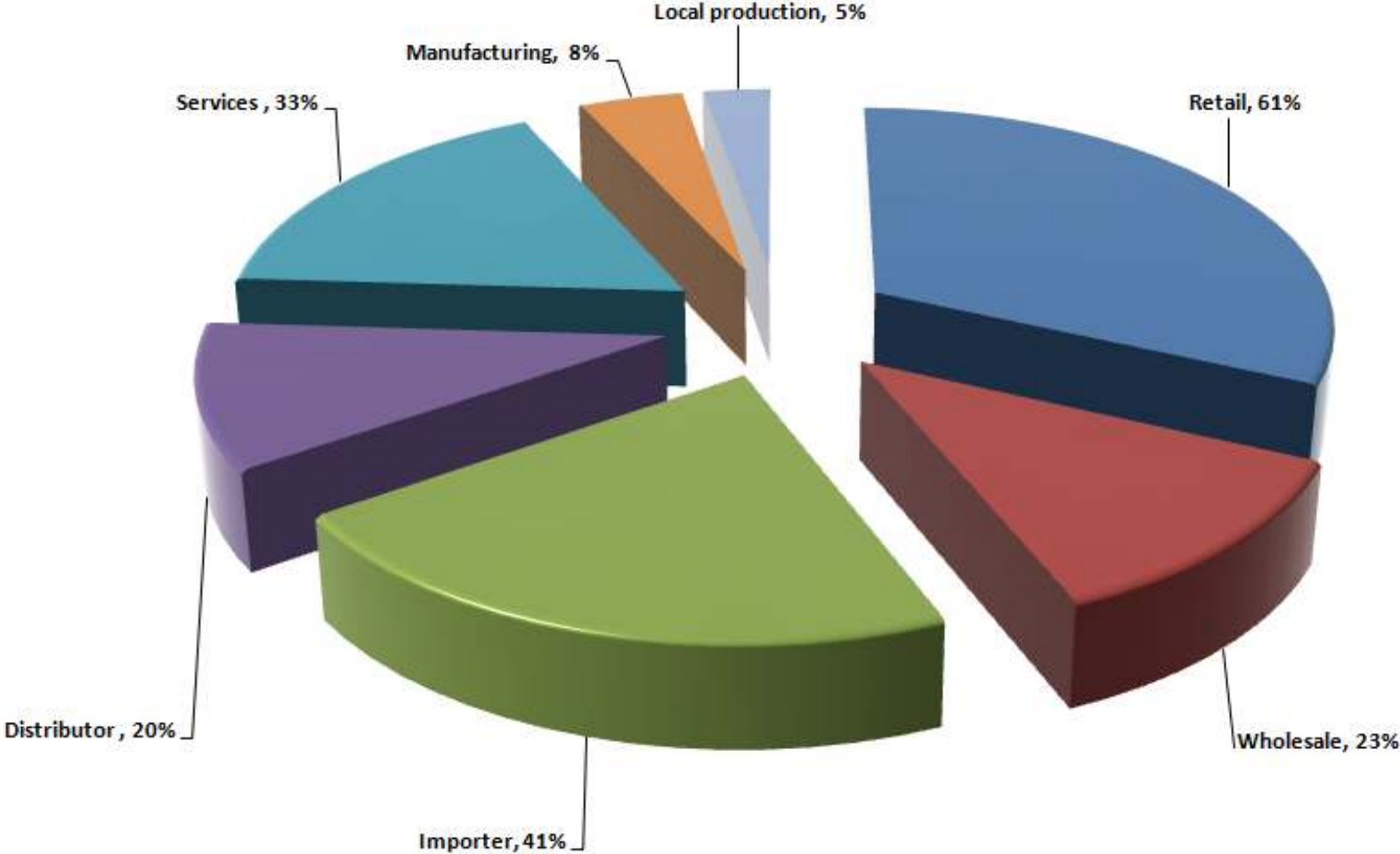


# GRTU 2016 END OF YEAR SURVEY

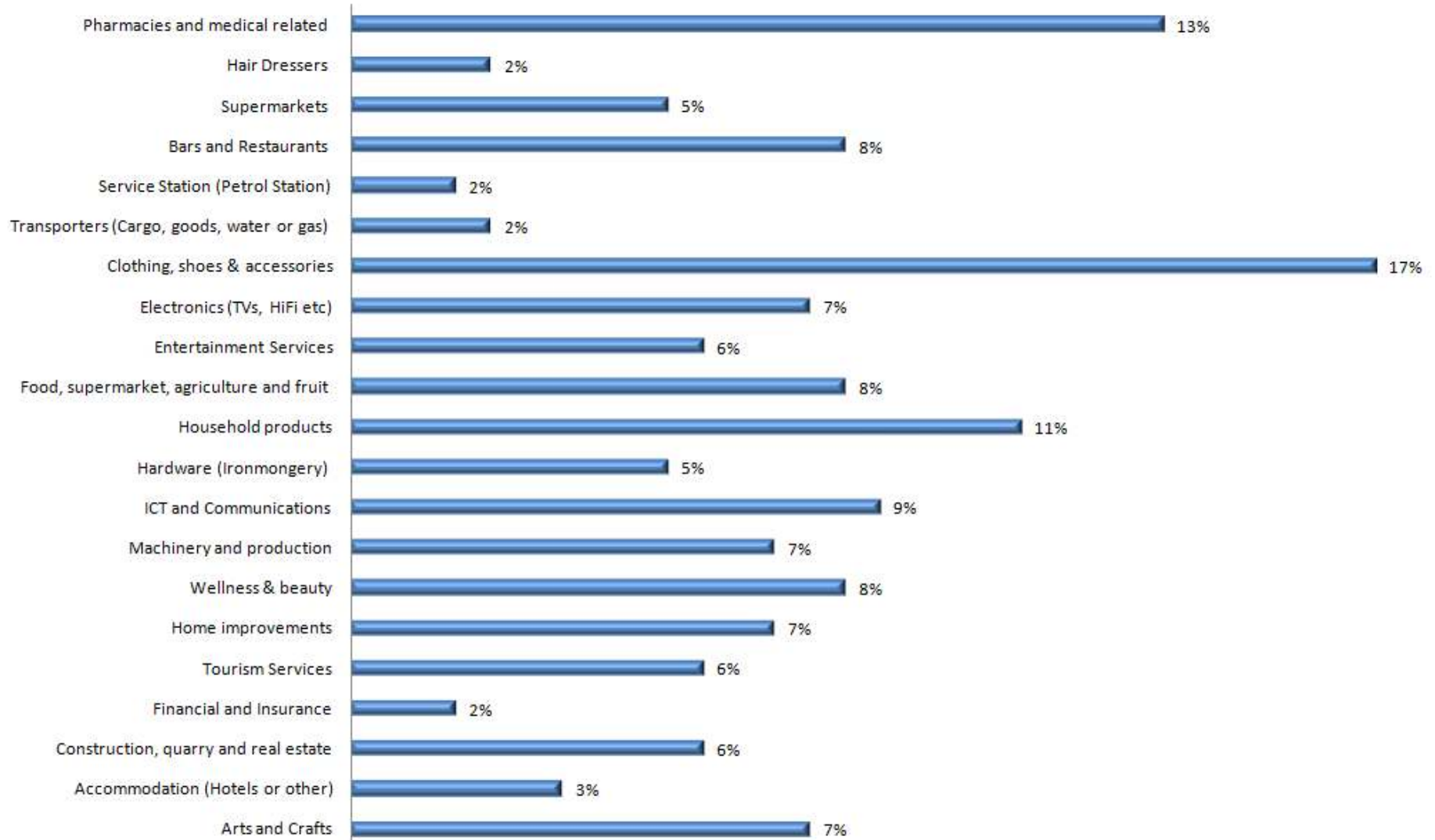
Business performance in 2016 as compared to 2015.



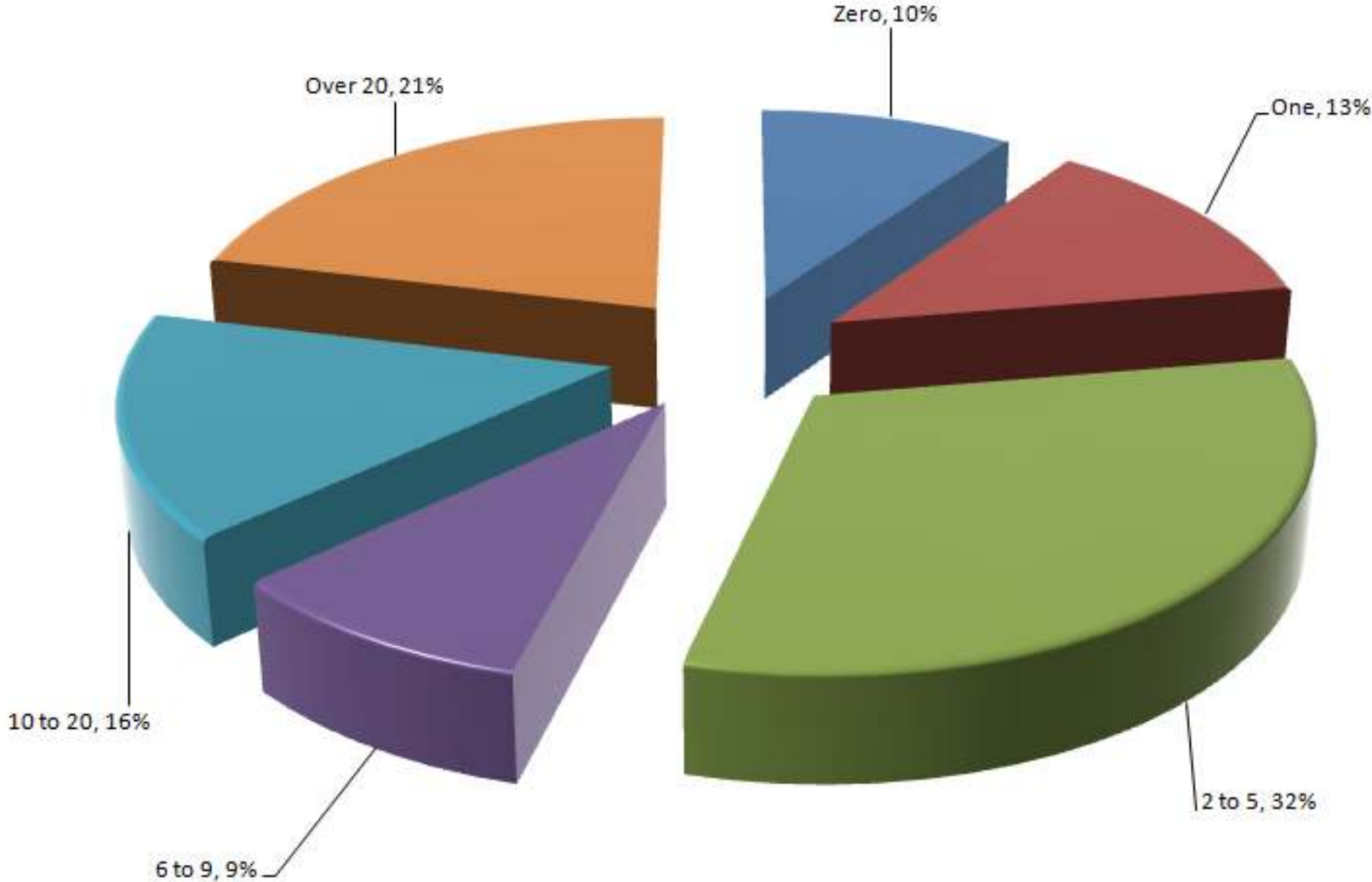
# Activity of your enterprise



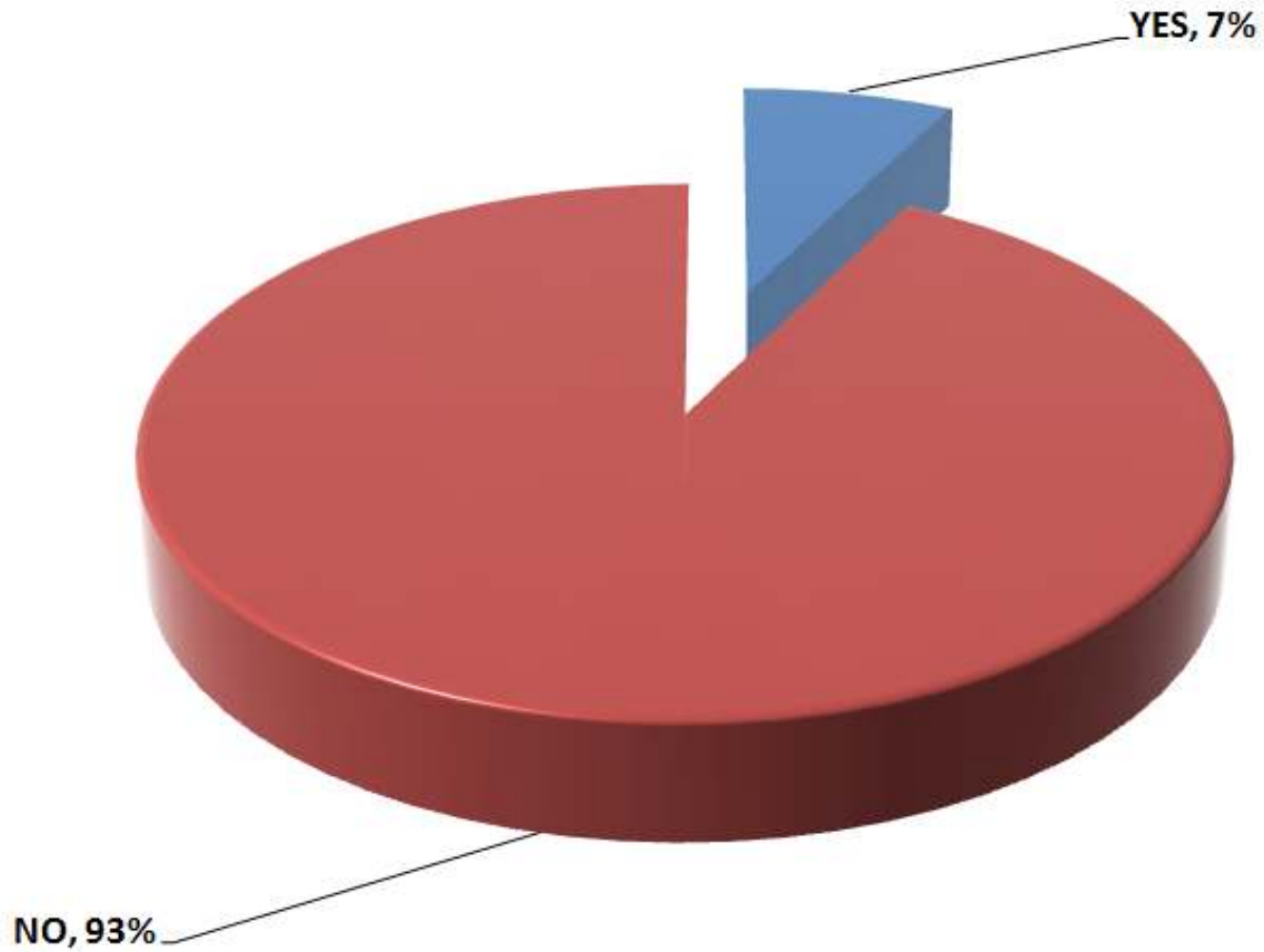
## Line of business



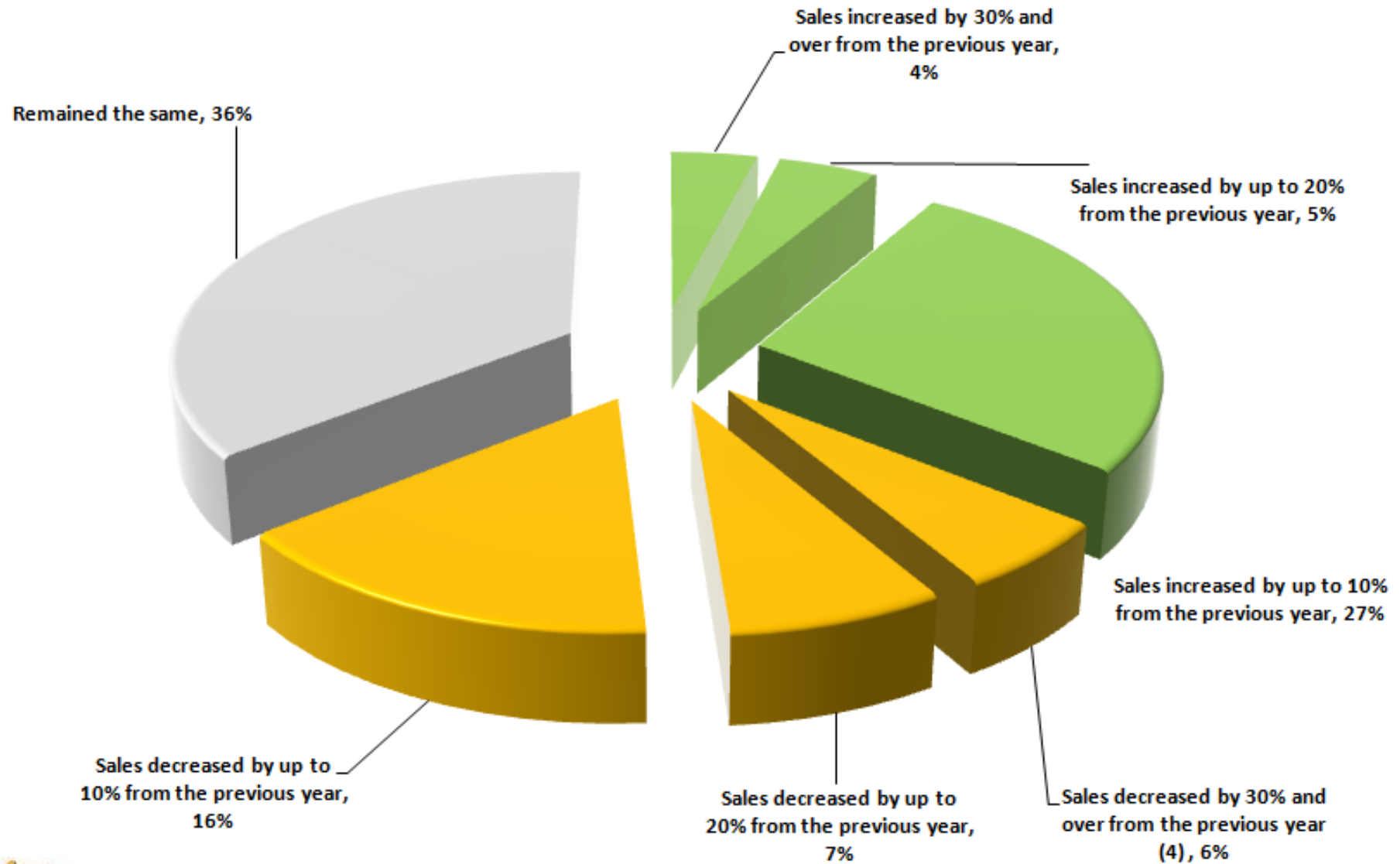
# How many people do you employ other than yourself?



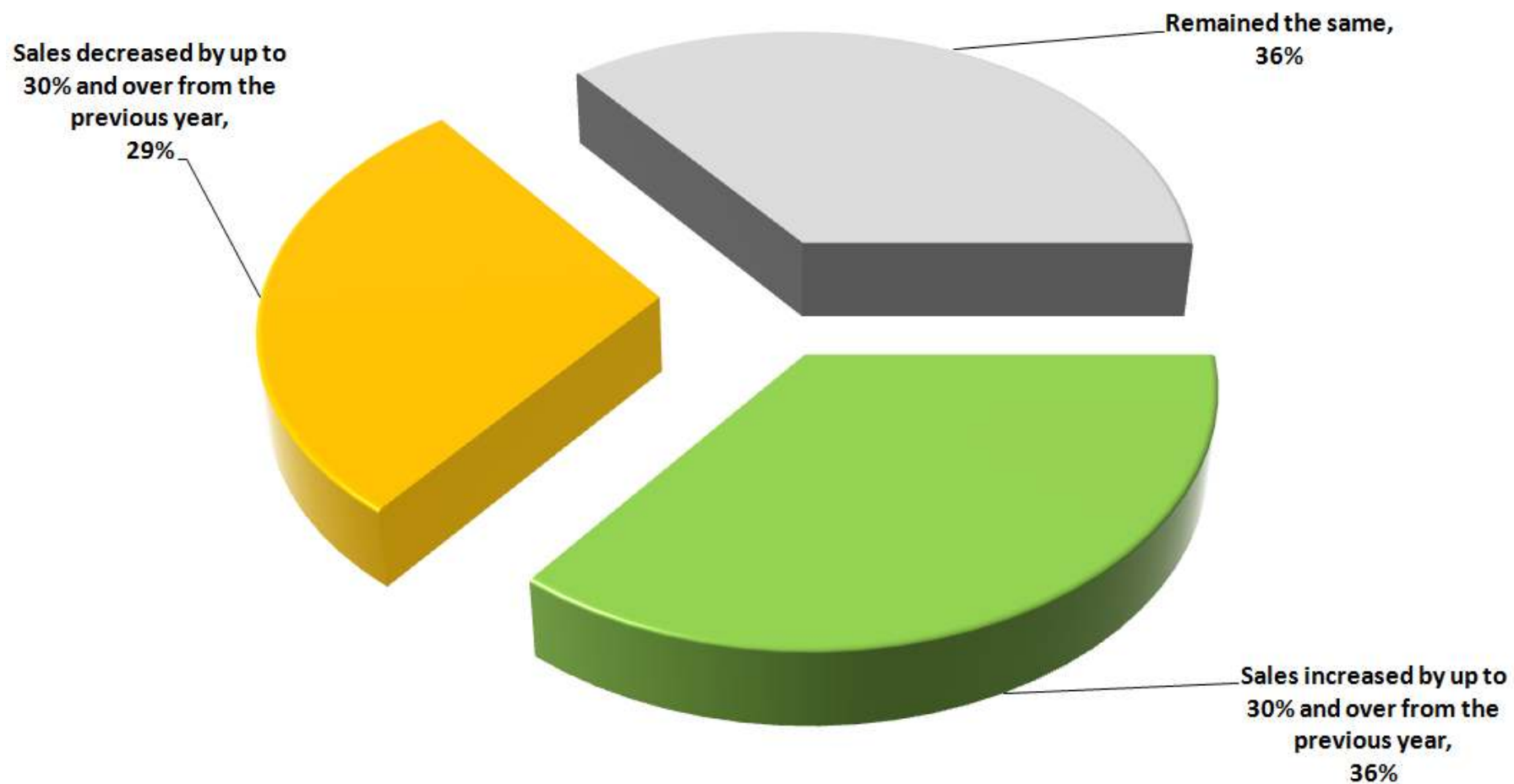
## Is your business located in a shopping complex?



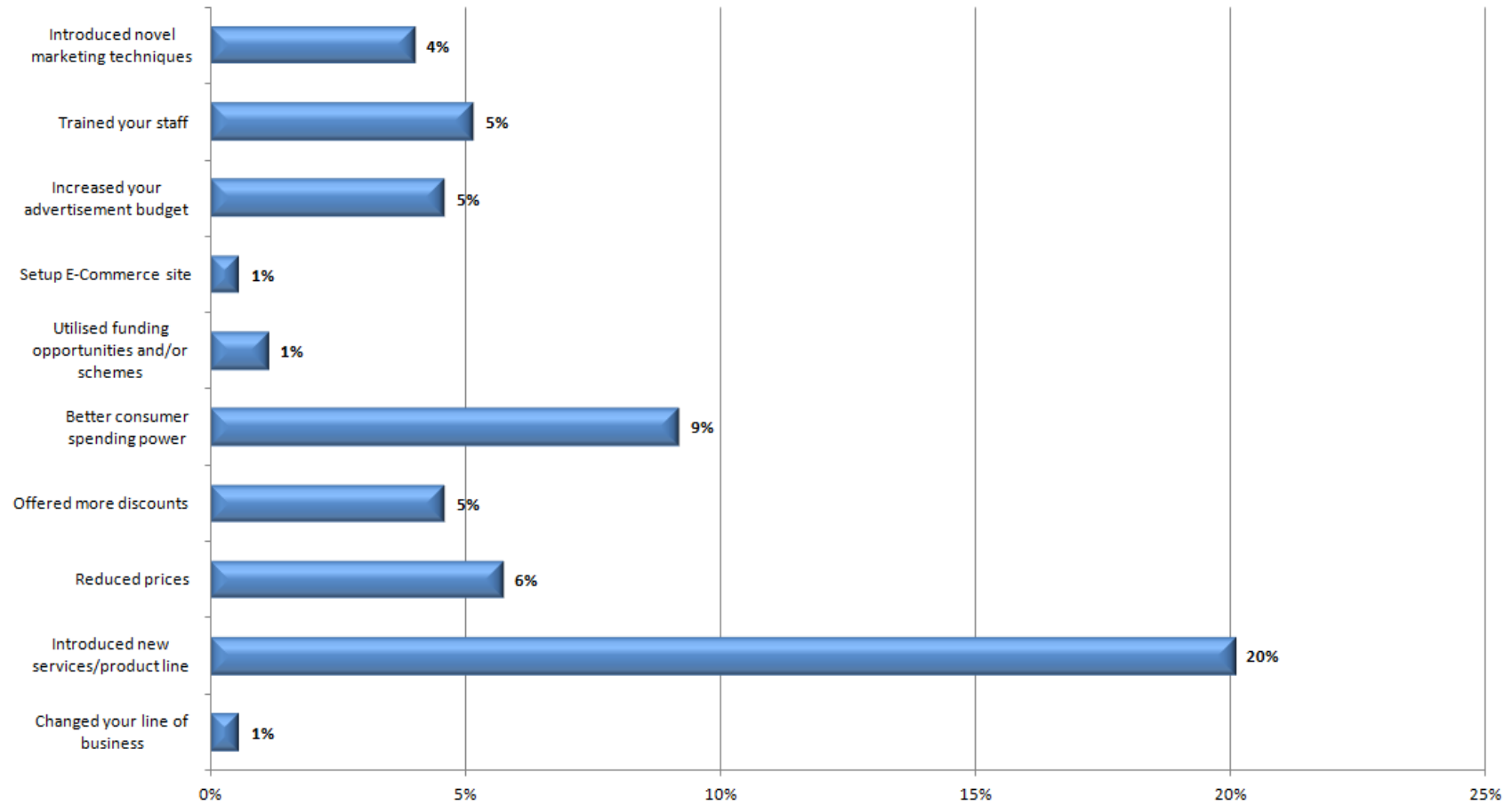
## How do you compare your sales during 2016 as compared to 2015?



## How do you compare your sales during 2016 as compared to 2015?

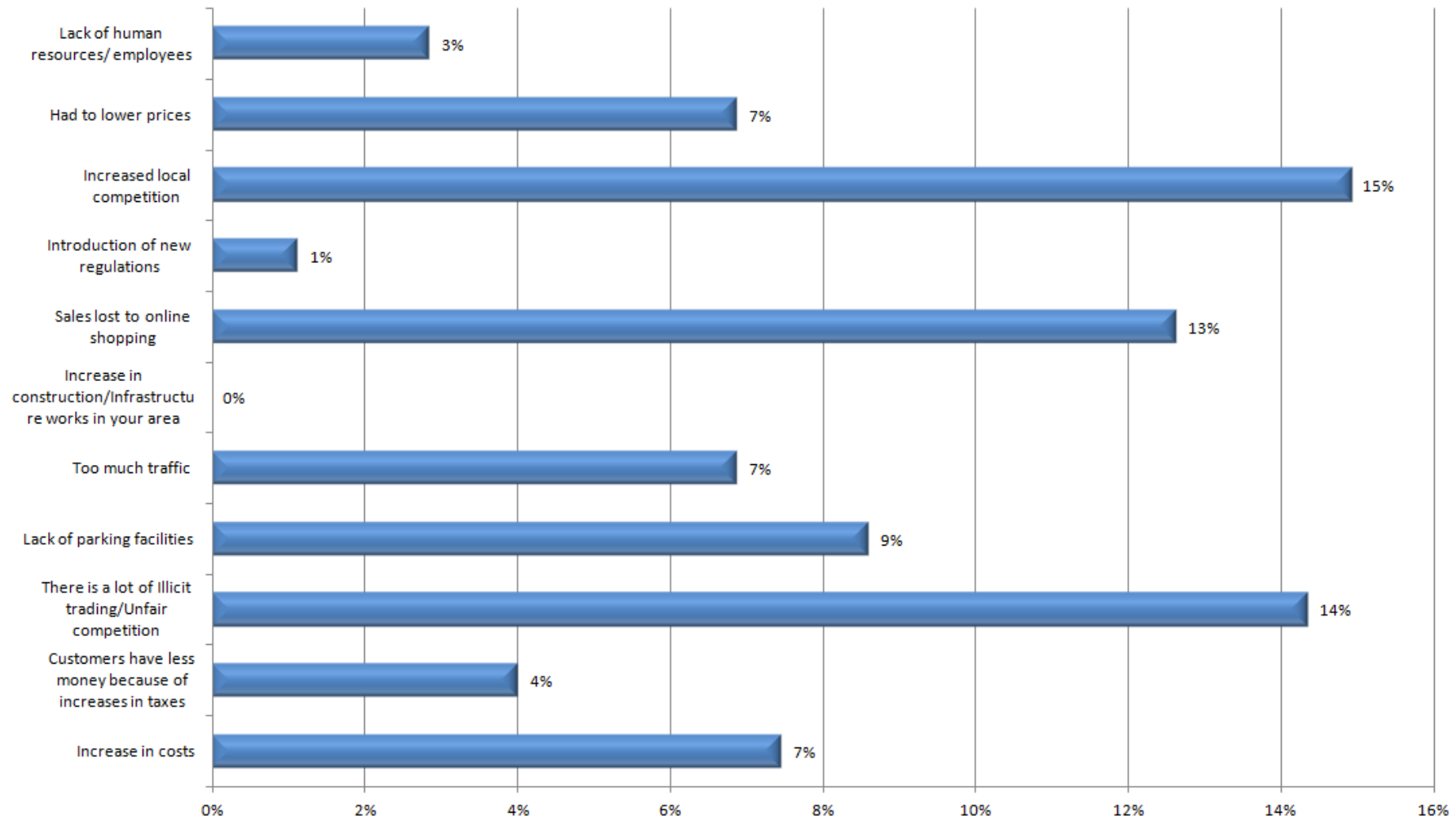


## What are the main reasons that you feel led to the increase in sales in 2016?

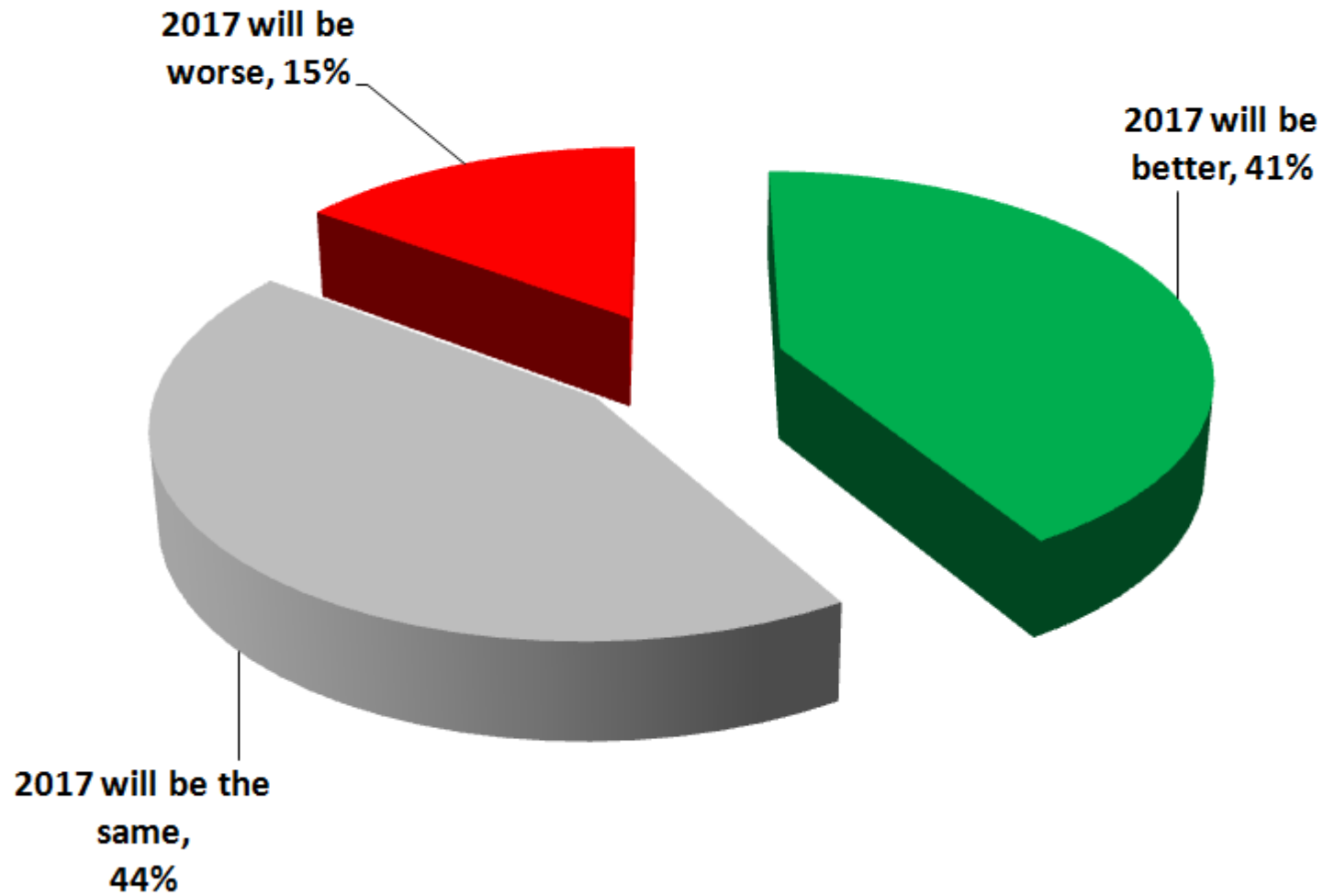




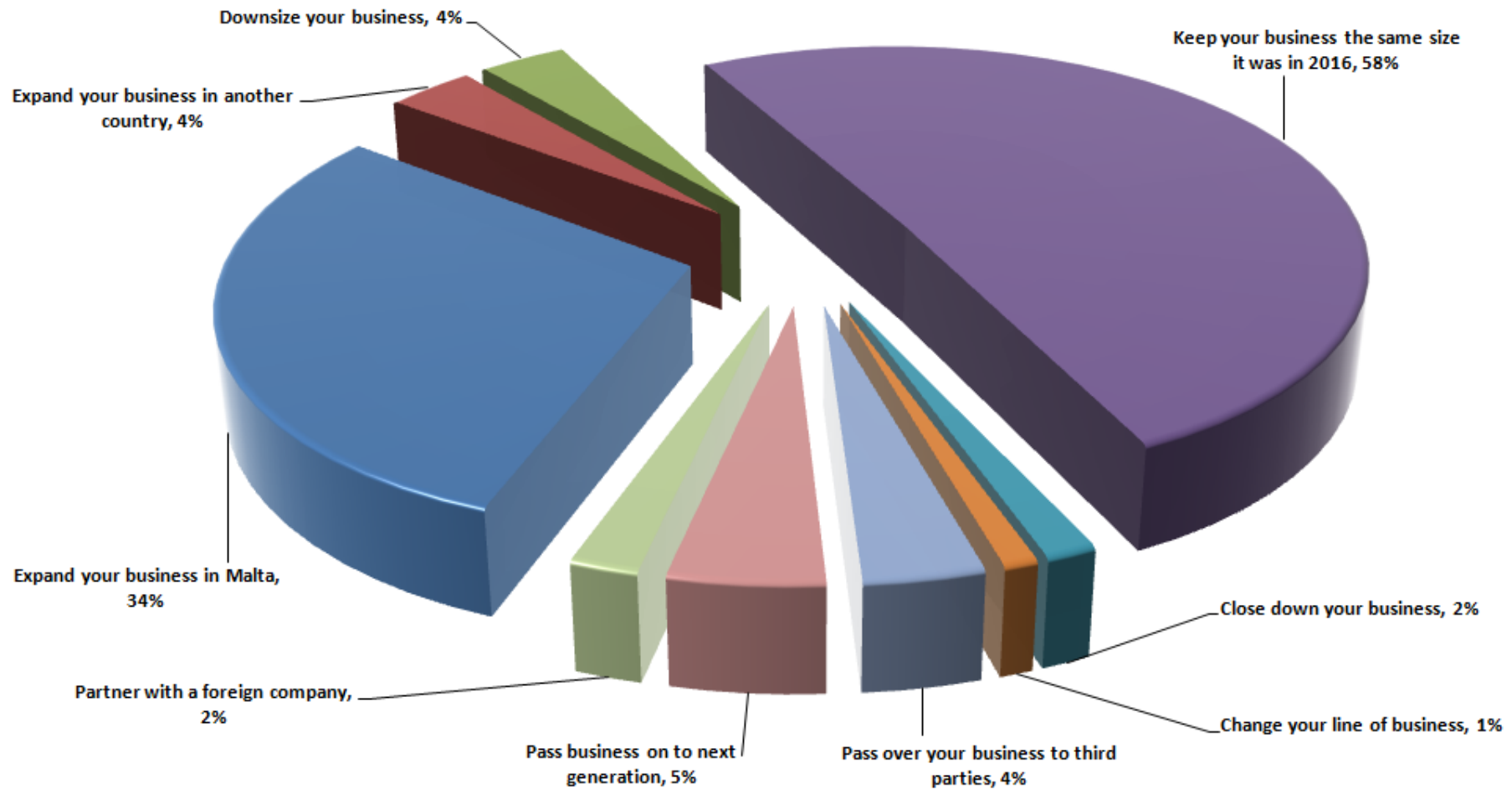
## What are the main reasons that you feel led to decrease in sales in 2016?



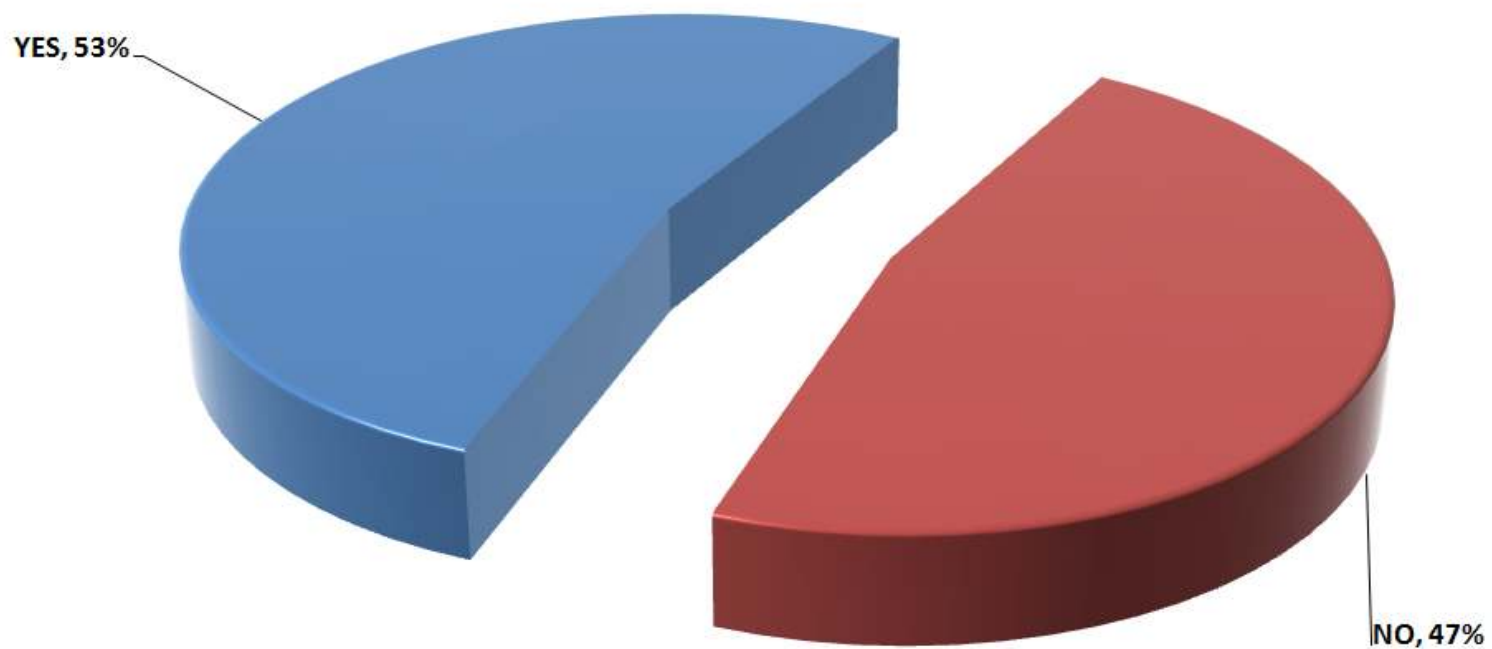
## What are your expectations for 2017?



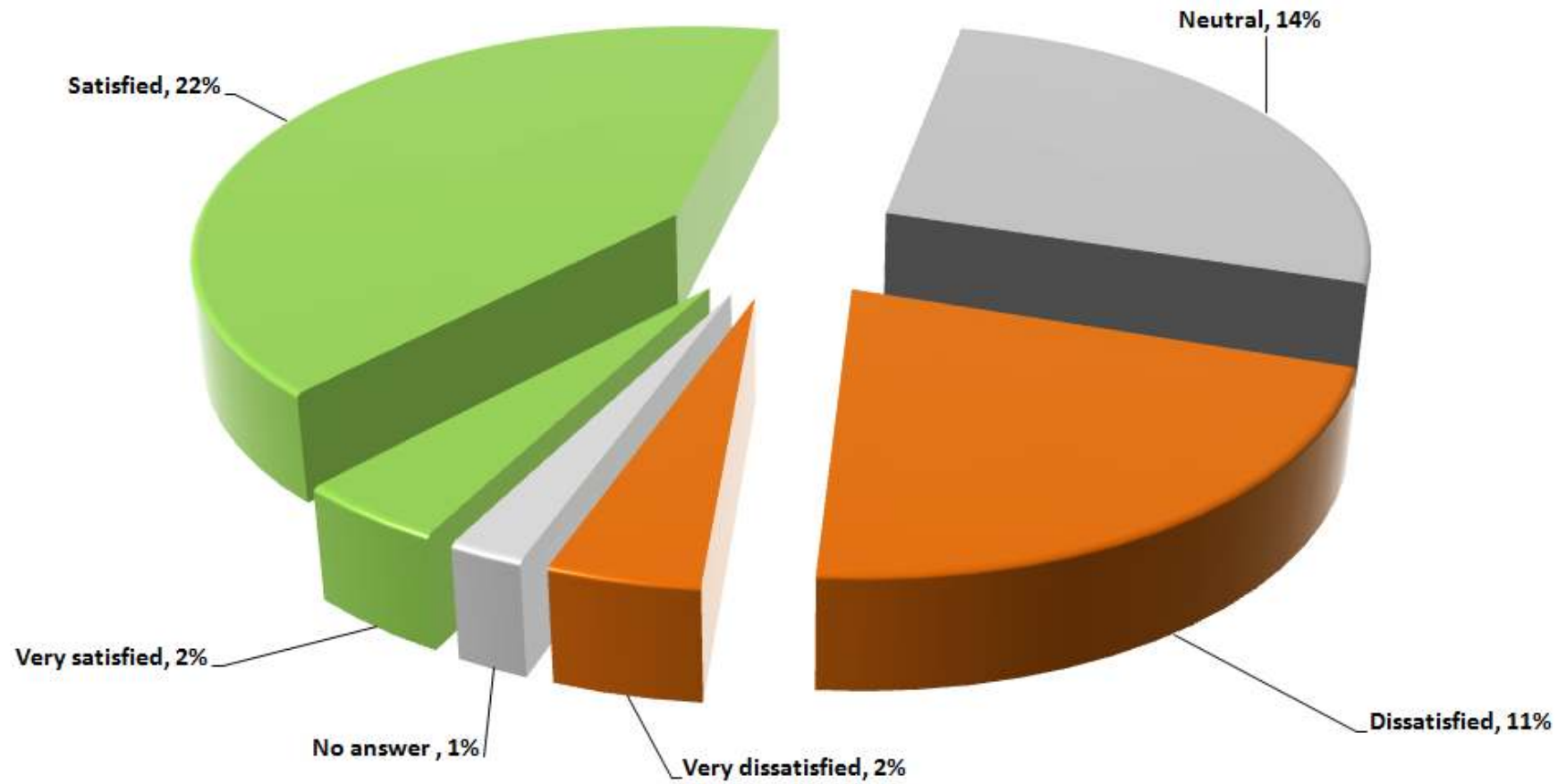
## What are your plans for your business for 2017?



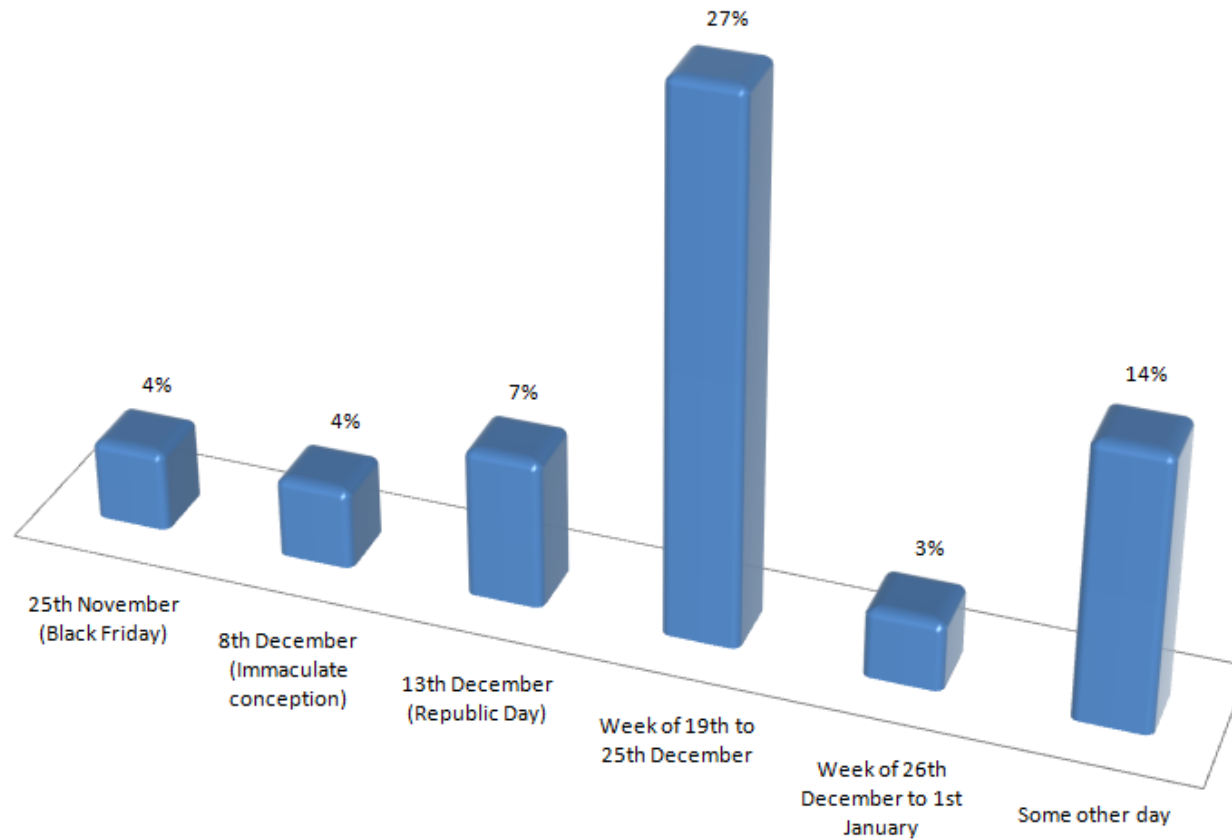
**Are the sales (turnover) of your business affected by festivities (Christmas period)?**



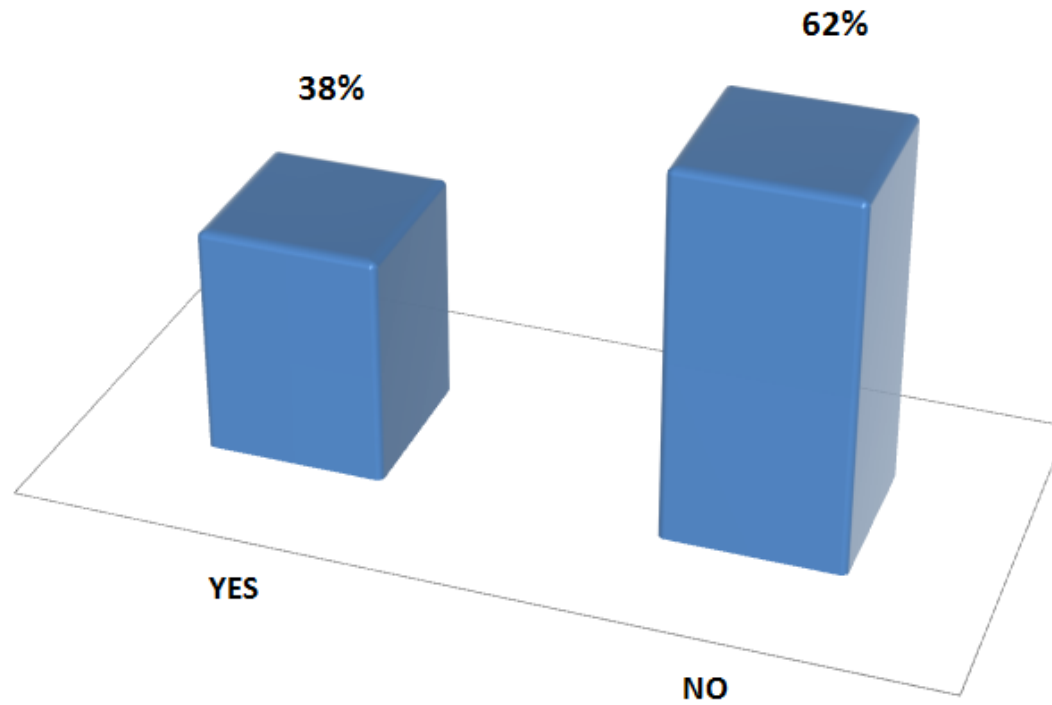
## What are the overall views on your business' sales (turnover) during the festivities (Christmas period)?



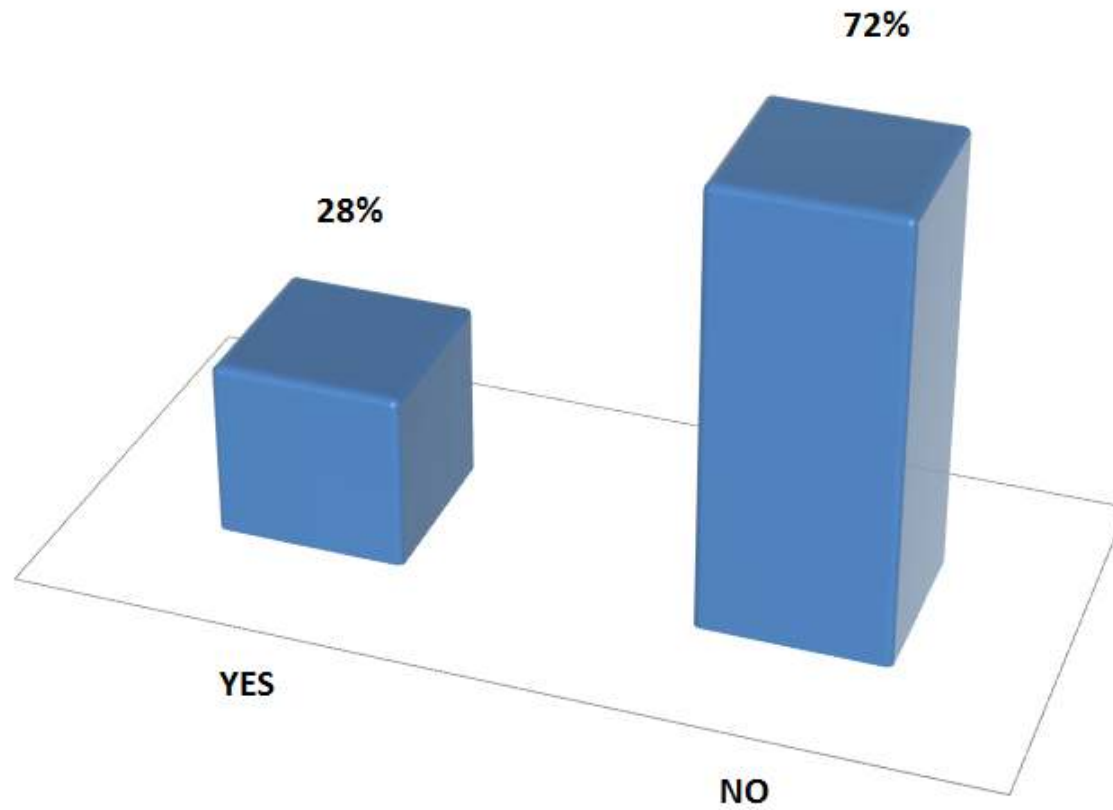
## Which do you think was the best day/week for sale (turnover) during the festive season?



**Have you already started sales/offers?  
Last week of December**

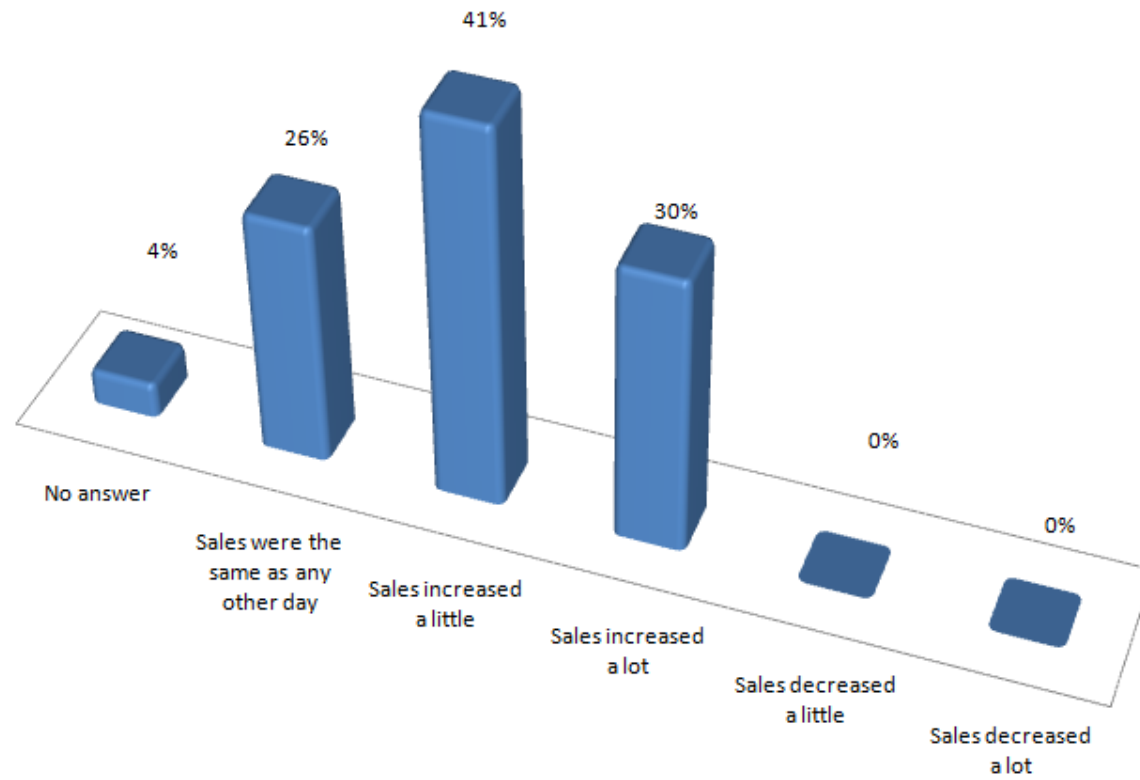


**Did you participate in this year's Black Friday initiative with special offers and promotions?**

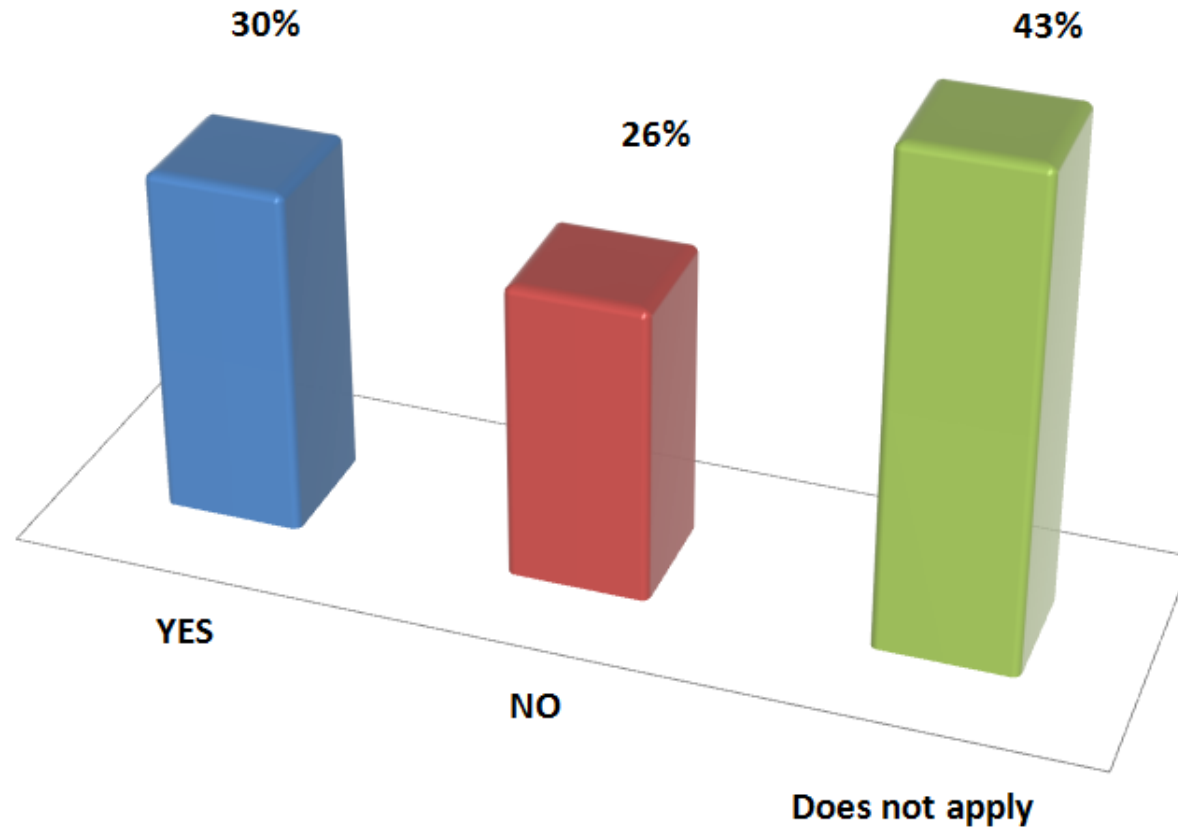




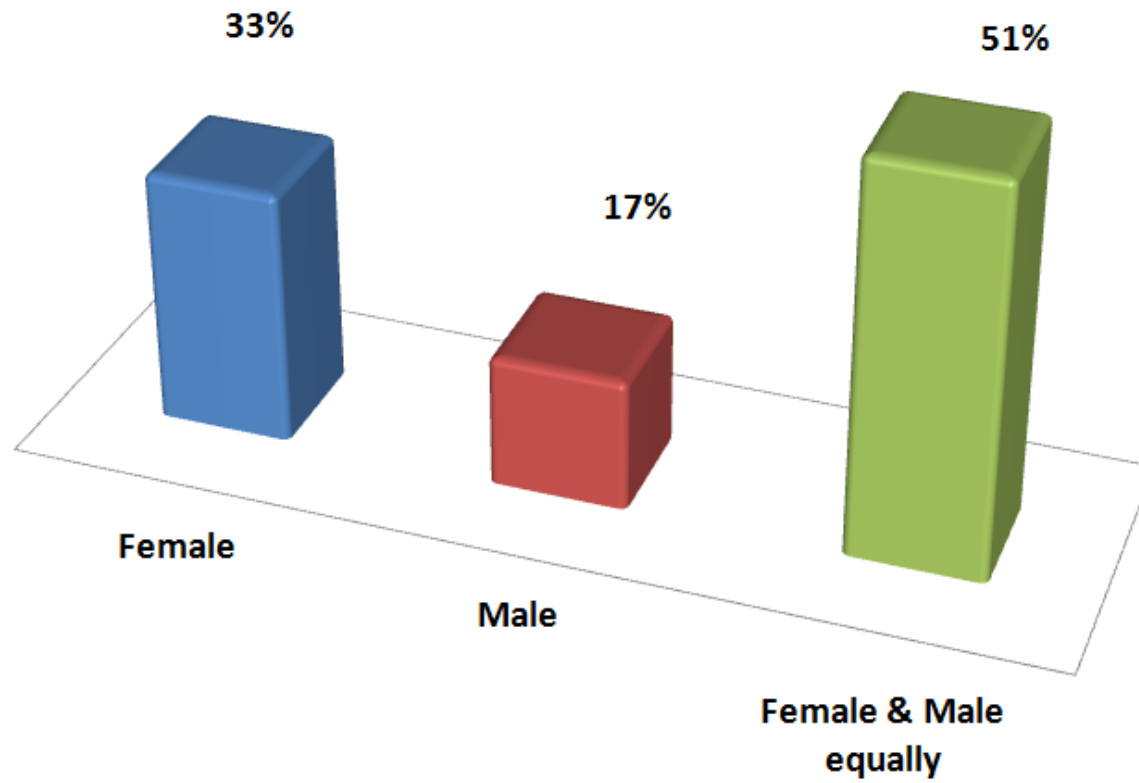
## What is your overall view of how Black Friday has impacted the level of your sales and going of business?



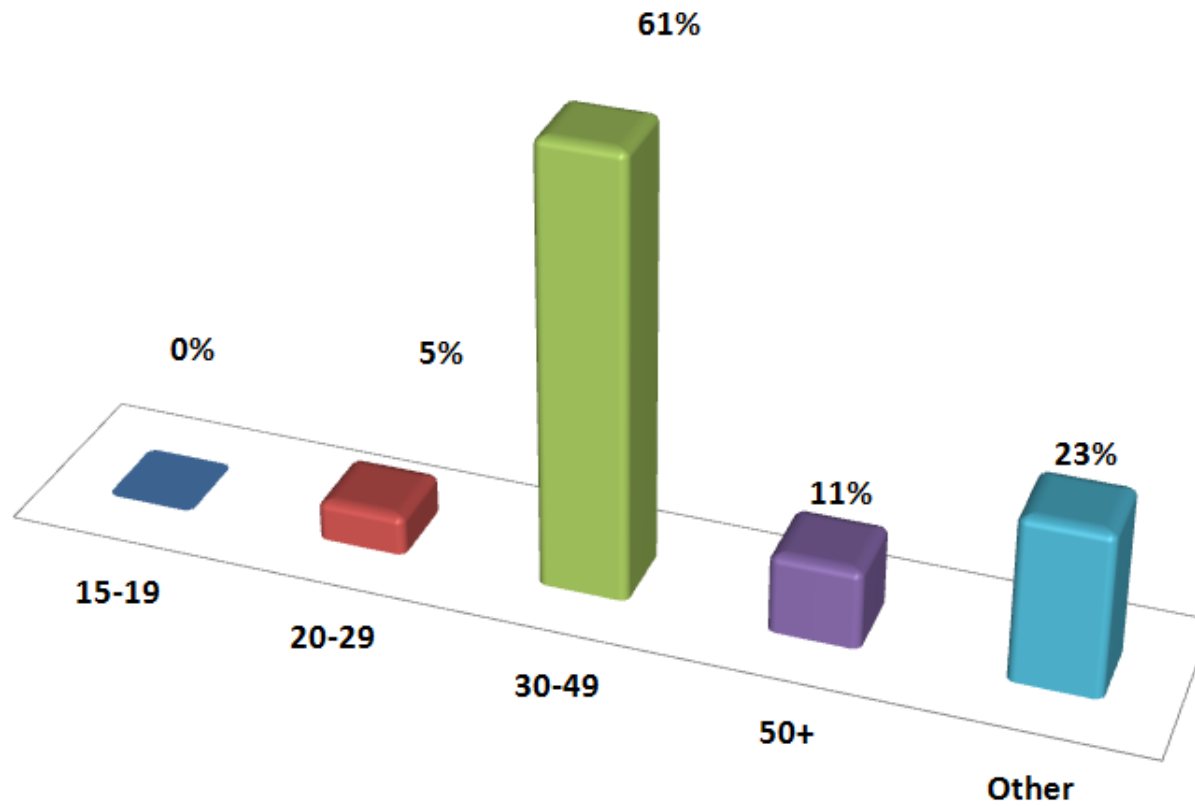
**Are you considering participating in the Black Friday initiative in 2017?**



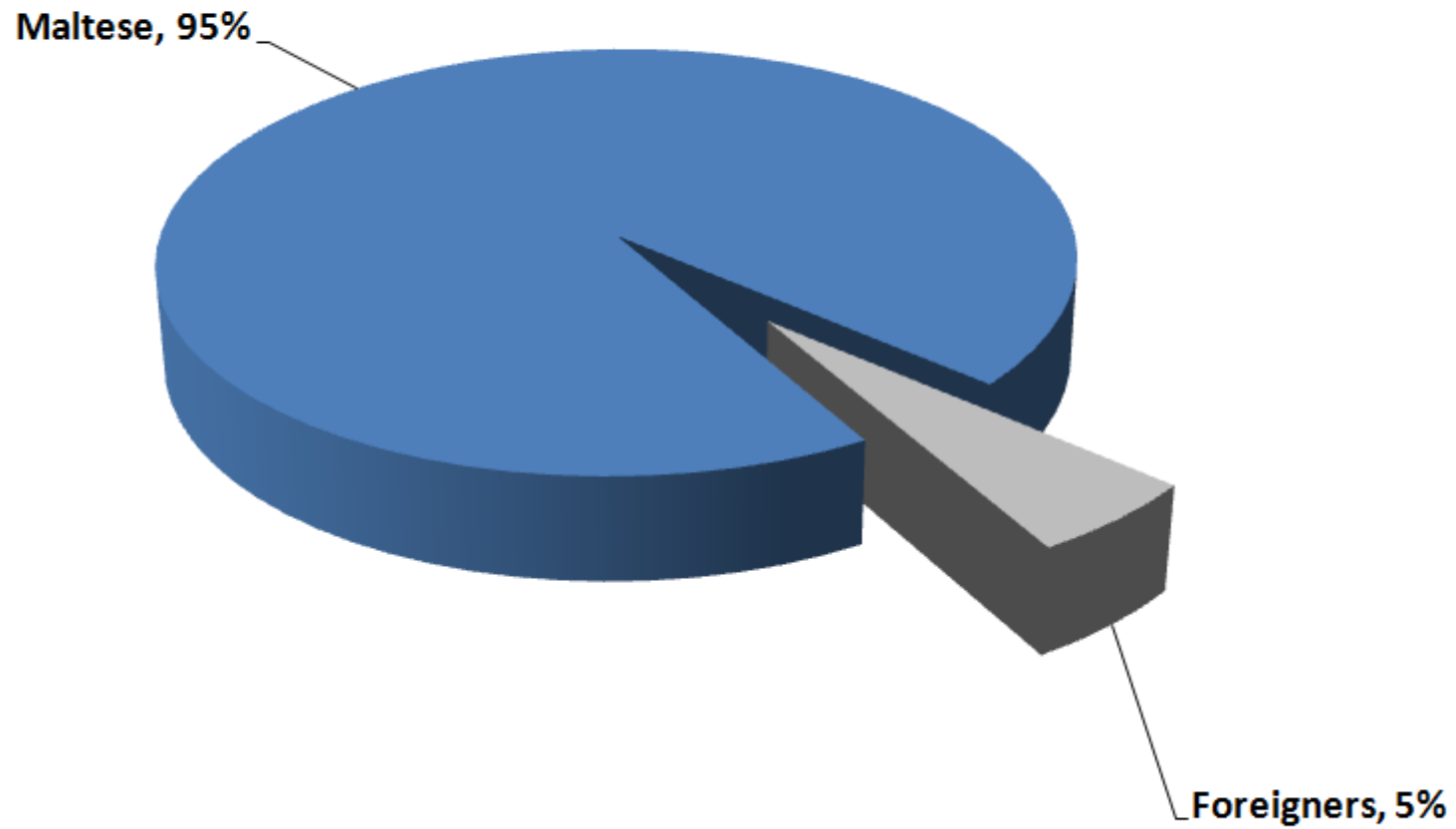
Was your MOST FREQUENT client Female or Male, this festive season?



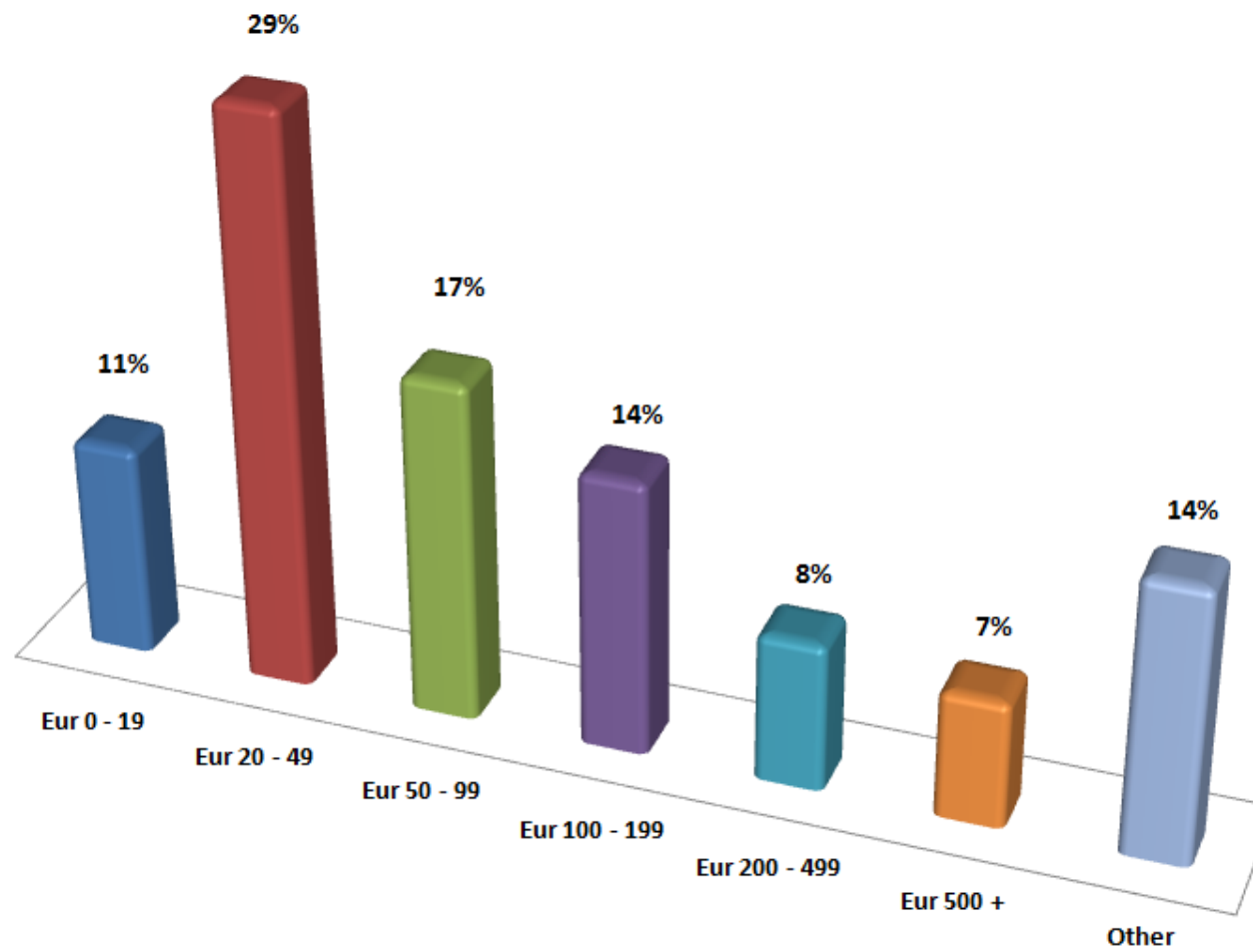
**What was the average age group of your MOST FREQUENT buyer this festive season?**



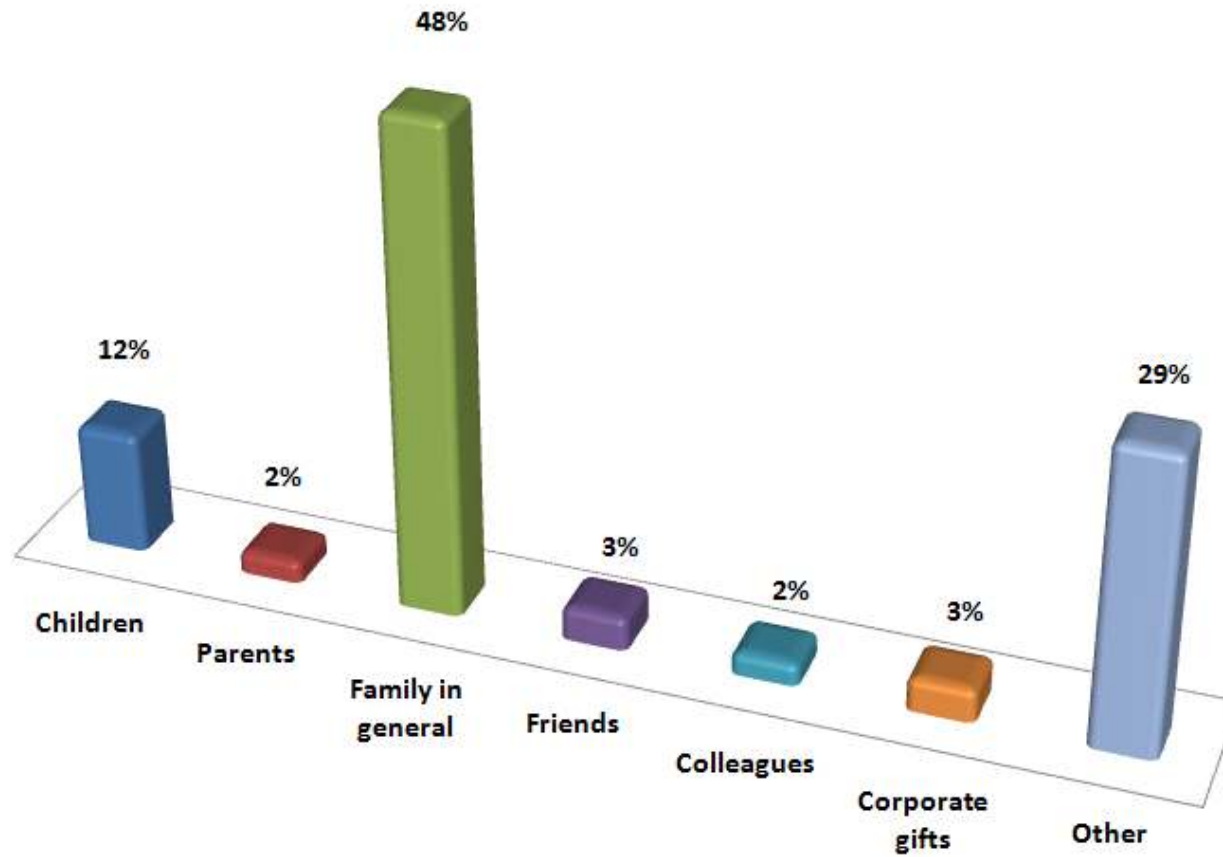
**Were your most frequent buyers during the festive season  
Maltese or foreigners?**



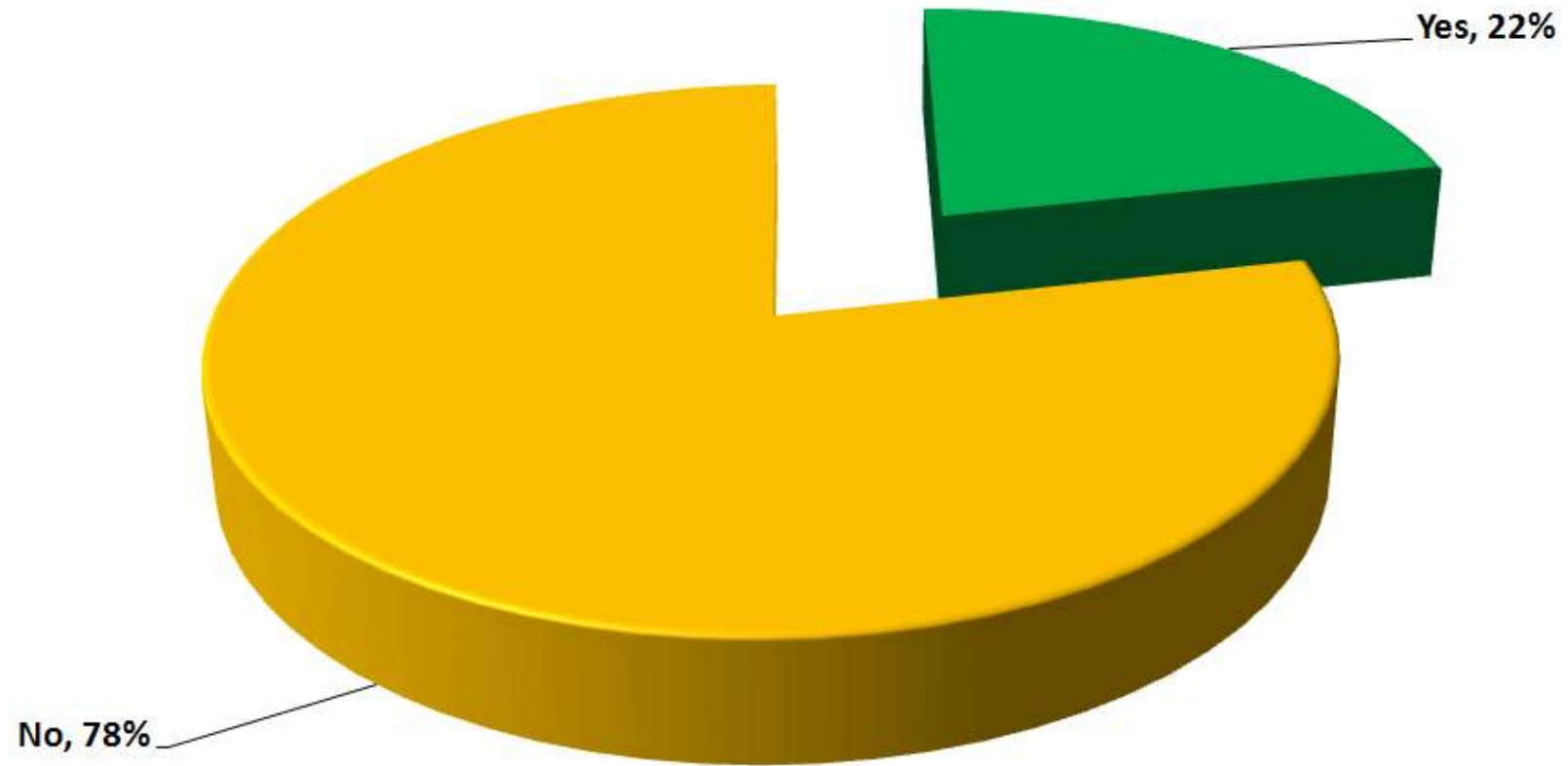
## What do you estimate was the average spent by your customers in your shop?



**From what you have understood and been told from your clients, whom did they buy their gifts for most frequently?**

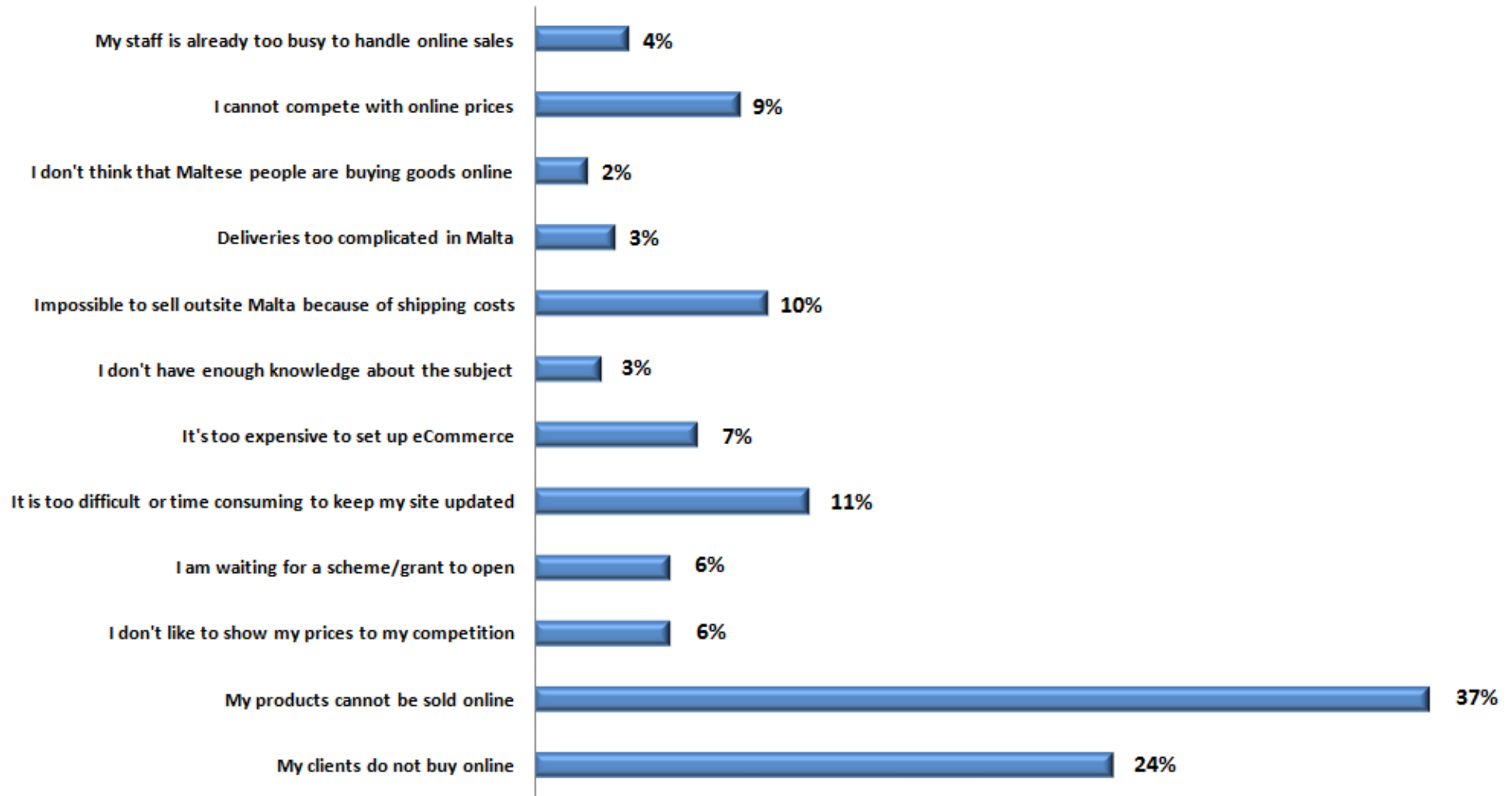


## Do you sell online ?





## Why do you not sell online?





**Thank you**

[marcel.mizzi@grtu.eu](mailto:marcel.mizzi@grtu.eu)