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SUCCESS STORY

Business Attitude Survey in Fushë-Krujë a Positive Step in Improving Communication Between Businesses and Local Government



Mrs. Arjola Bushi, representative of "BABASICOO" firm, expressing her opinions regarding Fushë-Krujë's economy, assisted by LEGC member Bardhyl Sala.

Survey results indicate that Fushë-Krujë is seen as a good place to do business: the location, abundance of natural resources (including limestone and clay materials), and the availability of skilled workers are key factors. Most of the businesses (64%) plan to expand in the near future. Businesses believe that agribusiness, agro-processing, heavy industry and wood processing are local growth sectors.

The Fushë-Krujë Local Economic Growth Committee (LEGC), established with LGPA assistance, consists of twenty members, including staff of the municipality and representatives of the business community and civil society. In February 2008, the Committee evaluated local development strengths and weaknesses, identified opportunities for economic growth, and defined policies to be implemented in order to stimulate local economic growth, and encourage a "business friendly" environment.

An Action Plan was formulated to guide the LGPA's interventions in support of Fushë-Krujë's development objectives. Within this framework, the desire to involve the private sector in improving the local business climate was realized through a business attitude survey.

With LGPA support, representatives from the LEGC, led by Committee member Mr. Bardhyl Sala, selected 28 businesses operating in Fushë-Krujë to participate in the survey, representing a broad spectrum of businesses in terms of size and business activity. Survey participants explained their concerns and suggested ways to improve Fushë-Krujë's business climate.

Concrete improvement suggestions included: extension of infrastructure; creating a parking system for the city; achieving a cleaner city; and encouraging better coordination and collaboration among businesses. Municipal staff should also show more awareness of business concerns and become more familiar with business problems; limit the informal trade/market in the city; and prepare a city-wide master plan as a basis for making decisions on providing location permission for new businesses.

As noted by Mr. Sala, "The survey's results will enable the Municipality, the Local Economic Growth Committee, and the LGPA project to better understand how local business people view the city's economy and possible ways to improve it. Through this survey, the municipality and the Local Economic Growth Committee now have good information regarding the local business climate and the plans and expectations of the business community. This is exactly what we wanted! It has already supported positive change in the city."

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