

Interviewer	Felix Fink
Interviewee	Sabine (Germany)
Date	30.03.2019
Customer Segmentation	
a. How many people have you employed in your business?	40
b. Are you running a product or service business?	product
c. Are you selling products online?	Yes
d. Have you experience from international sales?	Yes
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?	Yes Mainly our own homepage, we only have been to the major markets of Europe, since we do need think it would be worth to go to smaller countries, if considering the cost to study the regulations versus the possible profit
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. • 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. • 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. • It is hard to sell abroad. 	
g. Is there anything you'd add on POST-IT?	-
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. 	Mainly through trial and error, we are managing most of our online sales via our own website. We have not tried any other format yet.
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? A. Access to the best platforms /sites B. Help with setting up a store online C. Support in preparing all the content for selling online D. Help in creating the images necessary to sell online E. Consulting to develop a online sales strategy F. Advice on what sites I should use G. Other services. Tell us a little more about your needs	