Methodology for Monthly Survey on Retail Trade (TRG-1)

Zagreb, 2012.
Metodologija za Mjesečni izvještaj trgovine na malo (TRG-1)

Methodology for Monthly Survey on Retail Trade (TRG-1)

Metodološke upute 69
Methodological Guidelines 69

Zagreb, 2012.
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PREDGOVOR

Državni zavod za statistiku Republike Hrvatske u procesu je stvaranja i promicanja modernoga statističkog sustava, kojim hrvatska statistika postaje usklađena i usporediva s međunarodnim statistikama i statističkim metodologijama.

Jedno od istraživanja koja ovaj zavod redovito provodi jest Mjesečni izvještaj trgovine na malo na osnovi kojega se prati dinamika kretanja prometa u djelatnosti trgovine na malo. Indeks prometa u trgovini na malo ključni je ekonomski pokazatelj i jedan od najvažnijih kratkoročnih pokazatelja ekonomske aktivnosti zemlje. Koristi se za procjenu potrošnje stanovništva i outputa maloprodajnog sektora, pokazatelja koji se primjenjuju u kompilaciji nacionalnih računa zemlje. Iz važnosti ovog pokazatelja proizlazi i potreba da se taj indeks proizvodi na osnovi odgovarajućih međunarodno usporedivih standarda i najbolje prakse.

Slijedom toga, metodologija ovog mjesečnog istraživanja u najvećoj je mjeri usklađena s Eurostatovim preporukama za kratkoročne poslovne statistike.

Ova publikacija namijenjena je korisnicima podataka kao i svima ostalima koje zanima način provođenja istraživanja o trgovini na malo u Državnom zavodu za statistiku, ali je ponajprije namijenjena osobama koje izravno sudjeluju u provođenju ovog istraživanja, tj. izvještajnim jedinicama i zaposlenicima Državnog zavoda za statistiku.

RAVNATELJ

dr. sc. Ivan Kovač

PREFACE

The Croatian Bureau of Statistics is in the process of the creation and advancement of a modern statistical system by which the Croatian statistics becomes harmonised and comparable with international statistical systems and methodologies.

One of the surveys carried out regularly by this Bureau is the Monthly Retail Report that serves as basis for the monitoring of the dynamics of fluctuation in the retail activities turnover. Retail index is the key economic indicator and one of the most important short term indicators of the country's economic activity. It is used for estimating the expenditures of inhabitants and retail sector output, indicators that are applied in compiling country's national accounts. The importance of this indicator resulted in the need to produce this index based on the appropriate internationally comparable standards and best practice.

Accordingly, the methodology of this monthly survey is to the greatest possible extent harmonised with the Eurostat's recommendations for the short-term business statistics.

This publication is intended to users of the data and all who are interested in the methods of conducting surveys on retail in the Croatian Bureau of Statistics, but primarily to those who are directly involved in the conduct of this survey, that is, to the reporting units and employees of the Croatian Bureau of Statistics.

DIRECTOR GENERAL

Dr. Ivan Kovač, Ph.D.
**KRATICE**

<table>
<thead>
<tr>
<th>Abbr.</th>
<th>Croatian Bureau of Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>CV</td>
<td>coefficient of variation</td>
</tr>
<tr>
<td>DZS</td>
<td>Eurostat</td>
</tr>
<tr>
<td>EK</td>
<td>etc.</td>
</tr>
<tr>
<td>EZ</td>
<td>i.e.</td>
</tr>
<tr>
<td>Fina</td>
<td>mln</td>
</tr>
<tr>
<td>itd.</td>
<td>NACE</td>
</tr>
<tr>
<td>mil.</td>
<td>NACE</td>
</tr>
<tr>
<td>NACE</td>
<td>National Classification of Economic Activities in the European Community</td>
</tr>
<tr>
<td>NN</td>
<td>Narodne novine</td>
</tr>
<tr>
<td>npr.</td>
<td>Narodne novine, official gazette of the Republic of Croatia</td>
</tr>
<tr>
<td>PDV</td>
<td>Principal European Economic Indicators</td>
</tr>
<tr>
<td>SA</td>
<td>seasonally adjustment</td>
</tr>
<tr>
<td>STS</td>
<td>short-term business statistics</td>
</tr>
<tr>
<td>tis.</td>
<td>value added tax</td>
</tr>
<tr>
<td>tj.</td>
<td>working-day adjustment</td>
</tr>
<tr>
<td>WDA</td>
<td>thousand</td>
</tr>
</tbody>
</table>
1. UVOD

Državni zavod za statistiku svaki mjesec izračunava i objavljuje indeks prometa u trgovini na malo. To je ključni ekonomski pokazatelj i jedan od najprije dostupnih pokazatelja ekonomske aktivnosti zemlje. Upotrebljava se za procjenu outputa maloprodajnog sektora kao i potrošnje stanovništva u trgovini na malo te pri kompilaciji nacionalnih računa. Glavna mu je svrha utvrđivanje osnovnih značajki poslovanja trgovaca na malo u Republici Hrvatskoj, što omogućuje kratkoročna mjerenja razvoja maloprodajnog sektora.

Indeks prometa u trgovini na malo izračunava se na osnovi podataka prikupljenih redovitim statističkim istraživanjem Mjesečni izvještaj trgovine na malo (obrazac TRG-1), koje se provodi od 1998. Metodologija istraživanja u najvećoj je mogućoj mjeri usklađena s definicijama i standardima koje propisuje Eurostat u Dodatku C 1) Uredbe Vijeća (EZ-a) br. 1165/98 o kratkoročnim poslovnim statistikama iz 1998. i u Uredbi Europskog parlamenta i Vijeća (EZ-a) br. 1158/2005 o izmjenama prvo spomenute Uredbe iz 2005. Indeks prometa u trgovini na malo jedan je od glavnih europskih ekonomskih pokazatelja (PEEI) čija je svrha pravodobno pružanje informacija Europskoj središnjoj banci.

Prema tom propisu indeksi prometa izračunavaju se za sljedeće djelatnosti odnosno agregate Nacionalne klasifikacije djelatnosti (NKD 2007.):

1) Prijevod Dodatka C Uredbe nalazi se na kraju ove publikacije.

1. INTRODUCTION

The Croatian Bureau of Statistics carries out monthly calculations and publication of turnover index in retail trade. This is the key economic indicator and one of the earliest available indicators of the country’s economic activity. It is used for estimating the expenditures of inhabitants and retail sector output. This indicator is also applied in compiling country’s national accounts. The main purpose of this indicator is to determine the basic characteristic of the retailers’ business features in Croatian Republic, that enable the short term measurement of development in retail sector.

Retail index is calculated based on the data collected by means of regular statistical survey Monthly retail report (form TRG-1) that has been carried out since 1998. Methodology of the survey is to the greatest possible extent harmonised with definitions and standards proscribed by Eurostat in Annex C 1) of the European Council Regulation (EC) No 1165/98 on the short term business statistics in 1998 and in the Regulation of the European Parliament and Council No 1158/2005 in 2005 on amending the mentioned Regulation. Turnover index in retail trade is one of the Principal European Economic Indicators (PEEI) with the main purpose to provide timely information to the Central European Bank.

According to the above mentioned regulation, the turnover indices are calculated for the following activities i.e. aggregates of the National Classification of Activities (NKD 2007.).

1) The text of Annex C of the Council Regulation is given at the end of this publication.
<table>
<thead>
<tr>
<th>Šifra NKD-a 2007. code</th>
<th>Opis djelatnosti</th>
</tr>
</thead>
<tbody>
<tr>
<td>G 47</td>
<td>Trgovina na malo, osim trgovine motornim vozilima i motociklima Retail trade, except of motor vehicles and motorcycles</td>
</tr>
<tr>
<td>G 47.1</td>
<td>Trgovina na malo u nespecializiranim prodavaonicama Retail sale in non-specialized stores</td>
</tr>
<tr>
<td>G 47.11</td>
<td>Trgovina na malo u nespecializiranim prodavaonicama pretežno hranom, pićima i duhanskim proizvodima Retail sale in non-specialized stores with food, beverages and tobacco predominating</td>
</tr>
<tr>
<td>G 47.19</td>
<td>Ostala trgovina na malo u nespecializiranim prodavaonicama Other retail sale in non-specialized stores</td>
</tr>
<tr>
<td>G 47.2</td>
<td>Trgovina na malo hranom, pićima i duhanskim proizvodima u specijaliziranim prodavaonicama Retail sale of food, beverages and tobacco in specialized stores</td>
</tr>
<tr>
<td>G 47.3</td>
<td>Trgovina na malo motornim gorivima i mazivima u specijaliziranim prodavaonicama Retail sale of automotive fuel in specialized stores</td>
</tr>
<tr>
<td>G 47.73 + 47.74 + 47.75</td>
<td>Ljekarne Dispensing chemist in specialized stores</td>
</tr>
<tr>
<td></td>
<td>Trgovina na malo medicinskim pripravcima i ortopedskim pomagalima u specijaliziranim prodavaonicama Retail sale of medical and orthopaedic goods in specialized stores</td>
</tr>
<tr>
<td></td>
<td>Trgovina na malo kozmetičkim i toaletnim proizvodima u specijaliziranim prodavaonicama Retail sale of cosmetic and toilet articles in specialized stores</td>
</tr>
<tr>
<td>G 47.51 + 47.71 + 47.72</td>
<td>Trgovina na malo tekstilom u specijaliziranim prodavaonicama Retail sale of textiles in specialized stores</td>
</tr>
<tr>
<td></td>
<td>Trgovina na malo odjećom u specijaliziranim prodavaonicama Retail sale of clothing in specialized stores</td>
</tr>
<tr>
<td></td>
<td>Trgovina na malo obućom i proizvodima od kože u specijaliziranim prodavaonicama Retail sale of footwear and leather goods in specialized stores</td>
</tr>
<tr>
<td>G 47.43 + 47.52 + 47.54 + 47.59 + 47.63</td>
<td>Trgovina na malo audio i videoopremom u specijaliziranim prodavaonicama Retail sale of audio and video equipment in specialized stores</td>
</tr>
<tr>
<td></td>
<td>Trgovina na malo željeznom robom, bojama i staklim u specijaliziranim prodavaonicama Retail sale of hardware, paints and glass in specialized stores</td>
</tr>
<tr>
<td></td>
<td>Trgovina na malo električnim aparaturama za kućanstvo u specijaliziranim prodavaonicama Retail sale of electrical household appliances in specialized stores</td>
</tr>
<tr>
<td></td>
<td>Trgovina na malo namještajem, opremom za rasvjetu i ostalim proizvodima za kućanstvo u specijaliziranim prodavaonicama Retail sale of furniture, lighting equipment and other household articles in specialized stores</td>
</tr>
<tr>
<td></td>
<td>Trgovina na malo glazbenim i videozapismama u specijaliziranim prodavaonicama Retail sale of music and video recordings in specialized stores</td>
</tr>
<tr>
<td>G 47.41 + 47.42 + 47.53 + 47.61 + 47.62 + 47.64 + 47.65 + 47.76 + 47.77 + 47.78</td>
<td>Trgovina na malo računalima, perifernim jedinicama i softverom u specijaliziranim prodavaonicama Retail sale of computers, peripheral units and software in specialized stores</td>
</tr>
<tr>
<td></td>
<td>Trgovina na malo telekomunikacijskom opremom u specijaliziranim prodavaonicama Retail sale of telecommunications equipment in specialized stores</td>
</tr>
</tbody>
</table>
For the above mentioned activities (aggregates), the total turnover indices are calculated realised by the business subjects that are registered in the mentioned activities by predominance. Included in their total turnover is the retail trade turnover but also turnover from other activities if performed by business entities. Additionally, for the national needs, Croatian Bureau of Statistics calculates also the turnover index only from retail trade activities of all business entities performing those activities regardless of their registration according to predominance (division 47 or other activities).
Obveza je praćenja mjesečna, a trenutačno je bazna godina 2005. Bazna godina mijenja se svakih pet godina. Podaci se računaju kao nominalni i realni indeksi, i to u obliku originalnih (neprilagođenih), sezonski prilagođenih indeksa (SA) i kalendarski prilagođenih indeksa (WDA). Nominalni indeksi prikazuju kretanje prometa u tekucim cijenama. Realni indeksi prikazuju kretanje prometa u stalnim cijenama, a dobiveni su deflacioniranjem nominalnih indeksa indeksom maloprodajnih cijena dobara (bez električne energije i distribucije vode) prema indeksu potrošačkih cijena.

2. VAŽNOST TRGOVINE NA MALO U GOSPODARSTVU REPUBLIKE HRVATске

Trgovina na malo tipična je završna faza u procesu distribucije robe od proizvođača do potrošača. Trgovina na malo, definirana odjeljkom 47 prema NKD-u 2007., sastoji se od 23,5 tisuća poslovnih subjekata koji ostvaruju 91 milijardu kuna prometa, 14 milijardi kuna dodane vrijednosti, a zapošljavaju 149 tisuća zaposlenih (podaci za 2009.). Na taj način, unutar cijeloga nefinancijskog poslovnog sektora, taj odjeljak sudjeluje s 13,0% u ukupnom broju poslovnih subjekata, s 15,2% u ukupnom prometu, s 8,7% u ukupnoj dodanoj vrijednosti i s 12,9% u ukupnom broju zaposlenih.

U tim udjelima mogu se uočiti osnovne značajke trgovine na malo: to je djelatnost u kojoj posluje veliki broj poslovnih subjekata, osobito male prosječne veličine, koja ostvaruje znatan promet, ali manju dodanu vrijednost i relativno malu radnu produktivnost.

The monitoring obligation is monthly-based and the base year is 2005. Base year is changed every five years. Data are calculated as nominal and real indices in the form of original (unadjusted), seasonally adjusted indices (SA) and working-day adjusted (WDA) indices. Nominal indices show the fluctuation in turnover in current prices. Deflated indices show the fluctuation in turnover in constant prices, and were calculated by deflation of nominal indices by retail prices indices (excluding electrical power and water distribution) according to indices of consumer prices.

2. THE IMPORTANCE OF RETAIL TRADE IN CROATIAN ECONOMY

Retail trade is the typical final phase in the process of distribution of goods from the manufacturer to the consumer. Retail trade, defined by division 47 according to the NKD 2007., includes 23.5 thousand of business entities that realise 91 million kuna of turnover, 14 million kuna of value added and that employ 149 thousand employees (data for 2009). In that way, within the entire non-financial business sector, that division participates with 13.0% in the total number of business entities, with 15.2% in the overall turnover, with 8.7% in the total value added and with 12.9% in the total number of employees.

These percentages show the basic features of retail trade: it is an activity that includes a large number of business entities, especially of a small average size, the activity that realises considerable turnover, but lesser value added and relatively small operational productivity.
**T 1. Poslovni subjekti, promet, dodana vrijednost i zaposleni u uslužnim djelatnostima u 2009.**

*Business entities, turnover, value added and employees in services in 2009*

<table>
<thead>
<tr>
<th>NKD 2007.</th>
<th>Poslovni subjekti</th>
<th>%</th>
<th>Promet bez PDV-a, mil. kuna</th>
<th>%</th>
<th>Dodana vrijednost, mil. kuna</th>
<th>%</th>
<th>Zaposleni</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ukupno nefinancijsko poslovno gospodarstvo</strong>&lt;sup&gt;1) &lt;/sup&gt;</td>
<td>180 430</td>
<td>100,0</td>
<td>600 215</td>
<td>100,0</td>
<td>163 720</td>
<td>100,0</td>
<td>1 153 441</td>
<td>100,0</td>
</tr>
<tr>
<td>G – N Usluge</td>
<td>124 387</td>
<td>68,9</td>
<td>345 800</td>
<td>57,8</td>
<td>88 183</td>
<td>53,9</td>
<td>636 295</td>
<td>55,2</td>
</tr>
<tr>
<td>G Trgovina na veliko i na malo; popravak motornih vozila i motocikala</td>
<td>49 330</td>
<td>27,3</td>
<td>225 409</td>
<td>37,6</td>
<td>32 819</td>
<td>20,0</td>
<td>270 728</td>
<td>23,5</td>
</tr>
<tr>
<td>G47 Trgovina na malo, osim trgovine motornim vozilima i motociklima</td>
<td>23 499</td>
<td>13,0</td>
<td>91 338</td>
<td>15,2</td>
<td>14 211</td>
<td>8,7</td>
<td>149 294</td>
<td>12,9</td>
</tr>
<tr>
<td>H Prijevoz i skladištenje</td>
<td>11 706</td>
<td>6,5</td>
<td>27 447</td>
<td>4,6</td>
<td>12 816</td>
<td>7,8</td>
<td>82 611</td>
<td>7,2</td>
</tr>
<tr>
<td>I Djelatnosti pružanja smještaja te pripreme i usluživanja hrane</td>
<td>20 388</td>
<td>11,3</td>
<td>16 962</td>
<td>2,8</td>
<td>7 619</td>
<td>4,7</td>
<td>96 436</td>
<td>8,4</td>
</tr>
<tr>
<td>J Informacije i komunikacije</td>
<td>6 034</td>
<td>3,3</td>
<td>29 146</td>
<td>4,9</td>
<td>12 694</td>
<td>7,8</td>
<td>39 801</td>
<td>3,5</td>
</tr>
<tr>
<td>L Poslovanje nekretninama</td>
<td>6 711</td>
<td>3,7</td>
<td>4 942</td>
<td>0,8</td>
<td>2 561</td>
<td>1,6</td>
<td>11 880</td>
<td>1,0</td>
</tr>
<tr>
<td>M Stručne, znanstvene i tehničke djelatnosti</td>
<td>23 342</td>
<td>12,9</td>
<td>31 703</td>
<td>5,3</td>
<td>15 539</td>
<td>9,5</td>
<td>89 974</td>
<td>7,8</td>
</tr>
<tr>
<td>N Administrativne i pomoćne uslužne djelatnosti</td>
<td>6 876</td>
<td>3,8</td>
<td>10 191</td>
<td>1,7</td>
<td>4 135</td>
<td>2,5</td>
<td>44 865</td>
<td>3,9</td>
</tr>
</tbody>
</table>

**Izvor:** Strukturne poslovne statistike Državnog zavoda za statistiku

**Source:** Structural business statistics of Croatian Bureau of Statistics

---

1) Nefinancijsko poslovno gospodarstvo je dio gospodarstva Republike Hrvatske koji obuhvaća industriju, građevinarstvo, trgovinu i nefinancijske usluge. Nisu obuhvaćene poljoprivrede, šumarstvo, ribarstvo, financijske usluge, javna uprava i obrana te pretežno netržišne djelatnosti.

1) Non-financial business economy is part of the economy of the Croatian Republic that includes industry, construction, trade and non-financial services. It does not include agriculture, forestry, fishing, financial services, public administration and defence and predominantly non-market activities.
U cijelome uslužnom sektoru koji obuhvaća djelatnosti područja G do N, Trgovina na malo (odjeljak 47) sudjeluje s 18,9% u ukupnom broju poslovnih subjekata, s 26,4% u ukupnom prometu, sa 16,1% u ukupnoj dodanoj vrijednosti i s 23,5% u broju zaposlenih.

Trgovina na malo (odjeljak 47 prema NKD-u 2007.) dio je sektora distributivne trgovine (područje G prema NKD-u 2007.). Na odjeljak 47 otpada 47,6% od ukupnog broja poslovnih subjekata tog sektora, što je znatno više od udjela što ga ima u ukupnom prometu (40,5%) i dodanoj vrijednosti (43,3%) distributivne trgovine, a to upućuje na relativno veliki broj malih poduzeća i obrtnika u spomenutoj radno intenzivnoj djelatnosti na koju otpada čak 55,0% zaposlenih u distributivnoj trgovini.

In the entire services sector that includes activities in the sections G – N, retail trade (division 47) participates with 18.9% in the total number of business entities, with 26.4% in the overall turnover, with 16.1% in the total value added and with 23.5% in the total number of employees.

Retail trade (division 47 according to NKD 2007.) is part of the distributive trade sector (section G according to NKD 2007.). The division 47 covers the 47.6% of the total number of business entities in that sector what is significantly larger number of the share in overall turnover (40.5%) and value added (43.3%) of the distributive trade, all of the above indicates to the relatively large number of companies and crafts in the mentioned operationally intensive activity that takes up to 55.0% of the employees in the distributive trade.

Structure of the Section G according NKD 2007., Distributive trade in 2009

<table>
<thead>
<tr>
<th>G</th>
<th>Poslovni subjekti Business entities</th>
<th>Promet bez PDV-a mil. kuna</th>
<th>Dodana vrijednost mil. kuna</th>
<th>Zaposleni Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>G</td>
<td>Wholesale and retail trade; repair of motor vehicles and motorcycles</td>
<td>49 330</td>
<td>100,0</td>
<td>225 409</td>
</tr>
<tr>
<td>G45</td>
<td>Wholesale and retail trade and repair of motor vehicles and motorcycles</td>
<td>6 100</td>
<td>12,4</td>
<td>22 312</td>
</tr>
<tr>
<td>G46</td>
<td>Wholesale trade, except of motor vehicles and motorcycles</td>
<td>19 731</td>
<td>40,0</td>
<td>111 760</td>
</tr>
<tr>
<td>G47</td>
<td>Retail trade, except of motor vehicles and motorcycles</td>
<td>23 499</td>
<td>47,6</td>
<td>91 338</td>
</tr>
</tbody>
</table>

Izvor: Strukturne poslovne statistike Državnog zavoda za statistiku
Source: Structural business statistics of Croatian Bureau of Statistics
Distributive trade according to activity groups in 2009

T 3. Prosječan promet i broj zaposlenih po poslovnom subjektu u distributivnoj trgovini u 2009.  
Average turnover and number of employees per business entity in distributive trade in 2009

<table>
<thead>
<tr>
<th></th>
<th>Promet po poslovnom subjektu</th>
<th>Promet po zaposlenome</th>
<th>Dodana vrijednost po poslovnom subjektu</th>
<th>Dodana vrijednost po zaposlenome</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Turnover per business entity</td>
<td>Turnover per employee</td>
<td>Value added per business entity</td>
<td>Value added per employee</td>
</tr>
<tr>
<td>G</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>G45</td>
<td>Wholesale and retail trade</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>and repair of motor vehicles</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>and motorcycles</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>4 569</td>
<td>833</td>
<td>665</td>
<td>121</td>
</tr>
<tr>
<td>G46</td>
<td>Wholesale trade, except of</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>motor vehicles and motorcycles</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3 658</td>
<td>873</td>
<td>477</td>
<td>114</td>
</tr>
<tr>
<td>G47</td>
<td>Retail trade, except of</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>motor vehicles and motorcycles</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>5 664</td>
<td>1 166</td>
<td>796</td>
<td>164</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Izvor: Strukturne poslovne statistike Državnog zavoda za statistiku  
Source: Structural business statistics of Croatian Bureau of Statistics
Između devet skupina djelatnosti koje čine odjeljak 47, najvažnija skupina s obzirom na promet jest Trgovina na malo u nespecijaliziranim prodavaonicama (skupina 47.1) s više od 55,0% ukupnog prometa tog odjeljka, a zatim Trgovina na malo ostalom robom u specijaliziranim prodavaonicama (skupina 47.7) na koju otpada 20,2% ukupnog prometa. Nasuprot tomu, Trgovina na malo na štandovima i tržnicama (skupina 47.8) ima najmanji udio u prometu (svega 0,5%), ali znatno veći udio u broju poslovnih subjekata (15,6%).

Amongst the nine activities groups that constitute division 47, the most significant group considering the turnover is Retail trade in non-specialized stores (group 47.1) with more than 55.0% of the overall turnover in the mentioned division, followed by Retail trade with other goods in specialized stores (group 47.7) that covers 20.2% of the total turnover. As opposed to the mentioned numbers, Retail trade on stands and markets (group 47.8) has the smallest share in the turnover (only 0.5%), but significantly larger share in the number of business entities (15.6%).

**T 4. Struktura odjeljka 47 Trgovina na malo u 2009.**

**Structure of division 47 Retail trade in 2009**

<table>
<thead>
<tr>
<th>G47</th>
<th>G47.1</th>
<th>G47.11</th>
<th>G47.19</th>
<th>G47.2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Poslovni subjekti</strong></td>
<td><strong>Promet bez PDV-a, mil. kuna</strong></td>
<td><strong>Dodana vrijednost, mil. kuna</strong></td>
<td><strong>Zaposleni</strong></td>
<td><strong>%</strong></td>
</tr>
<tr>
<td>Business entities</td>
<td>Turnover net of VAT, million kuna</td>
<td>Value added, million kuna</td>
<td>Employees</td>
<td>%</td>
</tr>
<tr>
<td>G47</td>
<td>23 499</td>
<td>100,0</td>
<td>91 338</td>
<td>100,0</td>
</tr>
<tr>
<td>Prodaja u prodavaonicama</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sale in stores</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>G47.1</td>
<td>7 859</td>
<td>33,4</td>
<td>50 454</td>
<td>55,2</td>
</tr>
<tr>
<td>G47.11</td>
<td>4 056</td>
<td>17,3</td>
<td>38 483</td>
<td>42,1</td>
</tr>
<tr>
<td>G47.19</td>
<td>3 803</td>
<td>16,2</td>
<td>11 971</td>
<td>13,1</td>
</tr>
<tr>
<td>Specijalizirana prodaja u prodavaonicama</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Specialized sale in stores</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>G47.2</td>
<td>1 344</td>
<td>5,7</td>
<td>2 200</td>
<td>2,4</td>
</tr>
</tbody>
</table>
### Struktura odjeljka 47 Trgovina na malo u 2009. (nastavak)  (continued)

| G47.3 Trgovina na malo motornim gorivima i mazivima u specijaliziranim prodavaonicama | 134 | 0,6 | 4 379 | 4,8 | 254 | 1,8 | 2 307 | 1,5 |
| G47.4 Trgovina na malo informacijsko-komunikacijskom opremom u specijaliziranim prodavaonicama | 235 | 1,0 | 499 | 0,5 | 26 | 0,2 | 899 | 0,6 |
| G47.5 Trgovina na malo ostalom opremom za kućanstvo u specijaliziranim prodavaonicama | 2 242 | 9,5 | 9 256 | 10,1 | 1 546 | 10,9 | 14 997 | 10,0 |
| G47.6 Trgovina na malo proizvodima za kulturu i rekreaciju u specijaliziranim prodavaonicama | 588 | 2,5 | 4 321 | 4,7 | 630 | 4,4 | 7 205 | 4,8 |
| G47.7 Trgovina na malo ostalom robom u specijaliziranim prodavaonicama | 5 775 | 24,6 | 18 465 | 20,2 | 3 406 | 24,0 | 32 336 | 21,7 |
| Prodaja izvan prodavaonica | 3 669 | 15,6 | 469 | 0,5 | 87 | 0,6 | 5 509 | 3,7 |
| G47.8 Trgovina na malo na štandovima i tržnicama | 1 653 | 7,0 | 1 295 | 1,4 | 230 | 1,6 | 3 829 | 2,6 |

Promješten godišnji promet po poduzeću znatno varira između različitih dijelova odjeljka Trgovine na malo, protežući se od svega 128 tisuća u skupini 47.8 pa do 32,7 milijuna kuna u skupini 47.3.

**Average annual turnover per company fluctuates considerably between different parts of the Retail trade division ranging from only 128 thousand in the group 47.8 to 32.7 million kuna in group 47.3.**
<table>
<thead>
<tr>
<th></th>
<th>Promet po poslovnom subjektu (Turnover per business entity)</th>
<th>Promet po zaposlenome (Turnover per employee)</th>
<th>Dodana vrijednost po poslovnom subjektu (Value added per business entity)</th>
<th>Dodana vrijednost po zaposlenome (Value added per employee)</th>
</tr>
</thead>
<tbody>
<tr>
<td>G47</td>
<td>Trgovina na malo, osim trgovine motornim vozilima i motociklima Retail trade, except of motor vehicles and motorcycles</td>
<td>3 887</td>
<td>612</td>
<td>605</td>
</tr>
<tr>
<td>G47.1</td>
<td>Trgovina na malo u nespecijaliziranim prodavaonicama Retail sale in non-specialized stores</td>
<td>6 420</td>
<td>664</td>
<td>582</td>
</tr>
<tr>
<td>G47.11</td>
<td>Trgovina na malo u nespecijaliziranim prodavaonicama pretežno hranom, pićima i duhanskim proizvodima Retail sale in non-specialized stores with food, drink and tobacco predominating</td>
<td>9 488</td>
<td>708</td>
<td>1 442</td>
</tr>
<tr>
<td>G47.19</td>
<td>Ostala trgovina na malo u nespecijaliziranim prodavaonicama Other retail sale in non-specialized stores</td>
<td>3 148</td>
<td>552</td>
<td>491</td>
</tr>
<tr>
<td>G47.2</td>
<td>Trgovina na malo hranom, pićima i duhanskim proizvodima u specijaliziranim prodavaonicama Retail sale of food, beverages and tobacco predominating</td>
<td>1 637</td>
<td>355</td>
<td>234</td>
</tr>
<tr>
<td>G47.3</td>
<td>Trgovina na malo motornim gorivima i mazivima u specijaliziranim prodavaonicama Retail sale of automotive fuel in specialized stores</td>
<td>32 679</td>
<td>1 898</td>
<td>1 896</td>
</tr>
<tr>
<td>G47.4</td>
<td>Trgovina na malo informacijsko-komunikacijskom opremom u specijaliziranim prodavaonicama Retail sale of ICT equipment in specialized stores</td>
<td>2 123</td>
<td>555</td>
<td>111</td>
</tr>
<tr>
<td>G47.5</td>
<td>Trgovina na malo ostalom opremom za kućanstvo u specijaliziranim prodavaonicama Retail sale of other household equipment in specialized stores</td>
<td>4 128</td>
<td>617</td>
<td>690</td>
</tr>
<tr>
<td>G47.6</td>
<td>Trgovina na malo proizvodima za kulturu i rekreaciju u specijaliziranim prodavaonicama Retail sale of cultural and recreation goods in specialized stores</td>
<td>7 349</td>
<td>600</td>
<td>1 071</td>
</tr>
<tr>
<td>G47.7</td>
<td>Trgovina na malo ostalom robom u specijaliziranim prodavaonicama Retail sale of other goods in specialized stores</td>
<td>3 197</td>
<td>571</td>
<td>590</td>
</tr>
<tr>
<td>G47.8</td>
<td>Trgovina na malo na štandovima i tržnicama Retail sale via stalls and markets</td>
<td>128</td>
<td>85</td>
<td>24</td>
</tr>
<tr>
<td>G47.9</td>
<td>Trgovina na malo izvan prodavaonica, štandova i tržnica Retail trade not in stores, stalls or markets</td>
<td>783</td>
<td>338</td>
<td>139</td>
</tr>
</tbody>
</table>
3. THE METHODOLOGY FOR THE MONTHLY REPORT ON RETAIL TRADE (TRG-1 form)

3.1. Purpose of the statistical survey

The purpose of the statistical survey on turnover in retail trade is the monthly statistical monitoring of fluctuation in turnover (income from sale of goods and services) in that activity. Monthly calculation of the turnover index is aimed at the simplified monitoring of change flows in economic development. It is adequate for short-term observations and analysis of the economic development. As in other short-term business cycles statistics, the main purpose is the measurement of occurrence dynamics of change, and not its levels.

3.2. Legal and methodological basis of the survey

The legal basis for the conduct of the survey is the Official Statistics Act (NN, Nos 103/03 and 75/09) and the Annual Implementation Plan of Statistical Activities. Methodological bases include Eurostat and national regulations.

Eurostat regulations on which the methodology is based include:
3.3. Jedinice promatranja

Jedinice promatranja jesu poslovni subjekti (pravne osobe, obrtnici i slobodne profesije) koji su u Statističkom poslovnom registru po svojoj glavnoj (pretežnoj) djelatnosti razvrstani u odjeljak 47 NKD-a 2007. te poslovni subjekti koji su registrirani izvan odjeljka 47, ali obavljaju djelatnosti trgovine na malo.

Ako je pretežna djelatnost izvještajne jedinice djelatnost iz odjeljka 47, podaci na obrascu odnose se na cijeli poslovni subjekt (ukupan promet), tj. obuhvaća se promet kako od glavne, maloprodajne djelatnosti tako i od mogućih sporednih djelatnosti, ako ih poduzeće obavlja. Jedinice kojima je glavna/pretežna djelatnost izvan odjeljka 47 iskazuju na obrascu samo promet ostvaren od djelatnosti trgovine na malo.

Glavna/pretežna djelatnost poslovnog subjekta razlikuje se od sekundarnih djelatnosti po tome što ona stvara veću dodanu vrijednost. Zbog poteškoća u izračunavanju dodane vrijednosti poslovnog subjekta kad obavlja različite djelatnosti, glavnom djelatnošću smatra se ona aktivnost koja stvara najveći obujam poslovanja ili zapošljava najveći broj zaposlenih.

3.4. Teritorijalni obuhvat

Istraživanjem su obuhvaćeni poslovni subjekti sa sjedištem u Republici Hrvatskoj. Na obrascu se iskazuju podaci o ukupnom prometu koji poslovni subjekti ostvaruju na području Republike Hrvatske.

3.5. Način prikupljanja podataka

Podaci se prikupljaju izvještajnom metodom. Za svaku jedinicu iz adresara sastavlja se jedan izvještaj na obrascu TRG-1 na kojem se ispunjavaju podaci za cijeli poslovni subjekt, tj. za sve njegove dijelove. Izvještaj se sastavlja u dva primjerka, od kojih izvještajna jedinica jedan zadržava za svoje potrebe, a drugi dostavlja nadležnom statističkom tijelu u roku koji joj to tijelo odredi, u skladu s Godišnjim provedbenim planom statističkih aktivnosti.

3.3. Observation units

Observation units are business entities (legal entities, tradesmen and free lances) classified in the Statistical Business Register by their main activity into the division 47 of NKD 2007., and the business entities that are registered outside division 47, but perform the activities of the retail trade.

If the predominant activity of the observation unit is activity in division 47, data on the form relate to the entire business entity (entire turnover) i.e. includes turnover from main, retail activity and possible secondary activities, if the company performs them. Units with the main/prevailing activity outside division 47, in the form present only the turnover realised from retail trade.

The main/prevailing activity of a business entity differs from the secondary activities in that it creates larger value added. Due to difficulties in calculating values added of a business entity in case it performs different activities, the main activity is considered to be the one that creates the largest volume of business or employs the largest number of employees.

3.4. Territorial coverage

The survey covers the business entities with their headquarters in Republic of Croatia. The form presents data on overall turnover that business entities realise on the territory of Republic of Croatia.

3.5. Method of data collection

Data are collected by using the reporting method. A report on each business entity from the address book is created on the TRG-1 form, where all data is given on an entire business entity i.e. for all its parts. The report is created in two copies. One copy stays in the reporting unit for its needs and the other is sent to the competent statistical office within a timetable specified by that office, in line with the Annual Implementation Plan of Statistical Activities. Except sent by mail, reports may be
Osim dostave poštom, izvještaji se mogu dostaviti telefaksom i elektroničkom poštom (izvještajne jedinice moraju ispunjene podacima za prethodni mjesec dostaviti mjereodavnim statističkim tijelima do roka koji im to tijelo odredi.

3.6. Izvori podataka za sastavljanje upitnika

Izvor podataka za sastavljanje izvještaja TRG-1 jest knjigovodstvena ili druga dokumentacija poslovnog subjekta. Iznimno, ako izvještajna jedinica ne raspolaže preciznim knjigovodstvenim ili nekim drugim izvorom, potrebno je izvršiti najbolju moguću stručnu procjenu podataka.

Podaci na obrascu odnose se na protekli (izvještajni) mjesec. Osim podatka za izvještajni mjesec, iskazuje se i promet iz prethodnog mjeseca.

3.7. Organizacija provođenja istraživanja

U provođenju statističkog istraživanja sudjeluju Državni zavod za statistiku, područne jedinice Državnog zavoda za statistiku u županijama i njihove ispostave te upravno tijelo Grada Zagreba nadležno za poslove službene statistike.

Državni zavod za statistiku izrađuje jedinstvene statističke standarde i instrumente za provođenje istraživanja, obrađuje, objavljuje i na druge načine diseminiра rezultate korisnicima u zemlji i međunarodnim institucijama. Zavod obavlja sve pripreme nužne za pravilno i uspješno provođenje istraživanja. Za tu svrhu sastavlja adresar izvještajnih jedinica, tiska obrascе, upute i druge materijale, dostavlja ih područnim jedinicama i upravnom tijelu Grada Zagreba nadležnom za poslove službene statistike, preuzima obrascе, kontrolira obuhvat, priprema izvještaje za obradu (kontrolira

submitted by e-mail directly to the Croatian Bureau of Statistics (the form is available in either Word or Excel formats) or by fax. Selected business entities are obliged to submit questionnaires containing data for the previous month to competent statistical bodies until the deadline specified by the same bodies.

3.6. Data sources for the creation of the questionnaire

Data sources for the creation of the TRG-1 questionnaire are bookkeeping and other documentation of a business entity. Exceptionally, if a reporting unit does not have a precise bookkeeping or other source, it is necessary to conduct expert data estimation as good as possible.

Data on the form relate to the previous (reporting) month. Apart from data in the reporting month, the turnover in the month previous to the reporting month is also expressed.

3.7. Organisation of the survey conduct

The conduct of the survey is done by the Croatian Bureau of Statistics, statistics departments of the Croatian Bureau of Statistics in counties and their branches and the statistical office of the City of Zagreb competent for the business of official statistics.

The Croatian Bureau of Statistics prepares uniform statistical standards and instruments for the conduct of survey, processes, publishes and disseminates in other ways results to users in the country and to international institutions. The Bureau prepares all that is necessary for the correct and successful conduct of surveys. For that purpose, it prepares an address book of reporting units, prints questionnaires, instructions and other materials, delivers them to statistics departments and to the statistical office of the City of Zagreb, takes over the questionnaires, controls the coverage, prepares reports to be processed (controls the fullness
Potpunost i računsku i logičku kvalitetu podataka na obrascima, unosi podatke na elektronički medij i obrađuje ih te objavljuje rezultate istraživanja. Brine se o provođenju jedinstvenih standarda i uputa i kvalitetnom izvršenju svih poslova povezanih s istraživanjem. Osigurava stručnu pomoć područnim jedinicama u županijama i upravnom tijelu Grada Zagreba nadležnom za poslove službene statistike te izvještajnim jedinicama, daje upute za provođenje istraživanja, a po potrebi održava instruktaže.

Područne jedinice Državnog zavoda za statistiku u županijama i njihove ispostave i upravnom tijelu Grada Zagreba nadležno za poslove službene statistike dostavljaju obrasce i druge materijale izvještajnim jedinicama prema adresaru, izvršavaju ispunjenje izvještaja i kontroliraju potpunost i točnost podataka na obrascu. Ospuđene i ispunjene obrasce, šifriraju identifikacijske podatke, kontroliraju potpunost i točnost podataka na obrascu, prekontroliran materijal dostavljaju Državnom zavodu za statistiku do propisanog roka te obavljaju druge poslove što ih u provođenju istraživanja određuje Državni zavod za statistiku.

Izvještajne jedinice ispunjavaju obrazac na osnovi Uputa koje se nalaze na obrascima te ih ispunjene vraćaju nadležnome statističkom tijelu do roka koji to tijelo odredi.


3.8. Definicije i metodološka objašnjenja

Promet je ukupni iznos što ga poduzeća obračuna za prodaju robe ili za obavljene usluge u izvještajnom razdoblju. Taj iznos odgovara tržišnoj prodaji roba i usluga trećim osobama. Promet obuhvaća sve poreze i takse koje je poslovni subjekt fakturirao osim poreza na dodanu vrijednost koju je poslovni subjekt fakturirao vis-á-vis svoga kupca i ostali slični odbitni porezi izravno vezani uz promet.

3.8. Definitions and notes on methodology

Turnover comprises the totals invoiced by the observation unit during the reference period, and this corresponds to market sales of goods or services supplied to third parties. Turnover includes all duties and taxes on the goods or services invoiced by the unit with the exception of the VAT invoiced by the unit vis-a-vis its customer and other similar deductible taxes directly linked to turnover.
Turnover also includes all other charges (transport, packaging, etc.) passed on to the customer, even if these charges are listed separately in the invoice. Reduction in prices, rebates and discounts as well as the value of returned packing must be deducted. Price reductions, rebates and bonuses conceded later to clients, for example at the end of the year, are not taken into account. Income classified as other operating income, financial income and extraordinary income in company accounts is excluded from turnover. Subsidies received from public authorities or the institutions of the European Union are also excluded.

According to this definition, the items generally included are:

- sales of manufactured products
- sales of products manufactured by subcontractors
- sales of goods purchased for resale in the same condition as received
- invoiced services provided
- sales of by-products
- invoiced charges for packaging and transport
- invoiced hours worked to third parties for labour only subcontracting
- invoiced maintaining, installations and repairs
- invoiced instalments (stage payments)
- invoiced development of software and software licences
- sales of supplied electric power, gas, heat, steam and water
- sales of waste and scrap materials.

Credit sale is also included.
Ono što se klasificira kao ostali poslovni prihod, financijski prihod ili izvanredni prihod u računovodstvu poduzeća, tj. stavke koje se uglavnom isključuju jesu:

- provizije
- zakupi i najamnine
- zakup za vlastitu proizvodnu jedinicu i strojevi ako se njima koriste treće strane
- zakup stanova u vlasništvu poduzeća
- primanja za licencije
- primanja od objekata namijenjenih osoblju (npr. tvorničke kantine)
- nabavke proizvoda i usluga unutar promatrane jedinice
- prodaja vlastite zemlje i fiksne imovine
- prodaja ili zakup vlastitog imetka
- prodaja udjela
- primici od kamata i dividendi
- subvencije
- ostali izvanredni prihod.

Te stavke mogu biti također uključene u promet samo ako nastaju u glavnom području poslovanja.

Provizija se iskazuje kao promet u djelatnostima posredovanja (agencijski i slični poslovi).

Izvještajna jedinica iskazuje ukupan promet od svih svojih djelatnosti, kako od glavne tako i od sporednih djelatnosti, ako ih obavlja, osim izvještajnih jedinica koje su prema pretežnoj djelatnosti registrirane izvan odjeljka 47, koje iskazuju samo promet od djelatnosti Trgovine na malo.

Trgovačke struke određuje pretežni asortiman prodaje (skupina proizvođa Trgovine na malo od koje poslovni subjekt ostvaruje najveći promet), a temelje se na NKD-u 2007.

3.9. Obuhvat izvještajnih jedinica

Budući da u praksi nije moguće prikupljati podatke od svih poslovnih subjektata iz određene djelatnosti, podaci se prikupljaju uzorkom.

Subject to the treatment of income classified as other operating income, financial income and extraordinary income in company accounts, the items generally excluded are:

- commissions
- leases and rentals
- leases for own production units and machines if used by third parties
- leases of company-owned dwellings
- receipts for licence-fees
- receipts from staff facilities (for example from a factory canteen)
- the supply of products and services within the observation unit
- sales of own land and fixed assets
- sales or leases of own properties
- sales of shares
- interest receipts and dividends
- subsidies
- other extraordinary income.

The above items may be included if they generate turnover in the principle field of operation of the observation unit.

Commission is expressed as a turnover in mediation activities (activities of agencies etc.).

A reporting unit presents the overall turnover from its activities, both from principal and secondary ones if any, apart from reporting units that are according to their main activity registered outside the division 47, that express only turnover from Retail trade.

Trading groups are defined by prevailing sale assortment (group of products of Retail trade where the business entity realises the highest turnover) also based in NKD 2007.

3.9. Coverage of reporting units

Since practically it is not possible to collect data from all business entities in a particularly activity, data is collected based on a sample.
Uzorkom su obuhvaćeni svi veliki i srednje veliki poslovni subjekti iz okvira za izbor uzorka te mali i vrlo mali poslovni subjekti izabrani slučajnim stratificiranim uzorkom.

Kriterij za određivanje veličine poslovnog subjekta jest broj zaposlenih. Prema veličini poslovnog subjekta razvrstani su na sljedeći način:

- razred veličine * neznan broj zaposlenih, novoregistrirani poslovni subjekti
- razred veličine 1: 0 – 4 zaposlena
- razred veličine 2: 5 – 9 zaposlenih
- razred veličine 3: 10 – 19 zaposlenih
- razred veličine 4: 20 – 49 zaposlenih
- razred veličine 5: 50 – 99 zaposlenih
- razred veličine 6: 100 – 249 zaposlenih
- razred veličine 7: 250 i više zaposlenih.

3.10. Okvir za uzorak i nacrta uzorka


Okvir za 2012. sastoji se od 19 374 jedinice, a u uzorak su izabrane 3 384 jedinice.

Veličina uzorka n_h za stratum h malih poduzeća određena je proporcionalno broju zaposlenih u jedinicama iz okvira izbora koje pripadaju tom stratumu pod uvjetom da je zadovoljena minimalna veličina uzorka (25 jedinica) u stratumu:

\[ n_h = n \times \frac{\sum emp_i}{\sum emp_i} \]

gdje je n očekivanu ukupna veličina uzorka za stratum malih poduzeća, \( n = \Sigma n_h \), a emp_i je

The sample includes all large and medium sized business entities from the sample framework and small and very small business entities selected by the random stratified sample.

The criteria for defining the size of a business entity is the number of persons in employment. By size, business entities are classified as follows:

- Size class * unknown number of persons in employment
- Size class 1: 0 – 4 persons in employment
- Size class 2: 5 – 9 persons in employment
- Size class 3: 10 – 19 persons in employment
- Size class 4: 20 – 49 persons in employment
- Size class 5: 50 – 99 persons in employment
- Size class 6: 100 – 249 persons in employment
- Size class 7: 250 and more persons in employment.

3.10. Sample design

Sample was selected based on the framework that includes the entire population. To form the framework, Statistical Business Register was used. The framework consists of active business entities or their parts registered in the Section G of NKD 2007, those whose active status was determined according to data of Taxpayers Registry (annual income tax return statement 2010), according to data of Annual Financial Reports Registry of FINA (for 2010), and according to data in three-months databases of value added taxpayers of the Tax Administration Office in 2011.

Framework for 2012 consists of 19 374 units and for the sample 3 384 units were selected.

Sample size n_h for the stratum h of the small companies is determined proportionally to the number of employees in units of the selected framework that belong to the same stratum under condition that the minimal size of the sample is satisfied (25 units) in the stratum:

\[ n_h = n \times \frac{\sum emp_i}{\sum emp_i} \]

where n is the expected total size of the sample for the stratum of small companies.
broj zaposlenih u stratumu \( h \). U stratumima gdje bi uzorak bio veći od populacije, veličina uzorka jednaka je veličini populacije; u stratumima gdje je izračunana veličina uzorka manja od 25, ako je i veličina populacije manja od 25, uzorak je jednak populaciji, a ako je veličina populacije veća ili jednaka 25, veličina uzorka je 25. Očekivana veličina uzorka bila je 3 300 jedinica.

### Alokacija uzorka za 2012. prema pretežnim djelatnostima:

<table>
<thead>
<tr>
<th>Šifra djelatnosti odnosno agregata NKD-a 2007.</th>
<th>Broj jedinica u populaciji (okviru)</th>
<th>Broj izabranih jedinica</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ukupno</td>
<td>19 374</td>
<td>3 384</td>
</tr>
<tr>
<td>47.11</td>
<td>3 360</td>
<td>539</td>
</tr>
<tr>
<td>47.19</td>
<td>2 944</td>
<td>429</td>
</tr>
<tr>
<td>47.2</td>
<td>963</td>
<td>181</td>
</tr>
<tr>
<td>47.3</td>
<td>114</td>
<td>97</td>
</tr>
<tr>
<td>47.73 + 47.74 + 47.75</td>
<td>575</td>
<td>213</td>
</tr>
<tr>
<td>47.51 + 47.71 + 47.72</td>
<td>2 628</td>
<td>408</td>
</tr>
<tr>
<td>47.43 + 47.52 + 47.54 + 47.59 + 47.63</td>
<td>1 440</td>
<td>310</td>
</tr>
<tr>
<td>47.41 + 47.42 + 47.53 + 47.56 + 47.64 + 47.65 + 47.76 + 47.77 + 47.78</td>
<td>2 912</td>
<td>376</td>
</tr>
<tr>
<td>47.91</td>
<td>224</td>
<td>69</td>
</tr>
<tr>
<td>47.79 + 47.8 + 47.99</td>
<td>3 167</td>
<td>244</td>
</tr>
<tr>
<td>Sporedna djelatnost u odjeljku 47</td>
<td>630</td>
<td>204</td>
</tr>
<tr>
<td>Ostale trgovinske djelatnosti</td>
<td>415</td>
<td>317</td>
</tr>
<tr>
<td>Netrgovinske djelatnosti</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

### 3.11. Obrada podataka

Podaci se prikupljaju na osnovi uzorka, a zatim se iz tih podataka u skladu s odgovarajućom statističkom metodologijom procjenjuje cijela promatrana populacija. Osnova za procjene jesu podaci poslovnih subjekata koji su uključeni u istraživanje i koji su dostavili podatke. Ti se podaci zatim s pomoću pondera (težina) preračunaju za

\[
 n = \sum n_i, \quad \text{and} \quad \text{emp}_i \quad \text{is the number of employees in the stratum } h. \]

In stratum where the sample is larger than the population, the sample size is equal to the population size, in stratum where the calculated sample size is lesser than 25 and if the populations size is lesser than 25, the sample is equal to the population and if the population size is larger or equal to 25, the sample size is 25. The expected sample size was 3 300 units.

### 3.11. Data processing

Data are collected on sample basis, after which they are used for the estimation of the whole monitored population in line with the respective statistical methodology. The basis for estimates is data obtained from business entities included in the survey, who submitted data. These data are then recalculated by using ponders (weights) for the whole target.
Cijelu ciljnu populaciju. Ponder se računa kao umnožak pondera iz uzorka i pondera neodgovora. Ponder iz uzorka izračunan je kao reciprocna vrijednost vjerojatnosti izbora, a ponder neodgovora kao odnos između broja jedinica u uzorku te broja jedinica koje su odgovorile i neodgovarajućih jedinica. Kod netipičnih podataka (iznimno velikih ili iznimno malih vrijednosti u stratumu) tako izračunan ponder množi se i ponderom koji smanjuje njihov utjecaj na konačne procjene. Ponderiranje se provodi po stratumima koji su definirani skupinom djelatnosti i veličinskim razredom poduzeća.

Neke jedinice koje su izabrane u uzorak ne odgovaraju zahtjevima istraživanja zbog načina izbora uzorka, reorganizacija ili drugih promjena u svom poslovanju (ioš nisu počele poslovati ili su preostale poslovati, u stečaju su, ne obavljaju promatrane djelatnosti itd.). Sve takve jedinice smatraju se neodgovarajućima. Odnos između broja jedinica koje odgovaraju zahtjevima i broja odgovora i neodgovora jedinica. Kod netipičnih podataka (iznimno velikih ili iznimno malih vrijednosti u stratumu) tako izračunan ponder množi se i ponderom koji smanjuje njihov utjecaj na konačne procjene. Ponderiranje se provodi po stratumima koji su definirani skupinom djelatnosti i veličinskim razredom poduzeća.

Također, u svakome se mjesecu mijenja i broj jedinica koje su odgovorile na upitnik. One jedinice koje nisu odgovorile (iako su prihvatljive, та is, those which run business, are counted as non-response) broje se kao manjkajući odgovor. Jedinicama koje ne odgovore na upitnik pripisuju se podaci uzimajući u obzir njihove podatke o prometu koje su iskazale u prethodnom mjesecu i s obzirom na izračunani prosječni omjer između prometa iskazanih u tekućem i prethodnom mjesecu onih poduzeća u istom stratumu koja su odgovorila. Imputacija se provodi uvijek u okviru svakoga pojedinog stratuma. Ako poduzeće koje je u uzorku novo ne odgovori na upitnik, njegovi podaci procjenjuju se s pomoću preostalih odgovora iz samih stratuma i registarskih podataka tog poduzeća.

Podaci su ponderirani zbog različitih vjerojatnosti izbora jedinice u uzorak, a ponderer su još korigirani s obzirom na omjer novonastalih poduzeća i poduzeća iz okvira koja su prestala s radom.
3.12. Status jedinice u uzorku

Računalni slog za svaku jedinicu u uzorku sadrži šifru statusa koja je pridružena svakoj jedinici u uzorku u svakom razdoblju istraživanja.

Za određivanje statusa izvještajnih jedinica upotrebljava se sljedeći šifarnik:

status 0 – posluje, odbija dostaviti izvještaj
status 1 – posluje, dostavio izvještaj
status 2 – ne posluje, prestao s radom
status 3 – ne bavi se distributivnom trgovinom
status 4 – miruje
status 5 – u likvidaciji
status 6 – neisporučen obrazac
status 7 – izvan obuhvata istraživanja (ne bavi se Trgovinom na malo, ali obavlja druge trgovinske djelatnosti)
status 9 – ostali razlozi (pripajanje i slične organizacijske promjene).

3.12. Status of entity in the sample

Computer record has a status code for every entity in the sample. That code is related to every unit in the sample in every period of survey.

In order to define the status of reporting units, the following codes are used:

status 0 – runs business, refuses to submit a report
status 1 – runs business, submits report
status 2 – stopped running business
status 3 – not engaged in distributive trades activities
status 4 – dormant
status 5 – bankruptcy, liquidation
status 6 – undeliverable questionnaire
status 7 – outside the survey range (does not perform Retail trade, but it performs other trade activities)
status 9 – other reasons (merger or other organisational changes).

3.13. Preciznost procjena

Budući da u istraživanje nisu uključene sve jedinice ciljne populacije, nego je riječ o slučajno izabranom uzorku jedinica, pri procjenama se pojavljuju uzorakove pogreške. Na veličinu uzorakove pogreške utječe dizajn uzorka, veličina uzorka i varijabilnost podataka.

Procjenjuje li se na osnovi uzorka neka karakteristika osnovnog skupa, različiti uzorci daju i različite (slične) vrijednosti procjene. Stoga se s određenim načinom izbora uzorka i procjenjivanja povezuju veličine kao što su standardna pogreška (koja kvadrirana daje varijancu) i koeficijent varijacije. Standardna pogreška jest apsolutni pokazatelj raspršenosti procjena neke karakteristike osnovnog skupa koje bi se dobile za sve različite uzorke iz osnovnog skupa oko stvarne vrijednosti te karakteristike osnovnog skupa. Zbog toga su jasna nastojanja da se uzorak izabere i karakteristika osnovnog skupa procijeni tako da standardna pogreška bude što manja. Koeficijent varijacije jest relativna mjera (postotak) preciznosti.

3.13. Accuracy of estimates

Since the survey does not include all units of a target population but rather a randomly selected sample of units, there are sample errors that may occur in estimations. The size of the sample error is conditioned by a sample design, sample size and variability of the data.

If a certain characteristic of a basic set is estimated on the sample basis, different samples would not provide identical but only similar estimation values. Therefore, a specific method of a sample selection and estimation is used in connecting values such as a standard error (which, if squared, gives a variance) and a variation coefficient. The standard error is an absolute indicator of a dispersion of estimates from real values of a particular characteristic of a basic set, which would be obtained for all different samples in the basic set. Therefore, there are understandable efforts to select a sample and to estimate a characteristic of a basic set in a way that would make a standard error as small as possible. A variation coefficient is a
Preciznost. Na manje precizne procjene upućuje se tako da ih se označi posebnom oznakom ili se procjena uopće ne objavljuje.

Procjene s koeficijentom varijacije:
- manjim od 0,15 (CV < = 0,15) su dovoljno precizne i objavljene bez ograničenja
- od 0,15 do 0,30 (0,15 < CV < = 0,30) su manje precizne i upisane u zagradi
- većim od 0,30 (CV > 0,30) su premalo precizne za objavu i umjesto procjene upisana je točka (.).

3.14. Način iskazivanja rezultata

Rezultati se objавljaju kao nominalni indeksi, tj. indeksi prometa iskazanog u tekum čijenama iz kojeg nije isključen utjecaj promjene cijena te kao realni indeksi, tj. indeksi prometa iz kojega je uklonjen utjecaj promjene cijena. Indeksi se iskazuju u trima oblicima:
- originalni (neprilagođeni) indeksi
- sezonski prilagođeni indeksi (SA)
- kalendarski prilagođeni indeksi (WDA).

Indeksi nominalnog prometa u originalnom, nepriključenom iznosu za tekući mjesec izračunavaju se u odnosu na prosječne bazne godine \(I_{M_{t,N}}\), zatim u odnosu na isto razdoblje prethodne godine \(I_{M_{t-12,N}}\) i u odnosu na prethodni mjesec \(I_{M_{t-1,N}}\).

Sezonski i kalendarski utjecaji uklanjaju se iz indeksa metodom Tramo/Seats, na temelj ARIMA modela. Modeli se svake godine ispitivaju i provjeravaju. Pritom se u obzir uzima raspoloživo razdoblje. Ako je model neprikladno, postoji socijalna promjena budeta što manje. U podacima su prikazane originalne vrijednosti indeksa (nepriključene serije), vrijednosti iz kojih su izlučeni sezoneki

relative measure (percentage) of the accuracy of an estimate. Along with these measures, a lower and upper limit of a confidence interval are calculated.

Estimates with a variation coefficient:
- less than 0.15 (CV < = 0.15) are accurate enough to be published without limits
- from 0.15 to 0.30 (0.15 < CV < = 0.30) are less accurate and are put into parenthesis
- more than 0.30 (CV > 0.30) are not accurate enough to be published, so a dot is put into parenthesis instead of an estimate (.)

3.14. Method of presenting of results

Results are issued in the form of nominal turnover indices, that is, turnover expressed in current prices from which an effect of a price change is not excluded, and as deflated indices from which the effect of a price change is excluded. Indices are presented in three forms:
- original (unadjusted) indices
- seasonally adjusted indices (SA)
- working-day adjusted indices (WDA).

Nominal turnover indices in original, unadjusted amount for a current month are calculated in relation to the average of a base year \(I_{M_{t,N}}\), then in relation to the same period of a previous year \(I_{M_{t-12,N}}\) and finally in relation to a previous month \(I_{M_{t-1,N}}\).

Seasonal and calendar effects are removed from indices by using the Tramo/Seats method, which is based on ARIMA models. Models are thoroughly checked every year, in which the available period is taken into account. If the model has to be changed, every effort is made for changes to be as small as possible. Data show original values of indices (unadjusted series), values from
 which seasonal and calendar effects are removed (seasonally adjusted values) and working-day values.

Working-day adjusted values are those from which calendar effects have been removed. Calendar effects include the working-day effect, holiday effect (including Christmas) and a leap-year effect. These effects are removed only from time series in which they are statistically significant.

Seasonally adjusted values are those that contain only trend cycle and random components. Working-day adjusted values are those according to agreement, the seasonal adjustment is always applied to data that have been previously calendar adjusted.

Adding new monthly data in the series can lead to change in seasonally and calendar adjusted indices for previous periods.

Indirect method of the seasonal and calendar adjustments is used, which means that only indices calculated in relation to the base year average are seasonally and calendar adjusted.

Indices for a current month in relation to the same period of a previous year (I_Mt, WDA) are calendar adjusted, that is, the calendar effect is excluded. They are calculated according to the following formula:

\[ I_{\text{BAZ}_{t,WDA}} = \frac{I_{\text{BAZ}_{t-12,WDA}}}{I_{\text{BAZ}_{t,12,WDA}}} \times 100 \]

Indices for a current month in relation to a previous month (chain indices, I_VERt,SA) are seasonally adjusted, that is, the seasonal effect is excluded, but only after the calendar effect has been excluded. They are calculated according to the following formula:

\[ I_{\text{BAZ}_{t,SA}} = \frac{I_{\text{BAZ}_{t,SA}}}{I_{\text{BAZ}_{t-1,SA}}} \times 100 \]
Metodološke upute / Methodological Guidelines 69/2012.

u kojoj je:

\[ \begin{align*}
\text{t} & \quad \text{mjesec} \\
\text{t-1} & \quad \text{prethodni mjesec} \\
\text{t-12} & \quad \text{ist mjesec prethodne godine} \\
\end{align*} \]

\[ \begin{align*}
I_{MINDA} & \quad \text{indeksi prometa tekućeg mjeseca u odnosu na isti mjesec prethodne godine prilagođeni broju radnih dana (isključen je utjecaj kalendara)} \\
I_{VER,SA} & \quad \text{indeksi prometa tekućeg mjeseca u odnosu na prethodni mjesec (isključeni su utjecaj sezone i utjecaj kalendara)} \\
I_{BAZ, WDA} & \quad \text{indeksi prometa tekućeg mjeseca u odnosu na prosjek bazne godine, prilagođeni broju radnih dana (isključen je utjecaj kalendara)} \\
I_{BAZ, SA} & \quad \text{indeksi prometa tekućeg mjeseca u odnosu na prosjek bazne godine (isključeni su utjecaj sezone, a prethodno i utjecaj kalendara).} \\
\end{align*} \]

3.15. Učestalost prikupljanja i objavljivanja podataka

Referentno razdoblje jest razdoblje za koje se prikupljaju i objavljaju podaci (prethodni mjesec).

Podaci se objavljaju mjesečno. Prvi rezultati (indeksi na razini ukupne djelatnosti) objavljaju se u pravilu 30 dana po isteku referentnog razdoblja (t+30) na internetskim stranicama Državnog zavoda za statistiku i u tom se roku dostavljaju Eurostatu. Konačni i detaljniji podaci objavljaju se u Priopćenju nakon dva tjedna. Objavljeni podaci mogu se naknadno revidirati, i to do jedne godine nakon isteka referentnog razdoblja.

Razlozi za revidiranje podataka mogu biti:

- sve izvještajne jedinice ne dostavljaju podatke do propisanog roka pa se njihov promet procjenjuje; ove se procjene poslije zamijene originalnim podacima koje pošalje izvještajna jedinica
- iako dostave podatke do roka, neke izvještajne jedinice dostavljaju prethodne podatke koje su sami procijenili jer još ne raspolažu stvarnim podacima o prometu za prethodni mjesec.

3.15. Frequency of data collection and publishing

Reference period is a period for which data are collected and published (previous month).

Data are published on a monthly basis. The first results (indices on the level of overall activity) are, as a rule, published 30 days after the end of a reference period (t+30), on the web pages of CBS and at the same time data are sent to Eurostat. Final and detailed data are published in the First Release after two weeks. The published data can be additionally revised up until one year after the expiry of the reference period.

Reasons for revision of data can include the following:

- all reporting units don’t submit data within the deadline, therefore their turnover is estimated, these estimates are later replaced with the original data sent by the reporting unit
- although reporting units submit data within the deadline, some reporting units submit preliminary data that are their own estimates because at that moment they don’t have exact data on turnover for the previous month.
3.16. Objavljivanje rezultata prema Nacionalnoj klasifikaciji djelatnosti


Podaci za trgovinu na malo nisu bili podložni važnijim promjenama u klasifikaciji i sastojali su se u sljedećem:

- iz bivšeg odjeljka 52 Trgovina na malo isključena je djelatnost popravka (skupina 52.7) tako da se više ne prati u okviru Trgovine na malo, tj. u sadašnjem odjeljku 47
- nekadašnja skupina 50.3 Trgovina na malo motornim gorivima koja sada nosi oznaku 47.3 prebačena je u Trgovinu na malo, tj. sad se prati u okviru odjeljka 47; serija za tu djelatnost je osigurana jer je Državni zavod za statistiku i dosada prikupljao ove podatke u okviru mjesečnog istraživanja.


3.17. Međunarodno usporedivi podaci

Podaci o prometu uslužnih djelatnosti, pa tako i o prometu u trgovini na malo međunarodno su usporedivi na razini Europske unije. Eurostat mjesečno preuzima indekse

3.16. Publishing of results according to the National Classification of Activities

Since 1 January 2008, a new classification of activities, NACE Rev. 2., has been introduced in all EU Member States, which replaced the classification version NACE Rev. 1.1. In the Republic of Croatia, the national version of NACE Rev. 2. has been introduced under the title NKD 2007. which is completely in line with the European classification of activities. The new classification introduces many changes and additions caused by structural changes in economy in recent years. The change in the very structure of the classification is very important because the subsection level is completely removed (two-letter classification level).

Data on retail trade were not subject to major changes in the classification and they consisted of the following:

- from the former division 52 Retail trade the activity of repairs (group 52.7) was excluded; thus it is no longer monitored within the Retail trade but in the current division 47
- former group 50.3 Retail trade with motor fuels that currently has the code 47.3 was removed to Retail trade and is currently monitored within division 47; series for that activity is secured due to the fact that CBS had so far collected the mentioned data as part of the monthly survey.

Back casting of time series from the NKD 2002. version to the NKD 2007. version was done at the micro level for legal entities by linking to the Statistical Business Register and by taking over of new activity codes for each business entity from 2005 onwards, and at the macro level (by using the correlation tables between the old and new classification) for the previous years.

3.17. Internationally comparable data

Data on the turnover from service activities are internationally comparable at the EU level, and so are data on retail trade turnover. Eurostat takes over turnover indices on
prometa, izračunane u odnosu na baznu godinu (u originalnom obliku, desezonirane, prilagođene broju radnih dana te u obliku trend-indeksa).

Samo dio podataka koje obrađuje i objavljuje Državni zavod za statistiku na bazi ovog istraživanja redovito se mjesečno dostavlja Eurostatu. To su podaci koji se odnose na ukupan promet poslovnih subjekata kojima je Trgovina na malo pretežna djelatnost, tj. razvrstani su u odjeljak 47 NKD-a 2007. (u obliku nominalnih i realnih izvornih, desezoniranih, kalendarski prilagođenih i trend-indeksa na bazi 2005.).

Podaci za članice Europske unije i Republike Hrvatsku mogu se naći u Eurostatovoj bazi podataka na internetskoj stranici http://epp.eurostat.ec.europa.eu/portal/page/eurostat/home, i to:

Statistics Database
Industry, trade and services
Short-term business statistics
Trade and services.

4. LITERATURA


Metodologija kratkoročnih poslovnih statistika, Tumačenje i smjernice, Eurostat, izdanje 2006.

Priopćenje br. 15.1.2. Strukturno-poslovni pokazatelji poduzeća u 2009., DZS


5. PRILOZI

Prilog 1. OBRAZAC TRG-1
**MJESEČNI IZVJEŠTAJ TRGOVINE NA MALO**

Obrazac TRG-1

Obavljanje se prvenstveno na temelju Zakona o službenoj statistici (NN, br. 103/03 i 75/09.). Odabranje davanja podataka, davanje nepotpunih i netočnih podataka ili nečuvanje podataka u propisanom roku povlači kaznenu odredbe iz članaka 69. i 70. navedenog zakona.

Podaci koje dajete u ovom izvještaju koristite se uključeno za statističke suradne i neće se objavljivati kao pojedinačni.

<table>
<thead>
<tr>
<th>Vrsta posla</th>
<th>1501</th>
<th>Razdoblje</th>
<th>Godina</th>
<th>20</th>
<th>Redni broj iz Adresa</th>
</tr>
</thead>
</table>

**IME (tvrtka)**

**OIB**

**Matični broj**

**Županija**

**Grad/općina**

**Naselje, ulica i broj**

**Djelatnost NKD-a 2007.**

**Molimo da ispunite dolje tražene podatke u tisućama kuna.**

<table>
<thead>
<tr>
<th>Predizvještajni mjesec</th>
<th>Ukupno (s PDV-om)</th>
<th>Samo iznos PDV-a</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. mjesec</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. mjesec</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Izvještajni mjesec**

<table>
<thead>
<tr>
<th>Promet u trgovini na malo</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Promet od ostalih djelatnosti</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Zalihe u trgovini na malo</th>
<th></th>
</tr>
</thead>
</table>

Molimo da u ovaj prostor navedete obrazloženje bilo kakve neubrojene promjene podataka u odnosu na prethodno razdoblje.

**Molimo da upišete podatke o osobi s kojom možemo kontaktirati u vezi s ovim izvještajem.**

**Ime i prezime**

**Telefon**

**Elektronička pošta**

**Telefaks**

**Datum**

**Izvještaj sastavio**

**Izvještaj odobrio**

**M. P.**

Okrenite
**UPUTE ZA ISPUNJAVANJE OBRASCA**

Obrazac ispunjavaju svi poslovni subjekti koji su navedeni u adresaru izvještajnih jedinica Državnog zavoda za statistiku, a prema glavnoj djelatnosti razvrstani su u djelatnost trgovine na malo. Također su uključeni svi poslovni subjekti koji su prema glavnoj djelatnosti razvrstani u druge djelatnosti, ali obavljaju trgovinu na malo. Mala poduzeća i obrtnici izabrani su uzorkom.

**Promet od trgovine na malo** obuhvaća vrijednost svih roba prodanih stanovništvu za osobnu uporabu ili za uporabu u kućanstvu.

**Promet od ostalih djelatnosti** obuhvaća vrijednost svih ostalih prodanih proizvoda i usluga na tržištu (trgovina na veliko, posređovanje u trgovini na veliko, popravci, ugostiteljstvo i ostale djelatnosti).

**PDV** obuhvaća porez na dodanu vrijednost koji je obračunan kupcu.

Poslovni subjekti koji su prema pretežnosti registrirani u djelatnosti u odjeljku 47 Nacionalne klasifikacije djelatnosti – NKD 2007. (NN, br. 58/07.) iskazuju promet od trgovine na malo i promet od ostalih djelatnosti (ako ga ostvaruju). Poslovni subjekti koji su prema pretežnosti registrirani izvan djelatnosti odjeljka 47 iskazuju samo promet ostvaren od trgovine na malo.

Obrazac se ispunjava u tri primjerka. Jedan zadržavate za svoje potrebe, a druga dva dostavljate nadležnom statističkom tijelu.

Podaci dobiveni ovim istraživanjem vrlo su važni za cjelokupno gospodarstvo Republike Hrvatske. Stoga je osobito važno da se držite rokova pri ispunjavanju i slanju ovog obrasca kako bi smo na vrijeme mogli objaviti rezultate.

Za sve dodatne informacije možete se konzultirati s područnim jedinicama Državnog zavoda za statistiku u županijama i upravnim tijelom Grada Zagreba nadležnim za poslove statistike ili izravno s Državnim zavodom za statistiku Republike Hrvatske, Odjelom statistike trgovine i ostalih usluga, na telefonske brojeve (01) 4806-119 i 4806-264.

Podatke možete dostaviti i telefonskom na telefonske brojeve: (01) 4873-680 i 4806-299 ili elektroničkom poštom na adresu: trg1@dzes.hr. Na istoj adresi možete zatražiti obrazac u formatima Word ili Excel.

---

**TRGOVINSKE STRUKNE ZA TRGOVINU NA MALO**

| 61 Knjige                                      | 62 Novine, papirnata roba i pisaći pribor |
| 63 Glazbeni i videozapisi                      | 64 Spotska oprema, pribor i oprema za ribolov i kampiranje |
| 65 Igre i igračke                               | 71 Odjelni predmeti                        |
| 72 Obuća i kožni proizvodi                     | 73 Lijekove                                 |
| 74 Medicinski i ortopedski proizvodi           | 75 Kosmetički i toaletni proizvodi         |
| 76 Cvjeće, sadnice, sjemenje, gnocino, kučni ljubimci i hrana za kućne ljubimce | 77 Sabo i nakit |
| 78 Ostala trgovina na malo u specijaliziranim proizvodnji | 79 Rabljena roba  |
| 81 Trgovina na štabovima i šbrinici hranom, pićima i duhanskim proizvodima | 82 Trgovina na štabovima i šbrinici tekstilom, odjećom i obućom |
| 89 Trgovina na štabovima i šbrinici ostalom robom | 91 Trgovina poštoj, preko kataloga, interneta i televizije |
| 99 Ostala trgovina na malo izvan proizvodnji, štabova i šbrinica |  |
### Type of work
1. 5. 0. 1. 

<table>
<thead>
<tr>
<th>Period</th>
<th>Year</th>
<th>Number in the Address Book</th>
</tr>
</thead>
</table>

NAME (Company)

Personal identification number OIB

Identification number (MB)

County

City/Municipality

Settlement, address

NKD 2007. Activity

Please fill in the information in thousand Kuna.

#### Month prior to report

<table>
<thead>
<tr>
<th>Total (including VAT)</th>
<th>Only VAT amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Turnover in retail sales</td>
<td></td>
</tr>
<tr>
<td>Turnover in other activities</td>
<td></td>
</tr>
</tbody>
</table>

#### Month of the report

<table>
<thead>
<tr>
<th>Turnover in retail sales</th>
<th>Stock in retail sales</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please use this area to give the explanation of any unusual changes in data in relation to the previous period.

Please provide information for the contact person for this report.

Name and Surname

Telephone

E-mail

Fax

Date

Report made by

Report approved by

M. P.
INSTRUCTIONS FOR FILLING IN THE REPORT

Reports are submitted by all business entities listed in the Address Book of Reporting Units of the Croatian Bureau of Statistics that are classified by their principal activity into Retail Trade. Also included are all business subjects classified by their principal activity in other activities, but performing Retail trade. Small companies and traders are selected based on a sample method.

Turnover in Retail trade includes the value of all the goods sold to the population for their personal or domestic use.

Turnover in other activities includes the value of all other sold goods and services at the market (wholesale trade, commission in wholesale and retail trade, repairs, catering and other activities).

VAT includes value added tax charged to the buyer.

Business entities that are according to their principal activity listed in the division 47 of the National Classification of Activities 2007 (official Gazette no. 59/07) present the retail trade turnover and turnover in other activities (if any). Business subjects that are according to their principal activity registered outside activities listed in division 47 present only the retail trade turnover.

The form is filled in three copies. One you keep and the other two are submitted to the competent statistical body.

Data collected in this survey are very important for the entire economy of the Croatian Republic. It is therefore extremely important to stick to the deadlines in filling in and submitting this form in order for data to be published timely.

For all additional information please do not hesitate to contact the branch offices of the Central Bureau of Statistics in counties and the administrative body of the City of Zagreb competent for official statistics affairs or directly to the Croatian Bureau of Statistics, the Trade and Other Services Statistics Department, by the following phone nos.: (01) 4806-119 and 4806-264.

You may also submit data by fax nos.: (01) 4873-680 and 4806-299, or by e-mail: trg1@dsz.hr. At the same address you may also request the questionnaire in Word or Excel Format.

Please mark only one square with the symbol “x” placed in front of the Retail trade product group where the business entity realises the highest turnover:

RETAIL TRADE GROUPS

- 01 Motor vehicles
- 03 Parts and equipment for motor vehicles
- 04 Motorcycles and parts
- 11 Non-specialised stores with predominantly groceries
- 19 Other non-specialised stores
- 21 Fruit and vegetables
- 22 Meat and meat products
- 23 Fish, shellfish and crustaceans
- 24 Bread, pastry, pasta and sweet
- 25 Alcohol and other beverages
- 26 Tobacco products
- 27 Other foodstuffs in specialised stores
- 30 Motor fuels and lubricants
- 41 Computers, peripheral units and software
- 42 Telecommunication equipment
- 43 Audio and video equipment
- 51 Textiles
- 52 Iron goods, colours and glass
- 53 Carpets, mats, wall and floor covering
- 54 Electric household appliances
- 59 Furniture, light equipment and other household products
- 59 Books
- 52 Newspapers, paper goods and writing equipment
- 53 Music and video recordings
- 54 Sports equipment, fishing and camping accessories and equipment
- 55 Games and toys
- 71 Clothing
- 72 Footwear and leather products
- 73 Chemists
- 74 Medical and orthopaedic products
- 75 Cosmetic and hygienic products
- 76 Flowers, plants, seeds, fertiliser, pets and pet food
- 77 Watches and jewellery
- 78 Other retail trade in specialised stores
- 79 Second-hand goods
- 81 Trade with food, drinks and tobacco on stands and markets
- 82 Trade with textile, clothes and shoes on stands and markets
- 89 Trade with other goods on stands and markets
- 91 Trade by mail, via catalogues, internet and TV
- 99 Other retail trade, outside stores, stands and markets
DODATAK C
TRGOVINA NA MALO

(a) Područje primjene
Ovaj se prilog primjenjuje na djelatnosti navedene u odjeljku 47 NACE-a Rev. 2.

(b) Jedinica promatranja
1. Jedinica promatranja za sve varijable u ovom prilogu je poduzeće.
2. Upotreba ostalih jedinica promatranja određuje se u skladu s postupkom iz članka 18.

(c) Popis varijabli
1. Statistike u ovom prilogu sadrže sljedeće varijable:

<table>
<thead>
<tr>
<th>Varijabla</th>
<th>Naziv</th>
</tr>
</thead>
<tbody>
<tr>
<td>120</td>
<td>Promet</td>
</tr>
<tr>
<td>210</td>
<td>Broj zaposlenih</td>
</tr>
<tr>
<td>330</td>
<td>Deflator prodaje</td>
</tr>
</tbody>
</table>

2. Umjesto deflatora prodaje (br. 330) mogu se izračunati informacije o obujmu prodaje (br. 123).
3. Počevši od prvoga izvještajnog razdoblja, informacije o zaposlenim osobama (br. 210) se procjenjuju prema broju zaposlenika (br. 211). Ta se procjena dopušta za razdoblje od pet godina od datuma stupanja na snagu ove uredbe. Spomenuto se razdoblje produžuje za najviše pet sljedećih godina, osim ako se ne odluči drugačije u skladu s postupkom iz članka 18.

Attachment 2

COUNCIL REGULATION (EC) No 1165/98 concerning short-term statistics (amended), ANNEX C (RETAIL TRADE)

(a) Scope
This Annex applies to the activities listed in division 47 of NACE Rev. 2.

(b) Observation unit
1. The observation unit for all variables in this Annex is the enterprise.
2. The use of other observation units can be decided in accordance with the procedure laid down in Article 18.

(c) List of variables
1. The statistics in this Annex comprise the following variables:

<table>
<thead>
<tr>
<th>Variable</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>120</td>
<td>Turnover</td>
</tr>
<tr>
<td>210</td>
<td>Number of persons employed</td>
</tr>
<tr>
<td>330</td>
<td>Deflator of sales</td>
</tr>
</tbody>
</table>

2. Instead of the sales deflator (No 330), the information on the volume of sales may be produced (No 123).
3. Starting from the beginning of the first reference period the information on persons employed (No 210) may be approximated by the number of employees (No 211). This approximation is permitted for a period of five years from the date of entry into force of the Regulation. This period shall be extended for up to five more years unless decided differently in accordance with the procedure laid down in Article 18.
4. Države članice provode studije koje uspostavljaju i pokreću Komisiju nakon savjetovanja s državama članicama. Uzimajući u obzir koristi od prikupljanja podataka u odnosu na troškove prikupljanja i teret koji to prikupljanje predstavlja izvještajnim jedinicama, provode se studije kako bi se:

(a) procijenila izvedivost dostave tromjesečne varijable koja se odnosi na sate rada (br. 220) za Trgovinu na malo
(b) procijenila izvedivost dostave tromjesečne varijable koja se odnosi na bruto plaće i nadnice (br. 230) za Trgovinu na malo

(c) utvrdila prikladna metodologija za prikupljanje podataka i izračun indeksa.


Djelujući u skladu s postupkom predviđenim u članku 18., Komisija najkasnije do 11. kolovoza 2008. odlučuje hoće li se pozvati na članak 17. točku (b) i od bazne godine 2010. uključiti varijablu koja se odnosi na sate rada (br. 220) i varijablu koja se odnosi na bruto plaće i nadnice (br. 230).

(d) Oblik

1. Sve se varijable dostavljaju u neprilagođenom obliku, ako su na raspolaganju.

2. Varijabla promet (br. 120) i varijabla obujam prodaje (br. 123) također se dostavljaju u obliku prilagođenom za broj radnih dana. Ako i na druge varijable utječu radni dani, države članice mogu i te varijable dostaviti u obliku prilagođenom za broj radnih dana. Popis varijabli koje se dostavljaju u obliku prilagođenom za broj radnih dana može se izmijeniti i dopuniti u skladu s postupkom predviđenim člankom 18.

3. Države članice mogu dodatno dostaviti desezonirane varijable te u obliku trend-indeksa. Ako države članice ne dostave podatke u ovim oblicima, Komisija (Eurostat) može proizvesti desezonirane serije i serije trend-indeksa za ove varijable.

4. Member States shall carry out studies instituted by the Commission and set up in consultation with the Member States. The studies shall be carried out taking into account the benefits of collecting the data in relation to the cost of collection and burden on business, in order to:

(a) assess the feasibility of transmitting a quarterly variable of hours worked (No 220) for Retail trade
(b) assess the feasibility of transmitting a quarterly variable of gross salaries and wages (No 230) for Retail trade
(c) define a suitable methodology for data collection and index calculation.

Member States shall submit a report on the results of the studies to the Commission no later than 11 August 2007.

Acting in accordance with the procedure laid down in Article 18, the Commission shall decide no later than 11 August 2008 whether to invoke Article 17(b) so as to include the variable hours worked (No 220) and the variable gross wages and salaries (No 230) with effect from base year 2010.

(d) Form

1. All variables are to be transmitted in an unadjusted form, if available.

2. The turnover variable (No 120) and the volume of sales variable (No 123) are also to be transmitted in a working-day adjusted form. Wherever other variables show working-day effects, Member States may also transmit those variables in working-day adjusted form. The list of variables to be transmitted in working-day adjusted form may be amended in accordance with the procedure laid down in Article 18.

3. In addition, Member States may transmit the variables seasonally adjusted and may also transmit the variables in the form of trend-cycles. Only if data are not transmitted in these forms, then (Eurostat) may produce seasonally adjusted and trend-cycle series for these variables.
4. Sve varijable dostavljaju se u obliku indeksa ili kao apsolutni iznosi.

(e) Izvještajno razdoblje

Primijeniti će se sljedeća izvještajna razdoblja:

<table>
<thead>
<tr>
<th>Varijabla</th>
<th>Izvještajno razdoblje</th>
</tr>
</thead>
<tbody>
<tr>
<td>120</td>
<td>mjesec</td>
</tr>
<tr>
<td>210</td>
<td>tromjeseće</td>
</tr>
<tr>
<td>330 ili 123</td>
<td>mjesec</td>
</tr>
</tbody>
</table>

(f) Razina raščlanjenosti

1. Varijabla promet (br. 120) i varijable deflator prodaje/obujam prodaje (br. 330/123) dostavljaju se u skladu s razinama raščlanjenosti podataka koje su utvrđene stavcima 2., 3. i 4. Varijabla koja se odnosi na broj zaposlenih osoba (broj 210) dostavlja se u skladu s razinom raščlanjenosti podataka koja je utvrđena stavkom 4.

2. Detaljna razina za pregrupirane razrede i skupine iz NACE-a Rev. 2:
   - Razred 47.11
   - Razred 47.19
   - Skupina 47.2
   - Skupina 47.3
   - Zbroj razreda (47.73, 47.74 i 47.75)
   - Zbroj razreda (47.51, 47.71 and 47.72)
   - Zbroj razreda (47.43, 47.52, 47.54, 47.59 i 47.63)
   - Zbroj razreda (47.41, 47.42, 47.53, 47.61, 47.62, 47.64, 47.65, 47.76, 47.77 i 47.78)
   - Razred 47.91

3. Agregirane razine pregrupiranih razreda i skupina iz NACE-a Rev. 2:
   - Zbroj razreda i skupina (47.11 i 47.2)
   - Zbroj razreda i skupina (47.19, 47.4, 47.5, 47.6, 47.7, 47.8 i 47.9)
   - Odjeljak 47
   - Odjeljak 47, osim 47.3

4. Odjeljak 47
   - Odjeljak 47, osim 47.3

5. Države članice, čiji ukupni prihod u odjeljku 47 klasifikacije NACE Rev. 2 u danoj baznoj godini čini manje od 1% ukupne

4. All other variables are to be transmitted either as an index or as absolute figures.

(e) Reference period

The following reference periods shall apply:

<table>
<thead>
<tr>
<th>Variable</th>
<th>Reference period</th>
</tr>
</thead>
<tbody>
<tr>
<td>120</td>
<td>month</td>
</tr>
<tr>
<td>210</td>
<td>quarter</td>
</tr>
<tr>
<td>330 or 123</td>
<td>month</td>
</tr>
</tbody>
</table>

(f) Level of detail

1. The turnover variable (No 120) and the deflator of sales/volume of sales variables (No 330/123) are to be transmitted according to the levels of detail defined in paragraphs 2, 3 and 4. Variable relating to the number of employees (No 210) is submitted in accordance with the level of data detail established by item 4.

2. Detailed level regrouping NACE Rev. 2 classes and groups:
   - Class 47.11
   - Class 47.19
   - Group 47.2
   - Group 47.3
   - Sum of Classes (47.73, 47.74 and 47.75)
   - Sum of Classes (47.51, 47.71 and 47.72)
   - Sum of Classes (47.43, 47.52, 47.54, 47.59 and 47.63)
   - Sum of Classes (47.41, 47.42, 47.53, 47.61, 47.62, 47.64, 47.65, 47.76, 47.77 and 47.78)
   - Class 47.91

3. Aggregate levels regrouping NACE Rev. 2 classes and groups:
   - Sum of Class and Group (47.11 and 47.2)
   - Sum of Groups and Classes (47.19, 47.4, 47.5, 47.6, 47.7, 47.8 and 47.9)
   - Division 47
   - Division 47, without 47.3

4. Division 47
   - Division 47, without 47.3

5. Those Member States whose turnover in division 47 of NACE Rev. 2 in a given base year represents less than 1% of the
vrijednosti Europske zajednice, moraju dostaviti samo varijablu prometa (br. 120) i varijable za deflator prodaje/obujam prodaje (br. 330/123) u skladu s razinama raščlanjenosti podataka koje su utvrđene stavkom 3.

(g) Rokovi za dostavu podataka

1. Varijabla prometa (br. 120) i varijable za deflator prodaje/obujam prodaje (br. 330/123) dostavljaju se u roku od dva mjeseca za razinu raščlanjenosti koje su utvrđene u stavku 2. u naslovu (f) ovog priloga. Za države članice, čiji ukupni prihod u odjeljku 47 NACE-a Rev. 2 u danoj baznoj godini čini manje od 3% ukupne vrijednosti Europske zajednice, rok za dostavu podataka može se produžiti za 15 dana.

2. Varijabla prometa (br. 120) i varijable za deflator prodaje/obujam prodaje (br. 330/123) dostavljaju se u roku od jednog mjeseca za razinu raščlanjenosti koja je utvrđena u stavku 3. u naslovu (f) ovog priloga. Države članice mogu sudjelovati u varijabli za promet i varijablama za deflator prodaje/obujam prodaje (br. 120 i 330/123) u skladu s raspodjelom u europskom planu uzorkovanja, kako je utvrđeno točkom (d) prvoga podstavka članka 4. stavka 2. Uvjeti raspodjele utvrđuju se u skladu s postupkom predviđenim člankom 18.

3. Varijabla koja se odnosi na broj zaposlenih osoba dostavlja se u roku od dva mjeseca po završetku izvještajnog razdoblja. Za države članice, čiji ukupni prihod u odjeljku 47 NACE-a Rev. 2 u danoj baznoj godini čini manje od 3% ukupne vrijednosti Europske zajednice, taj se rok može produžiti za 15 dana.

(h) Probine studije

Prioriteti pilot-studija jesu sljedeći:
1. osiguranje detaljnije raščlanbe po djelatnostima

European Community total, need only transmit the turnover variable (No 120) and the deflator of sales/volume of sales variables (No 330/123) according to the levels of detail defined in paragraph 3.

(g) Deadlines for data transmission

1. The turnover variable (No 120) and variable deflator of sales/volume of sales (No 330/123) are to be transmitted within two months in accordance with the level of data detail specified in paragraph 2 in heading (f) of this Annex. For Member States whose turnover in division 47 of NACE Rev. 2 in a given base year represents less than 3% of the European Community total, the deadline for data submission may be extended for 15 days.

2. The turnover variable (No 120) and variable deflator of sales/volume of sales (No 330/123) are to be transmitted within one month for the level of detail that is specified in paragraph 3 in heading (f) of this Annex. Member states can participate in the turnover variable (No 120) and variable deflator of sales/volume of sales (No 330/123) in accordance with the allocation of a European Sampling Scheme as established in point (d) of the first subparagraph of Article 4 (2). Conditions of distribution are determined in accordance with the procedure proscribed in article 18.

3. Variable related to the number of persons employed is transmitted within two months after the end of the reference period. For Member States whose turnover in division 47 of NACE Rev. 2 in a given base year represents less than 3% of the European Community total, the deadline for data submission can be extended for 15 days.

(h) Pilot studies

The priorities for the pilot studies are as follows:
1. to provide a more detailed activity breakdown
2. prikupljanje informacija o broju zaposlenika
3. upotreba jedinice prema vrsti djelatnosti kao jedinice promatranja
4. prikupljanje kratkoročnih informacija o stvaranju (rođenju) i nestajanju (smrti) poduzeća.

2. to collect data on the number of employees
3. to use kind-of-activity unit as observation unit
4. to collect short-term data on the births and deaths of enterprises.

(i) Prva izvještajna godina


(j) Prijelazno razdoblje
1. U skladu s postupkom iz članka 18. za varijablu broja zaposlenih osoba (br. 210) dopušta se prijelazno razdoblje od najviše tri godine. Prijelazno razdoblje može se produžiti na sljedeće dvije godine u skladu s postupkom iz članka 18.

2. U skladu s postupkom iz članka 18. za varijablu prometa (br. 120) na razini detaljnosti prema stavku 3. područja F dopušta se prijelazno razdoblje od najviše dvije godine.

3. U skladu s postupkom iz članka 18. za varijablu prometa (br. 120) na razini detaljnosti prema stavcima 2. i 4. područja F te za varijablu deflatora prodaje/obujma prodaje (br. 330/123) dopušta se prijelazno razdoblje od najviše pet godina nakon što ova uredba stupi na snagu.


(i) First reference year
The first reference period for which all variables are to be transmitted is January 1998 for monthly data and the first quarter 1998 for quarterly data.

The first reference period for which all variables based on NACE Rev. 2 are to be transmitted is January 2009 for monthly data, and the first quarter of 2009 for quarterly data.

(j) Transition period
1. In accordance with the procedure in article 18 for variable of the number of persons employed (No 120), the allowed transition period is not more than three years. Transition period may be extended by a further two years, in accordance with the procedure in Article 18.

2. In accordance with the procedure in Article 18 for variable of turnover (No 120) at the level of detail according to paragraph 3 section F, the allowed transition period is not more than two years.

3. In accordance with the procedure in Article 18 for variable of turnover (No 120) at the level of detail according to paragraphs 2 and 4 section F and for the deflator of sales/volume of sales variable (No 330/123) the allowed transition period is not more than five years after this Regulation comes into force.

4. In accordance with the procedure laid down in Article 18, the change of deadlines for data transmission for the variable No 210, a transition period ending no later than 11 August 2006 my be granted.