Interviewer	Felix
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Interviewee	Simon
Date	05 March 2019

Customer Segmentation	
a. How many people have you employed in your business?	1
b. Are you running a product or service business?	Product business
c. Are you selling products online?	yes
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** different languages different regulations (VAT) mailing is costly

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 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) 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? i. How should a firm look like that supports you in selling your product abroad?	Yes Cheap, knowledge about the country especially the clients, where do they buy my product
j. Would you prefer a fee based of provision model?	provision model, more cash to operate