

**PRESENCE OF SMALL AND MEDIUM-SIZED ENTERPRISES
ON THE INTERNET**

Introduction

The functioning of small and medium-sized enterprises on the Internet becomes a necessity mainly for entities who care about their development and for staying in the market. The development of an enterprise is determined by the use of modern technologies.

For a new user associated with next generations of mobile technologies, the virtual world is perceived as a natural environment without which they cannot carry out their day-to-day interactions and tasks¹. The Internet enters into the sphere of carrying out projects, education, health, leisure or initiating and maintaining personal relations. Internet users are not a homogeneous population. Some of them use the net as a communication tool, others treat it as an instrument of contact with services of other entities, while others still as an area of their own activity².

In order to be able to compete in the market, an enterprise should build its own innovative potential³. Innovations are an important element of prosperity that determines the success of an enterprise. Conscious use of new technologies has become an indispensable measure of company development. The constant technological progress, globalization and intense competition create challenges

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¹ *Social media. Dialogue in cyberspace*, vol. 1, ed. K. Doktorowicz, University of Silesia Press, Katowice 2016, p. 9.

² K. Forst, *Facebook in today's world of social communication*, (in:) *Social media. Dialogue in cyberspace*, vol. 1, ed. K. Doktorowicz, The University of Silesia Press, Katowice 2016, p. 38.

³ A. Szuszkiewicz-Idziaszek, *Innovations in the development of small and medium-sized enterprises*, (in:) *Effective management of organizations*, vol. I, eds. M. Bednarczyk, A. Skwarek, K. Czyrka, Scientific Press of the Jacob of Paradies University, Gorzów Wielkopolski 2023, p. 134.

for enterprises that seek opportunities to achieve a competitive advantage⁴. The aim of the article is to show the development opportunities of enterprises thanks to their presence on the Internet.

The research methods used in this paper include an analysis of relevant literature and a survey. Micro- and small and medium-sized enterprises of the Lubuskie Voivodship are the subject of the research. The decision to choose this sector relied on the fact that small and medium-sized enterprises account for 99% of all enterprises. Respondents were largely company owners or co-owners. The data for the analysis was collected in January 2024.

Cyberspace as an opportunity for development of small and medium-sized enterprises

The literature offers many definitions of cyberspace. One of them defines cyberspace as a social space where internet users meet through computers connected to the world wide web. It is a network of connections between entities that serve to exchange information, run a business, create art or implement policies⁵. According to the dictionary of the Polish language, cyberspace means a virtual space where communication between computers connected by an internet network takes place⁶.

In the changing world, in the sphere of innovations, where the economy and technology constantly evolve, the development of enterprises becomes a priority element of maintaining competitiveness.

In the age of the Internet, modification of existing methods of operation of entities is necessary and unavoidable⁷.

The development of companies may be understood as modernizing technologies, products and services, expanding outlets and also as systematic search for more effective sources of financing of a company. It may be concluded that the development of a company is determined mainly by systematic

⁴ J. Wojciechowska-Solis, *Efficiency of e-commerce for the European consumer in the virtual space*, "Domestic trade", Institute of Research on the Market, Consumption and Economic Conditions, 6(359), 2015, p. 194.

⁵ <https://vademecumbezpieczenstwainformacyjnego.uken.krakow.pl/2020/03/09/cyberprzestrzen/>, [access: 03.07.2024].

⁶ <https://sjp.pwn.pl/slowniki/cyberprzestrze%C5%84>, access: 04.07.2024.

⁷ M. Chojnacka, *Technologies in the context of handling passenger matters in public transport*, (in:) *The Smart City idea in medium-sized cities*, eds. W. Januszkiewicz, M. Cywiński, M. Chojnacka, Jacob of Paradies University, Gorzów Wielkopolski 2019, p. 93.

observation of its surroundings and predicting future trends and also by innovativeness and maximisation of recipients' satisfaction⁸.

In today's decade of intensive development of digital technologies, the cyberspace is the main area which provides numerous opportunities for companies, not only to survive but to achieve lasting growth.

The internet has led to important changes in global communication and its dynamic development began in 1990 when World Wide Web servers and browsers were launched (in 1991-1992 Tim Berners Lee from the European Organization for Nuclear Research created HTML – HyperText Markup Language and HTTP – Hypertext Transfer Protocol)⁹.

In 2020 98.6% of companies in Poland declared they had access to the Internet (through a broadband connection). More and more companies begin to notice that having a website is a necessary marketing instrument¹⁰.

Information technologies are essential tools, with the Internet supported by modern applications at the forefront. Entrepreneurs eagerly set up their websites and post their graphical advertising there. They are also present on social networking sites and use e-business tools such as e-commerce platforms or their own e-shops¹¹.

The Internet and mobile phones are things that most people have. Thanks to this they are able to act quickly, to work and to communicate, which contributes to more effective work that is at the same time incredibly demanding. The amount of information and the constant change is conducive to the creation of new situations that may complicate and thus give a chance for new opportunities¹².

⁸ M. Cywiński, A. Skwarek, *Selected strategies of enterprises of the TSL sector*, Jacob of Paradies University, Gorzów Wielkopolski 2020, p. 29-31.

⁹ K. Forst, *Facebook in today's world of social communication*, (in:) *Social media. Dialogue in cyberspace*, vol. 1, ed. K. Doktorowicz, The University of Silesia Press, Katowice 2016, p. 37.

¹⁰ A. Szuszkiewicz-Idziaszek, *Determinants of development of small and medium-sized enterprises in the Lubuskie voivodship*, Scientific Press of the Jacob of Paradies University, Gorzów Wielkopolski 2023, 118.

¹¹ M. Kulesza, *Perspectives of network cooperation of enterprises from the SME sector in Poland*, (in:) *Strategies of enterprises in the network*, "Scientific Journals of the Branch Faculty in Chorzów of the WSB University in Poznań", ed. J. Szostak, no. 19/2017, Poznań-Chorzów 2017, p. 109.

¹² M. Chróst, *Agility of an enterprise in the time of the COVID-19 pandemic. Case study*, (in:) *An agile enterprise in the light of empirical research*, ed. S. Trzcieliński, Jacob of Paradies University, Poznań 2020, p. 93.

Technologies that facilitate communication with customers gain importance. The popular chat bots fall in this category. It would be difficult to imagine the operation and development of an e-commerce platform that would not identify users on their website and not adjust messages sent to them on this basis¹³.

Digitisation, a modern tool to run a business, brings enormous possibilities of companies' development. Sale and purchase systems use technological achievements in areas such as advertising and promotion and also in production and services¹⁴.

Factors that have contributed to the popularisation of social media include¹⁵:

- the development of technology that greatly facilitates the use of internet applications,
- increasing availability of access to broadband Internet that allows much faster transfer of larger amounts of information,
- a drop in prices of electronic devices which have become accessible to practically anyone. Social media, especially Facebook and Instagram, are an important channel through which potential customers may be reached¹⁶. Access to customers through platforms brings many possibilities and benefits to a business operator. Thanks to, e.g. e-commerce platforms, companies may reach customers around the world easier.

The real place of operation of an enterprise must be supplemented by its virtual equivalent, that is a virtual plane of operation. This is specified as embedding, running and promoting the company's activity in the virtual plane of operation (internet network) using innovative specialised IT/ICT tools¹⁷.

¹³ M. Kuściński, *The end of the second decade of the 21st century as a preview of galloping digitisation of services?*, (in:) *Modern economy.Challenges, dilemmas, perspectives of development*, eds. M. Byczkowska, E. Chomać-Pierzecka, A. Mierzejewska, Scientific Press of the Jacob of Paradies University, Gorzów Wielkopolski 2021, p. 159.

¹⁴ A. Szuszkiewicz-Idziaszek, *Innovation in the e-business sphere of small and medium-sized enterprises in the conditions of the pandemic crisis*, (in:) *Innovations and entrepreneurship in the conditions of dynamically changing economy*, ed. R. Tylżanowski, Volumina.pl D. Krzanowski, Szczecin 2022, p. 75.

¹⁵ B. Bogacka, *The gender matter in social media - case study*, (in:) *Social media. Dialogue in cyberspace*, vol. 1, ed. K. Doktorowicz, The University of Silesia Press, Katowice 2016, p. 97.

¹⁶ *The end of the second decade of the 21st century as a preview of galloping digitisation of services?*, (in:) *Modern economy.Challenges, dilemmas, perspectives of development*, eds. M. Byczkowska, E. Chomać-Pierzecka, A. Mierzejewska, Scientific Press of the Jacob of Paradies University, Gorzów Wielkopolski 2021, p. 159.

¹⁷ A. Adamik, M. Nowicki, *Dynamising companies' activity through cooperation in the virtual plane*, "Strategies of companies on the web" no. 19/2017, p. 89.

A digital strategy is based on an intensive exchange of information through digital platforms thanks to which processes are better internally interconnected. Enterprises that implement a digital strategy have the following features¹⁸:

- going beyond the traditional thinking about IT,
- going beyond narrowly-perceived systems and technologies,
- founding their activity on a resource-based approach, especially on non-material resources,
- linking their digital strategy with creating value for business and effectiveness of operation.

Time is an important factor in creating companies' competitive advantage in the cyberspace. This time in companies' digital strategy may be examined for its¹⁹:

- speed of launching products,
- speed of making decisions,
- speed of orientation of supply chains,
- speed of formulating a network of relations and its adaptation.

“Building competitiveness of modern companies must be carried out as a dynamic process supported by a dynamic action strategy”²⁰.

The purpose of application of ICT tools has changed now. It involves not only interpersonal communication, but also electronic commerce and electronic administration. An important role of means of electronic communication is noticed especially in situations where the use of traditional forms of information exchange or provision of services is impossible or difficult. The period of the COVID-19 pandemic serves an example here, where majority of activities relating to private or public life moved to the web²¹.

The COVID-19 pandemic had a significant impact on the development of companies' digital transformation. High costs of implementation of digital solutions and also a lack of human resources and knowledge of these technologies is a plausible obstacle to the development of the SME sector²².

¹⁸ P. Juszczak, *Digital strategy of a business - the ecosystem context*, “Strategies of companies on the web”, ed. J. Szostak, no. 19/ 2017, p. 59.

¹⁹ P. Juszczak, *Digital strategy of a business - the ecosystem context*, “Strategies of companies on the web”, ed. J. Szostak, no. 19/ 2017, p. 60-61.

²⁰ A. Adamik, M. Nowicki, *Dynamising companies' activity through cooperation in the virtual plane*, “Strategies of companies on the web” no. 19/2017, p. 88.

²¹ D. Skoczylas, *Cyber threats in cyberspace. Cybercrime, cyberterrorism and network incidents*, “Law in action. Criminal cases”, 53/2023, https://pwwd.iws.gov.pl/wp-content/uploads/2023/03/53_Prawo-w-Dzialaniu_06.pdf, 2023.

²² *On the path to digital excellence. Final report from the market research on the readiness to implement, the knowledge and use of new digital technologies in small and medium-sized enterprises*, Warsaw 2023, 28.

Along the development of the digital transformation new challenges occur that companies must face. This requires effective responding and adjustment of strategies to the changing conditions. Companies should analyse the market systematically and adjust to new trends and challenges.

Results of the investigation of small and medium-sized enterprises

In the first part of the research the structure of the investigated companies was established in terms of the number of employees. The type of activity of the investigated companies and their organizational and legal form were specified. In the next part of the research business operators were asked questions on their functioning in cyberspace. They were asked about their reasons to promote their business on the Internet and whether their presence in the virtual space affected the development of their business. The results are compiled and presented in the tables below.

The research was carried out on the group of companies from the small and medium-sized enterprises sector in the territory of the Lubuskie Voivodship. The data for the analysis was collected in January 2024.

Table 1. Presents the structure of the investigated companies in terms of the number of employees.

Table 1. The structure of the investigated companies in terms of the number of employees

No.	Number of employees	Number (quantity N=98)	Structure (in %)
1.	Micro enterprise (0-9 employees)	56	57.1
2.	Small enterprise (from 10 to 49 employees)	37	37.8
3.	Medium-sized enterprise (from 50 to 249 employees)	5	5.1
4.	Total	98	100.0

Source: author's own compilation on the basis of a survey.

The data shown in Table 1 shows that micro enterprises accounted for the majority of companies studied (57.1%). Small enterprises came second (37.8%). The smallest group of respondents were medium-sized enterprises (5.1%).

Table 2 presents the type of activity of the investigated companies.

Table 2. Type of activity of investigated companies

No.	Type of activity	Number (quantity) N=98	Structure (in %)
1.	Wholesale and retail trade; repair of motor vehicles, including motorcycles	58	59.2
2.	Accommodation and catering	16	16.3
3.	Transport and storage	9	9.2
4.	Information and communication	8	8.2
5.	Construction	4	4.1
6.	Other activity	3	3.1
7.	Total	98	100

Source: author's own compilation on the basis of a survey.

As results from data presented in Table 2, most respondents operated a whole-sale or retail activity, repair of motor vehicles, including motorcycles (59.2%). This was followed by accommodation and catering services (16.3%). The next group of respondents included transport and storage (9.2%), information and communication (8.2%), construction (4.1%) and other activity (3.1%).

Table 3 presents the organizational and legal form of the investigated companies.

Table 3. Companies' legal and organizational form

No.	Legal and organizational form of the company	Number (quantity) N=98	Structure (in %)
1.	Civil law partnership	51	52.0
2.	Registered partnership	32	32.7
3.	Sole proprietorship	12	12.2
4.	Professional partnership	3	3.1

Source: author's own compilation on the basis of a survey.

The data presented in Table 3 shows that entrepreneurs operating in the form of a civil law partnership were the largest group in the studied population (52%). Entrepreneurs operating as registered partnerships were the second most popu-

lous group (32.7%). The next group were sole proprietorships (12.2%). Entrepreneurs operating in professional partnerships accounted for 3.1% of the study population.

Table 4 presents promotion of the company on the Internet.

Table 4. Promotion of the company on the Internet

No.	Promotion of the company on the Internet	Number (quantity) N=98	Structure (in %)
1.	Yes	84	85.7
3.	There is no need	9	9.2
2.	No	5	5.1
4.	Total	98	100

Source: author's own compilation on the basis of a survey.

As seen in the data included in Table 4, close to 68% of respondents promote their company on the Internet. In turn, 9.2% of them see no need for that. 5.1% of respondents declared that they did not promote their company on the Internet.

Table 5 presents reasons for promoting a business on the Internet.

Table 5. Reasons for promoting the company on the Internet

No.	What are the reasons for promoting your company on the Internet?	Number (quantity) N=98
1.	Boosting sales	75
2.	Reducing advertising costs	42
3.	Reaching a greater number of recipients	32
4.	Obtaining new customers	29
5.	Obtaining loyal customers	22
6.	Increasing reliability	19
7.	Other reasons	15

* respondents could choose more than one answer.

Source: author's own compilation on the basis of a survey.

The data included in Table 5 shows that entrepreneurs most often promote their businesses on the Internet to increase sales. Reasons frequently named include reducing advertising costs, reaching a greater number of recipients or obtaining new customers. Some respondents offered other reasons.

Table 6 shows whether presence in the virtual space affects the development of activity.

Table 6. Does the presence of your company on the Internet influence the development of your business?

No.	Does the presence on the Internet influence the development of your business?	Number (quantity) N=98	Structure (in %)
1.	Yes	72	73.5
2.	Difficult to say	12	12.2
3.	Rather not	9	9.2
4.	No	5	5.1
5.	Total	98	100

Source: author's own compilation on the basis of a survey.

The study shows that 73.5% of respondents declared that their presence on the Internet influences the development of their activities.

Just over 12% of entrepreneurs asked did not leave a comment here and only 5.1% believed that their presence on the Internet did not influence the development of their activities.

Table 7 presents concerns related to functioning on the Internet

Table 7. Do you have any doubts about the functioning of your company on the Internet?

No.	Do you have any doubts about the functioning of your company on the Internet?	Number (quantity) N=98	Structure (in %)
1.	Yes	39	39.8
2.	No	37	37.8
3.	Difficult to say	22	22.4
4.	Total	98	100.0

Source: author's own compilation on the basis of a survey.

According to data included in Table 7, close to 40% of respondents have concerns relating to their operation in virtual space. As shown in Table 7, nearly 40% of respondents have doubts about functioning on the Internet

Almost the same number of business operators asked fear certain risks and more than 22% have no opinion on this.

Conclusions

Small and medium-sized enterprises that are able to adjust to the virtual reality have an opportunity for significant development. However, in order for business entities to function effectively, they must examine the preferences of their recipients and respond to ongoing changes.

It is worth adding that Google ratings have a significant impact on the development of companies, both positive and negative. Companies with high ratings gain a competitive advantage, build trust and achieve higher revenues. In turn, low ratings can lead to loss of customers and image problems. Therefore, companies should actively monitor reviews on Google, ensure the quality of their services and respond to reviews - both positive and negative - to build their reputation and support business development.

On the other hand, it is also important to protect the company against threats on the web. Effective protection requires awareness and adequate relevant strategies. The virtual market steps into almost all spheres of life and only companies that will be determined to operate their activity in both markets (traditional and virtual) will have a chance for development²³.

To sum up, entrepreneurs have many challenges ahead of them to which they must prepare, whereby it is worth analysing these aspects and draw relevant conclusions.

The aim of the work was to show the need for entrepreneurs to be present on the Internet and to indicate the benefits resulting from it.

The research shows that almost 86% of surveyed entrepreneurs promote their companies on the Internet, and 9.2% do not see such a need. Only 5.1 respondents do not use the Internet for promotion. In turn, the answer to the question about the reasons for promotion in Internet shows that the main goal is to increase sales, and other reasons include reducing advertising costs, reaching a wider audience, and acquiring new customers. 73% of respondents believe

²³ J. Wojciechowska-Solis, *Efficiency of e-commerce for the European consumer in the virtual space*, "Domestic trade", 2015, 6(359), p. 202.

that presence on the Internet influences the development of their business. Research shows that 40% of respondents are concerned about their presence on the Internet, while 38% do not notice any threats and 22% have no opinion.

Entrepreneurs' concerns about their presence on the Internet may result from various factors. First of all, although the Internet creates enormous opportunities for development, it is also associated with threats that may arouse fear among entrepreneurs. One of the main causes of concern is the issue of data security. Entrepreneurs are afraid of losing confidential information, both regarding customers and financial data. Another important factor is competition. The Internet makes the market global, which increases competition. Small and medium-sized enterprises may fear that they will not be able to compete with larger entities that have more financial resources for promotion on the Internet.

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Summary

Small and medium-sized enterprises that are able to adjust to the virtual reality have an opportunity for significant development. However, in order to operate effectively, they need to follow modern technologies and respond to progressing changes in the contemporary market. It is important for them to take into consideration the emerging challenges in the operation of an enterprise and adapt to customer needs. Thus, the key lies in skilful adaptation of their actions to market requirements. In the era of digital transformation, online presence is not only an opportunity for development, but often a condition for survival in an increasingly competitive market.

It is because the use of modern technologies allows them to adapt to new market trends. The aim of the article is to show the need for entrepreneurs to be present on the Internet and to indicate the benefits resulting from it. The research methods employed include an analysis of literature and a survey conducted in the group of small and medium-sized enterprises in the territory of the Lubuskie Voivodship. The study shows that 73.5% of respondents declared that their presence on the Internet influences the development of their activities. Entrepreneurs have many challenges ahead of them to which they must prepare, whereby it is worth analysing these aspects and draw relevant conclusions.

OBECNOŚĆ MAŁYCH I ŚREDNICH PRZEDSIĘBIORSTW W INTERNECIE

Streszczenie

Małe i średnie przedsiębiorstwa, które potrafią dostosować się do wirtualnej rzeczywistości, mają szansę na znaczny rozwój. Aby jednak działać skutecznie, muszą podążać za nowoczesnymi technologiami i reagować na postępujące zmiany społecznego rynku. Ważne jest, aby uwzględniali pojawiające się wyzwania w funkcjonowaniu przedsiębiorstwa i dostosowywali się do potrzeb klientów. Clou polega więc na umiejętnym dostosowaniu swoich działań do wymagań rynku. W dobie cyfrowej transformacji obecność w Internecie to nie tylko szansa na rozwój, ale często warunek przetrwania na coraz bardziej konkurencyjnym rynku.

Dzieje się tak dlatego, że zastosowanie nowoczesnych technologii pozwala im dostosować się do nowych trendów rynkowych. Celem artykułu jest ukazanie potrzeby obecności przedsiębiorców w Internecie oraz wskazanie korzyści z niej wynikających. Zastosowane metody badawcze obejmują analizę literatury oraz badanie ankietowe przeprowadzone w grupie małych i średnich przedsiębiorstw na terenie województwa lubuskiego. Z badania wynika, że 73,5% respondentów zadeklarowało, że obecność w Internecie wpływa na rozwój ich aktywności. Przed przedsiębiorcami stoi wiele wyzwań, do których muszą się przygotować, przy czym warto przeanalizować te aspekty i wyciągnąć odpowiednie wnioski.

