

SURVEY WITH BUSINESS CONSULTANTS IN KOSOVO 2023

65 Business Consultants

45%

women

58%

operating as
freelancers

68%

with business
and management
university degree

average years
of experience:

9

average
age:

40

Services

- Consultants predominantly offer services in management/leadership (71%), staff training (45%), and digitalization (41%).
- Around 92% of business consultants rank the quality of consultancy services as high/medium.
- There has been a considerable increase in the consultancy rates in 2023 compared to 2021. While the majority of consultants (43%) in 2021 reported daily rates between 100€-149€, the majority of consultants (51%) in 2023 have daily rates between 150€ and 249€.
- A notably higher proportion of women consultants charge daily rates between 200-249€ and 250-299€, compared to men. In contrast, male consultants (11%) dominate the highest daily rate (300€ and above) compared to women consultants (3%).
- The price competition in the business consultancy market is ranked as high/medium by 98% business consultants.
- Roughly two-thirds of consultants maintain that business clients are not willing to pay the consultants out of their own funds.

Skills and Digitalization

- The most demanded skills by business consultants are digitalization services (54%), management/soft skills (51%), and project management (48%).
- Technical norms/standards, supply chain development, and public support measures for companies are among the least requested areas of expertise.
- The majority (75%) of consultants have completed specific training or certification in their consultancy field.
- The quality of education/training measures for consultants is ranked as high/medium by 88% of business consultants.
- Training programs completed by consultants include Digital Transformation (65%), Certified Management Consultant (CMC) (52%), and Project Management Professional (PMP) (40%).
- Women consultants display a higher focus on PMP training.
- Majority of respondents (77%) noted that their digital transformation certification helped them acquire new clients, and their services helped these clients generate more revenue, introduce new sales channels, and access new markets.
- Approximately 65% agree with the notion that local consultants possess the necessary expertise to support business growth.

Business Clients

- Business clients requested consultant's advice mostly during periods of business expansion (37%), and start-up phase (26%).
- Business consultants offer services mainly to clients operating in sectors like education and qualification (51%), manufacturing (48%), food, beverages, and tobacco production (46%), and information and communication (43%).
- Consultants primarily serve domestic micro-enterprises (63%) and NGOs (62%).
- Business location, quality of services/products, and competitive pricing were identified as a strengths of business clients.
- Weaknesses included business connections, management capabilities, ICT tools, and financial resources.

Constraints and Challenges

- The demand for business consultancy services in Kosovo is primarily hindered by enterprises' lack of awareness regarding their needs (74%), financial constraints (55%), and a lack of trust in consultants due to insufficient standardization (51%).
- References/recommendations and previous positive experiences are the most important criteria when selecting a consultant.
- The gender of the consultant is seen as important by 34% of respondents in influencing the client's decision when choosing a consultant, whereas 20% consider it unimportant. A majority (46%) maintain a neutral stance on this aspect.
- Women consultants (46%) are more inclined to believe that gender is important compared to men consultants (17%).



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