Customer Development Interviews Results:

Average number of employees	18,25
Product or Service business	100% Product businesses: Shirts, tree planks, wine, 2 x shoes, toys, chains for shipment, Product, plastic packaging, candles, leather accessories
Do you sell online yet	63% said yes
Experience from international sales	44% said yes to e.g. Austria, Belarus, Canada, Estonia, Germany, Latvia, Lithuania, Moldova, Romania, Spain, USA
Do you sell abroad currently Yes (channels) No (why)	31% Yes - Sales to distributors - Private clients - 3x Own webshop 69% No - 8 x Fees - 5 x Regulation barriers - 3 x Effort - 3 x Language barriers - 3 x Demand - 2 x Person of trust - Other Platform - Lack of time
POST-Its question:	• 2 x I don't know how to do it. • 6 x I'm not sure which ecommerce platform is the best for selling my products. • 5 x It is hard to attract people to buy from my online shop. • 1 x My customers are rather random, I don't have group of loyal, returning clients. • 2 x I don't have my own online shop, because I don't have technical skills to create it. • 4 x Selling online requires dedicated people to manage it. • 6 x Due to different costs, I have create smaller margin on sales. • 2 x There are too many ecommerce platforms to sell. • 1 x It is hard to manage online sales, because I sell through different platforms/ marketplaces.

	- 3 x I don't succeed in combining marketing communication with online sales. - 5 x There is too big competition to my products on online selling platforms. - 6 x It is hard to sell abroad.
How should a firm look like that supports you in selling your product abroad?	"Transparent, same age (attitude), ability to understand their situation, previous experience, cheap, specialization on smaller companies, do know what customers want and the cultural differences" "Cheap, knowledge about the country especially the clients, where do they buy my product" „Help with setting up a store online, Consulting to develop an online sales strategy" "Help to finding customers and take over transportation cost" "Help to find new customers and make description of my product" "Trustworthy, Easy to contact, product marketing"
Would you prefer a fee based of provision model?	1 x provision model 4 x fee based