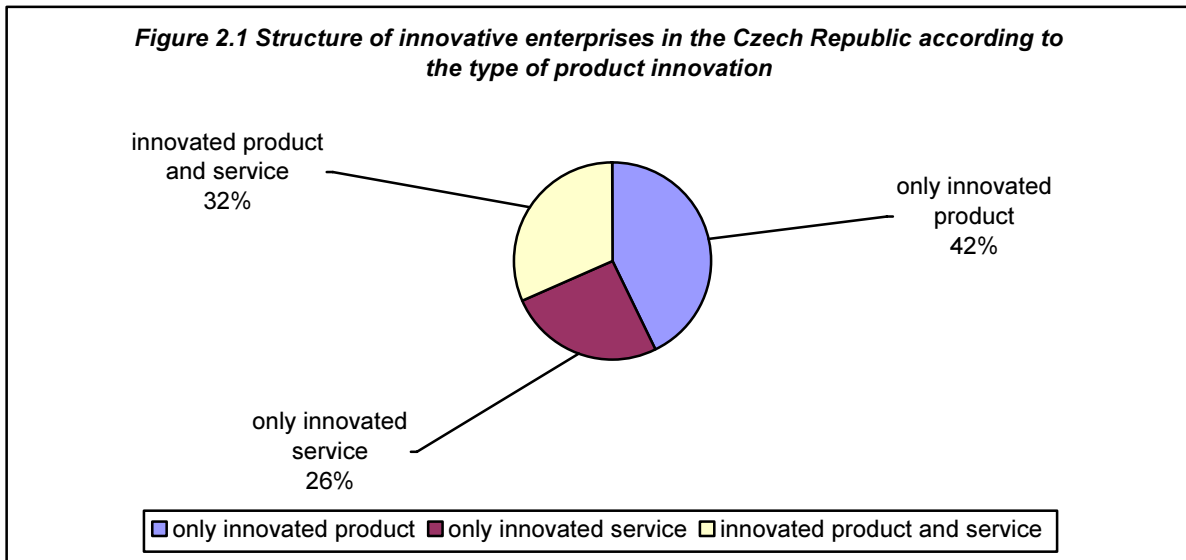


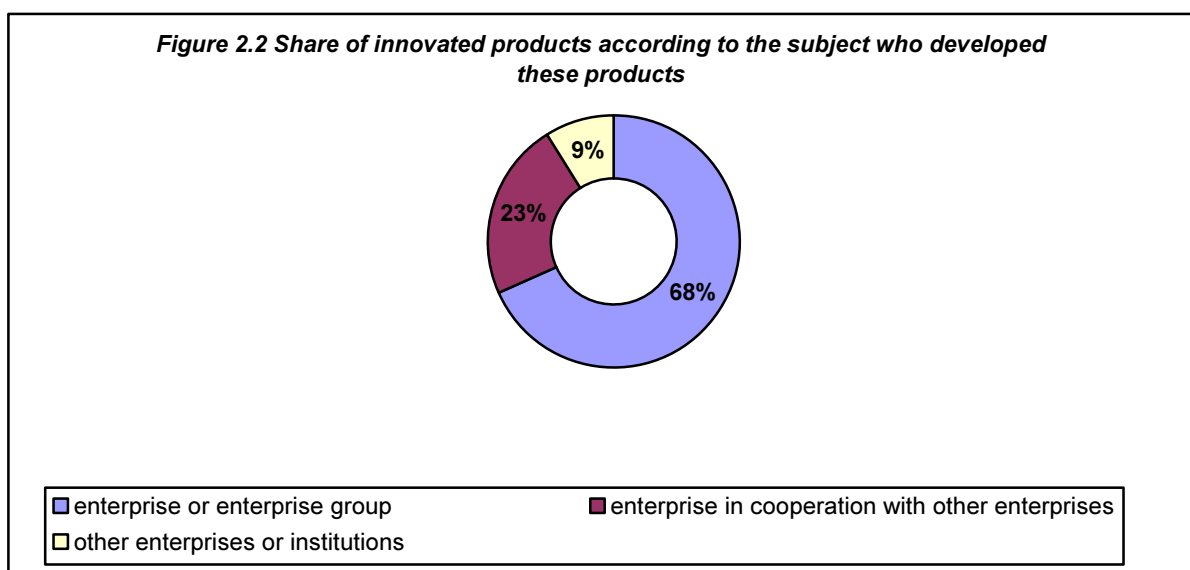
II. Main types of innovations

II.1 Product innovations

Product innovation can have two forms: product or service innovation. Structure of innovative enterprises according type of innovation shows figure 2.1. In 2003-2005 was in 42% innovated only product and in 32% product and service, the less frequent case was innovation of services only (26%).

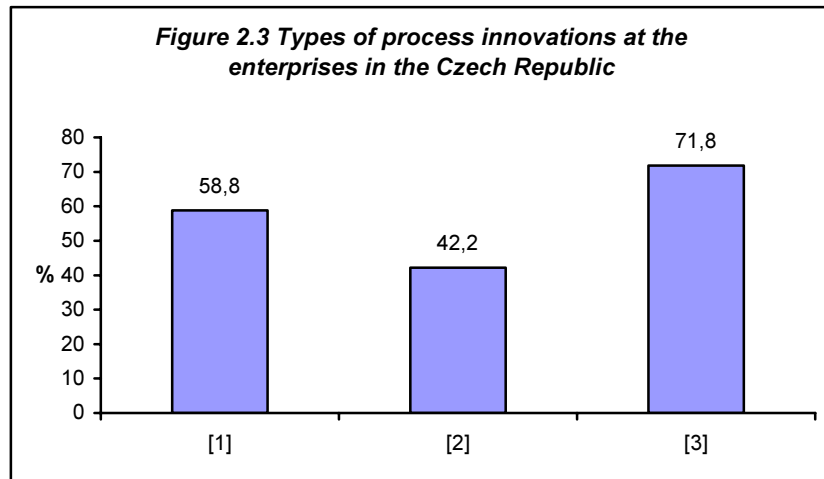


Interesting information provides figure 2.2, which shows subjects that participated on the development of the innovated products at innovative enterprises. Generally applies, that enterprise does not have to innovate alone, but it can use capacities and means of the enterprise group or other enterprises. In 2003-2005 was the most frequent form of the product development through enterprise itself or a group of enterprises (68%), much less was used the alternative of cooperation with other enterprises (23%) and the less frequent the alternative of development by other enterprises or institutions (9%).



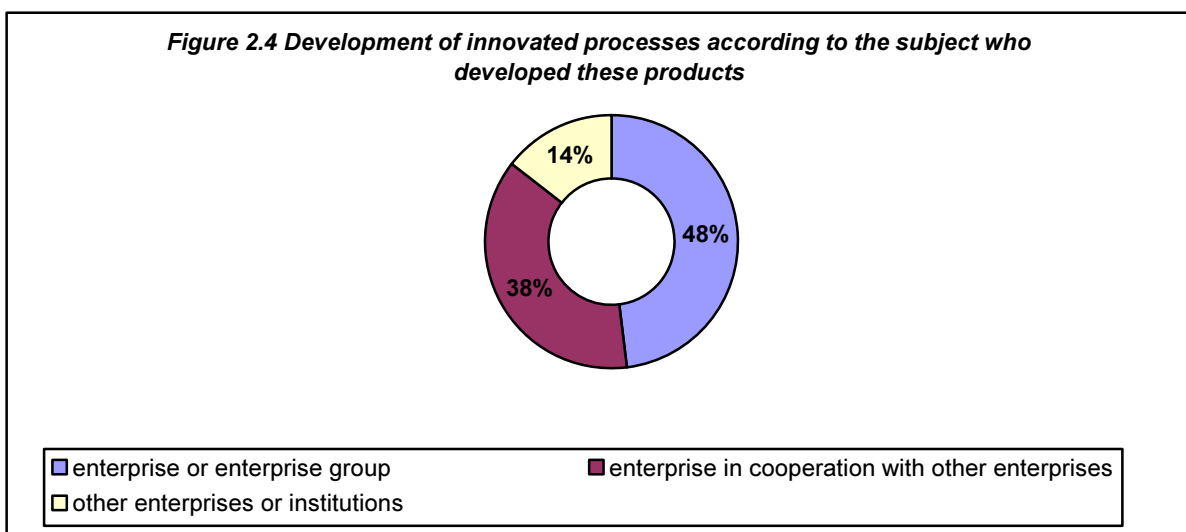
II.2 Process innovations

As regards process innovations, innovations in the field of production methods or processing products, logistics methods or distribution and subsidiary activities are monitored. The most of the enterprises innovated just subsidiary activities (71,8%), in 58,8% of cases were innovation focused on production methods or processing of products or services and the less frequent were innovations of logistics methods or distribution of goods or services (42,2%).



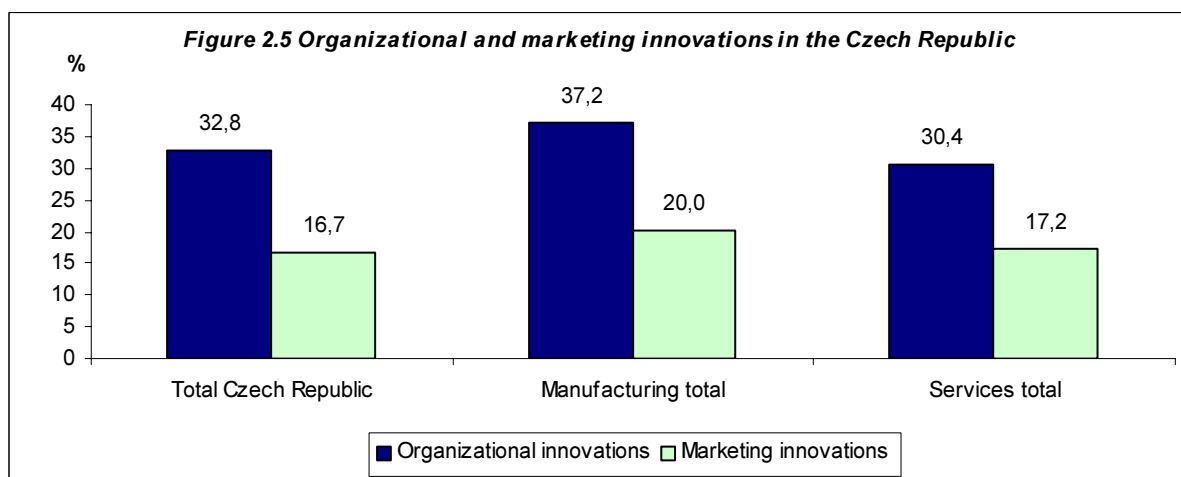
- [1] innovated production methods or processing of products or services
[2] innovated logistics methods or distribution of goods or services
[3] innovated subsidiary activities

As at product innovations as at process innovations exist different approaches to development of innovation according to the type of developing subject. At the process innovation is the structure of subjects developing innovation the same like at product innovations, but as regards frequency, there is not so big difference between the two main innovators. Primacy has the development method through enterprise or enterprise group (48%), with 38% follows the alternative enterprise in cooperation with other enterprises. Other enterprises or institutions developed processes in 14% of cases.

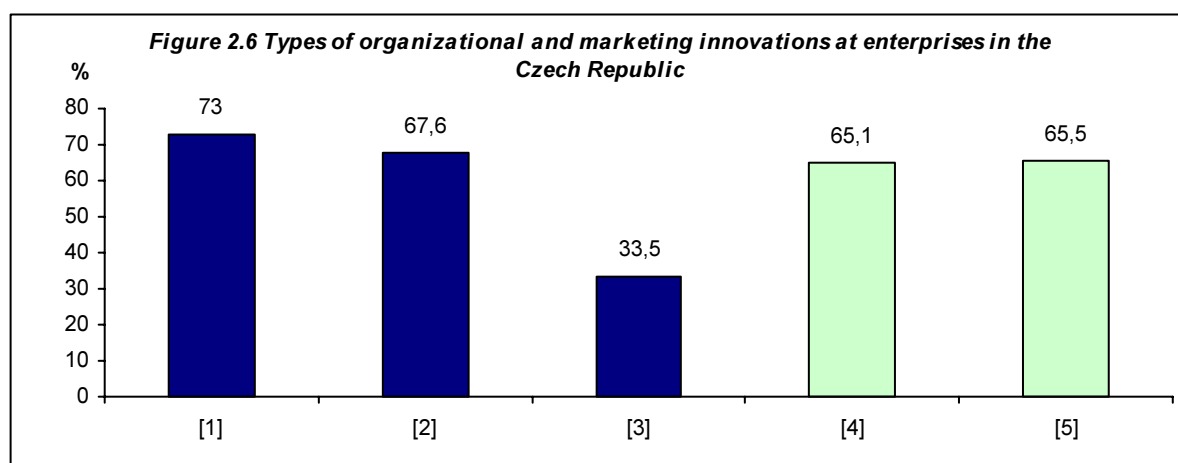


II.3 Organizational and marketing innovations

Organizational together with marketing innovations belong into so called non-technical innovations, which were newly included in 2004 into the innovation concept. Figure 2.5. shows the distribution of organizational and marketing innovations in 2003-2005 in the Czech Republic and separately for manufacturing and services. In the Czech Republic were 32,8% innovators having organizational innovations, in manufacturing there were 37,2% of these innovators and in services 30,4%. Marketing innovators were for about one half less than organizational innovators. In the whole Czech Republic there were 16,7% innovators with marketing innovation, in manufacturing 20% and in services 17,2%.



The most frequent forms of organizational and marketing innovations at enterprises in the Czech Republic in 2003-2005 shows figure 2.6. As regards organizational innovations the main innovation represents implementation of innovated management system in the enterprise (73%), follows innovation when the enterprise carried out important change in the work organization (67,6%) and on the third place is with about one half lower value of the indicator (33,5%) innovation when the enterprise did significant changes in relation to other enterprises. Marketing innovations can have form of significant change in goods or services design (65,1%) and significant change of sales methods or distribution of goods or services (65,5%).



Organizational innovations

- [1] implementation of innovated management system in the enterprise
- [2] enterprise carried out significant change in work organization
- [3] enterprise carried out significant change in relation to other enterprises

Marketing innovations

- [4] significant changes in goods or services design
- [5] significant changes of sales methods or distribution of goods or services

Results established by launching marketing or organizational innovations in 2003-2005 shows figure 2.7. The main effect was with regard to its importance improving of goods or services quality reaching 80% of high and middle importance. Shortening the response time on the customers or suppliers requirements was with 65% high and middle importance on the second place. With approximately 55% high or middle importance follows higher employees satisfaction and/or lowering the fluctuation degree and in 50% high and middle importance cases came to cutting costs per production unit.

Figure 2.7 Results established by launching marketing or organizational innovations in 2003-2005

