

Interviewer	Daniel
Interviewee	Seven (Sweden)
Date	22.03.2019
Customer Segmentation	
a. How many people have you employed in your business?	1
b. Are you running a product or service business?	Product
c. Are you selling products online?	Yes, but I do not have a webbshop
d. Have you experience from international sales?	No
Problem Questions	
e. Are you selling your product abroad? Yes? THEN: „What channels are you using? Why have you not gone abroad? What have been your three main difficulties? No? THEN: Why have you not gone abroad? What have been your main struggles when you entered the market in another country?	-No -It is to complex for me and my little business. I do not have the know how.
f. POST-IT question: which of these would you define as challenges in online sales? Choose 3. <ul style="list-style-type: none"> • I don't know how to do it. x • I'm not sure which ecommerce platform is the best for selling my products. • It is hard to attract people to buy from my online shop. • My customers are rather random, I don't have group of loyal, returning clients. • I don't have my own online shop, because I don't have technical skills to create it. • Selling online requires dedicated people to manage it. x • Due to different costs (web maintenance, transaction, fees, shipment) I have create smaller margin on sales. • There are too many ecommerce platforms to sell. • It is hard to manage online sales, because I sell through different platforms/ marketplaces. • I don't succeed in combining marketing communication with online sales. • There is too big competition to my products on online selling platforms. x • It is hard to sell abroad. 	
g. Is there anything you'd add on POST-IT?	No
Solution Questions	
h. When gone abroad only: <ul style="list-style-type: none"> - How have you adapted to your new market? - Do you have experience with online sales? - Have you tried any other format for online sales, such as Affiliate sales? Tell about that experience. 	
i. When not gone abroad:	

<ul style="list-style-type: none">- Would you use the service of a firm which supports you to go abroad?- What would you like having as service for selling online? <p>A. Access to the best platforms /sites</p> <p>B. Help with setting up a store online</p> <p>C. Support in preparing all the content for selling online</p> <p>D. Help in creating the images necessary to sell online</p> <p>E. Consulting to develop a online sales strategy</p> <p>F. Advice on what sites I should use</p> <p>G. Other services. Tell us a little more about your needs</p>	<ul style="list-style-type: none">- Yes, if I would increase my business- B, C- (G) Someone that runs the webshop or have it automatised.
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