Interviewer	Levan
Interviewee	Pavel
Date	11 March 2019

Customer Segmentation	
a. How many people have you employed in your business?	3
b. Are you running a product or service business?	Products (toys made by tree)
c. Are you selling products online?	No
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** Private Clients Transportation Language Different law

f. POST-IT question: which of these would you define as challenges in online sales? Choose 3.
- I don't know how to do it.
- I'm not sure which ecommerce platform is the best for selling my product**s.**
- 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. Would you use the service of a firm, which supports you to go abroad?	Yes
i. How should a firm look like that supports you in selling your product abroad?	Help to find new customers and make description of my product
j. Would you prefer a fee based of provision model?	fee based