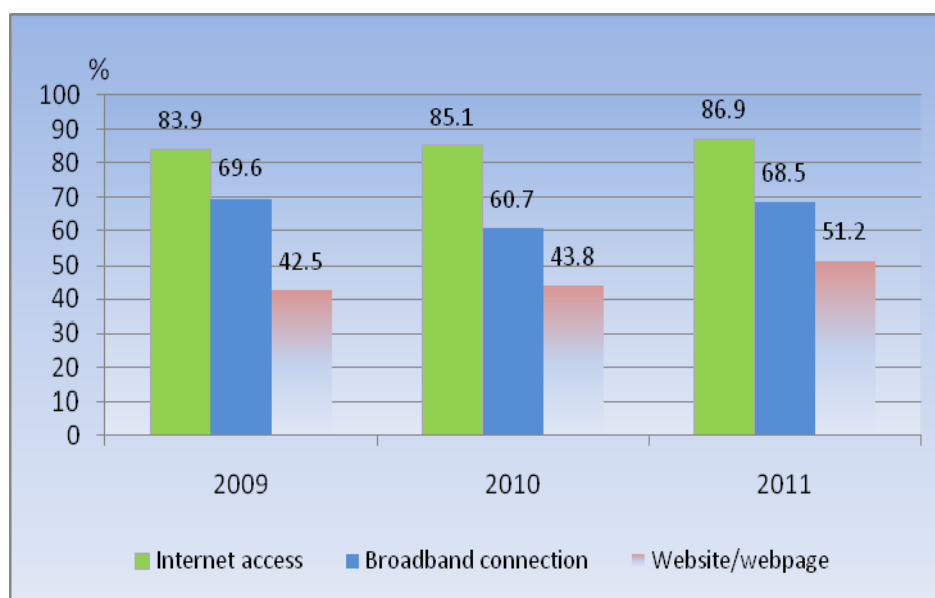




ICT USAGE AND E-COMMERCE IN ENTERPRISES SURVEY' RESULTS

According to Regulation No. 808/2004 of the European Parliament and of the Council concerning Community statistics on the information society, National statistical Institute of Bulgaria carried out the eight consecutive survey on ICT usage and e-commerce in enterprises in 2011. The tendency of growth of enterprises which have Internet access or create their own website/webpage to improve their business environment remains stable. For the period 2009 - 2011 the share of enterprises that use their own webpage/website increasing with 8.7% and for the same period the companies having access to the Internet shows growth of 3.0%.

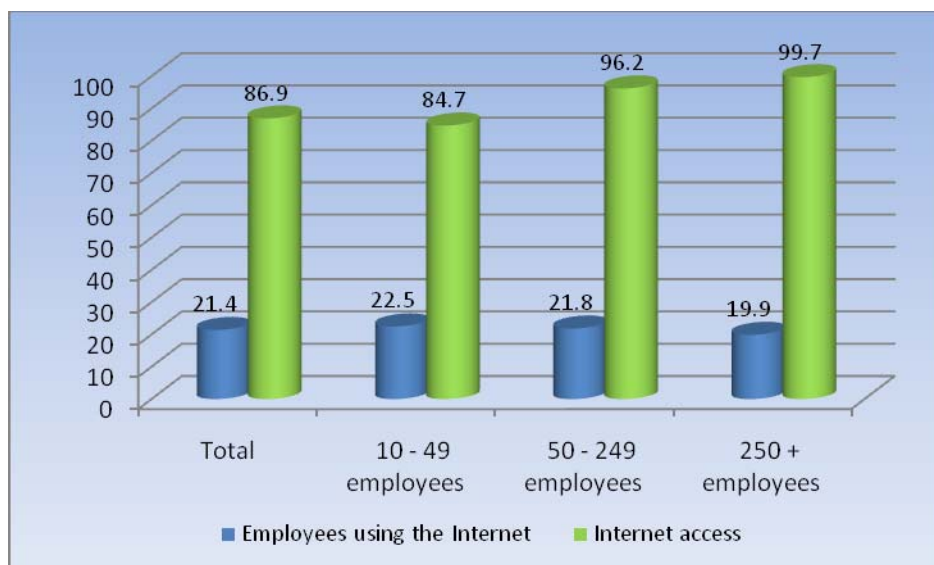
Figure 1. Share of enterprises having Internet access, broadband connection and website/webpage, for the 2009 - 2011 period



ICT are widest used in the largest companies with over 250 employees and 99.7% of which has access to the Internet, whereas the number of employees using computers with Internet access is barely 19.9% due to the structure distribution of employees by economic activities. In the survey population frame, 35% of the total number of employees is concentrated in the large enterprises, but considerable share of them (15%) works in the field of industry and construction, where the Internet usage is not closely related to performance of their duties.

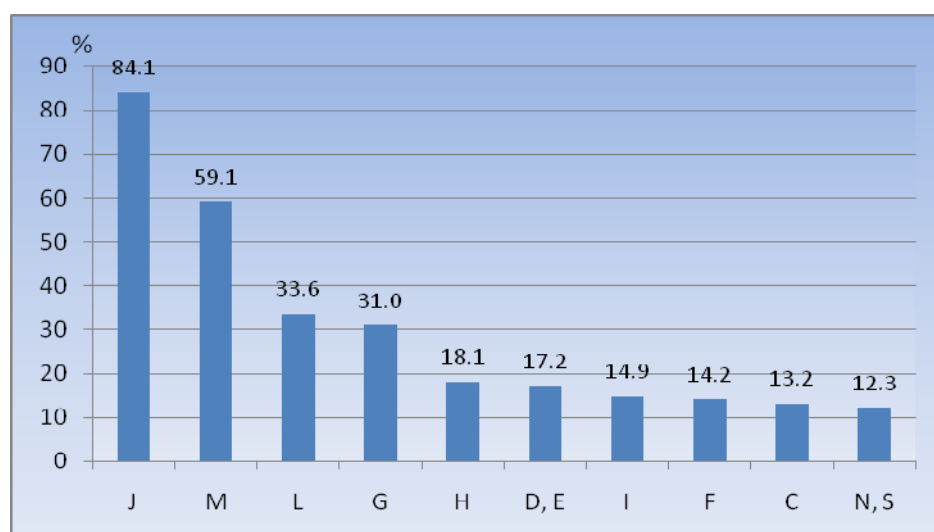


Figure 2. Share of enterprises with access to the Internet and share of employees using the Internet even at least a week in 2011, by enterprises size



ICT sector is standing out with the highest proportion of employees whose work is related to a computer and 84.1% of the total number of the staff who produces and disseminate information and communications, use the Internet. Next is ranking the industry R&D, advertising, legal, architectural and engineering activities where 59.1% of the total number of employees use computers with Internet connection.

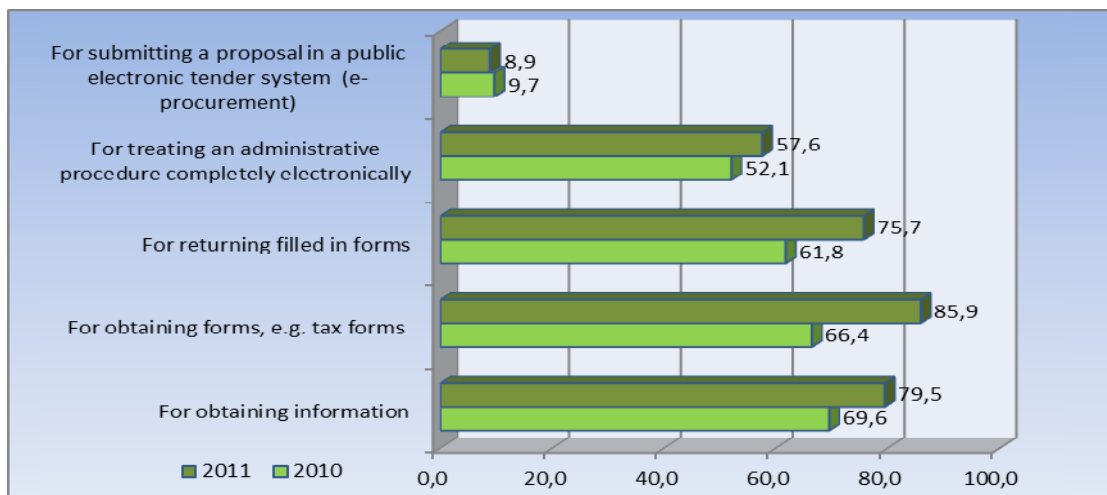
Figure 3. Share of employees using computers connected to the Internet at least once a week, based on the total number of employees by economic branches of NACE rev. 2, in 2011





The single point for access to electronic administrative services of Bulgaria offers wider range of online services and administrative procedures, which facilitate the citizens and business, speed up the downloading and sending the forms and implement new practices for streaming the information flows. With the increase of online services offered by the government increases the interest in their application in business. In 2011, there was growth of 9.9 percent in the proportion of enterprises used the Internet to obtain information from public authorities. Significantly increased the interest of the companies to downloading forms (tax, accounting, statistics, etc.), where there is a growth of 19.5 percent over the previous year. It is still a small share of enterprises that use Internet for gaining access to bidding documents or specifications within the public electronic tendering system and only 9.7% of companies said they have used such services in 2011.

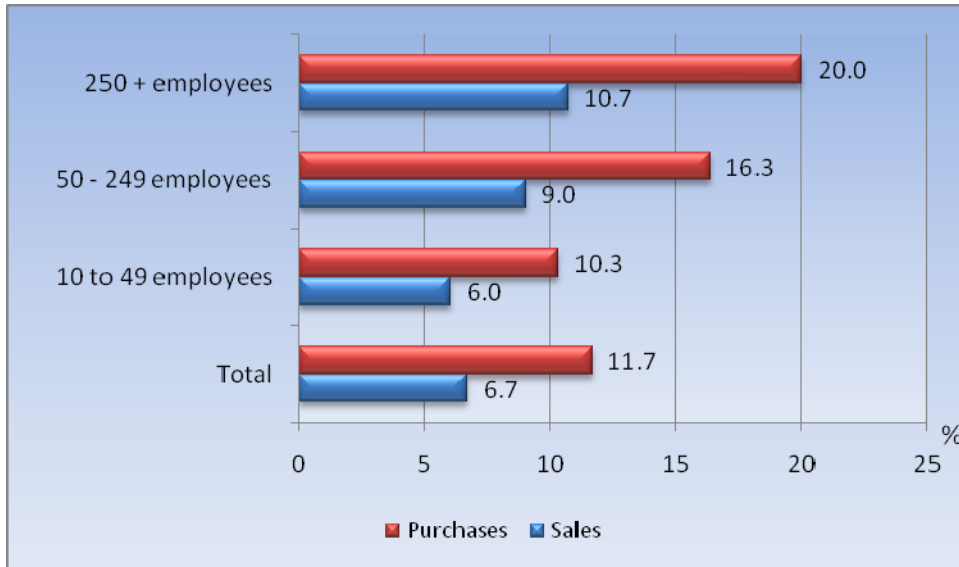
Figure 4. Use of the Internet in contact with public authorities



Using the Internet to implement e-commerce by businesses interact simultaneously in several directions: reducing firms' costs by optimizing staff, significantly extending the scope of customers and suppliers to anywhere in the world, while avoiding intermediaries increase revenues from sales, develop an intense marketing communication strategy, which promptly lead to competitiveness and development of an globalized market. Data for 2011 show that the purchases and sales of electronic commerce in Bulgaria increased its share and more enterprises use the Internet to improve their business and to facilitate their customers and suppliers. 3.2% have increased purchases of businesses to the Internet in 2010, while sales growth was observed from 2.2% in the same period. The most active are large companies with over 250 employees, which recorded a higher percentage of online sales and purchases, respectively, 20.0% have made online purchases and 10.7% have made sales.



Figure 5. Share of enterprises performed purchases/sales via web based networks and EDI systems in 2011



Most orders for goods and services have been received from buyers in Bulgaria and 62% of all online sales are made in our country, while the remaining 38% are made beyond the Bulgarian borders. About a quarter (24%) had orders from customers of EU member states, which is a positive trend in expanding the geographical scope of the Bulgarian electronic commerce.

Figure 6. Structure of online sales by type of destination of orders received in 2011

