

<b>Interviewer</b>	Felix Fink
<b>Interviewee</b>	Manuel (Germany)
<b>Date</b>	31.03.2019
<b>Customer Segmentation</b>	
a. How many people have you employed in your business?	0
b. Are you running a product or service business?	product
c. Are you selling products online?	Yes
d. Have you experience from international sales?	No
<b>Problem Questions</b>	
e. Are you selling your product abroad? <b>Yes?</b> THEN: „What channels are you using? Why have you not gone abroad? What have been your three main difficulties? <b>No?</b> THEN: Why have you not gone abroad? What have been your main struggles when you entered the market in another country?	<b>No</b> , higher transportation costs, different regulations especially taxing and VAT
f. POST-IT question: which of these would you define as challenges in online sales? Choose 3. <ul style="list-style-type: none"> <li>• I don't know how to do it.</li> <li>• <b>I'm not sure which ecommerce platform is the best for selling my products.</b></li> <li>• It is hard to attract people to buy from my online shop.</li> <li>• My customers are rather random, I don't have group of loyal, returning clients.</li> <li>• I don't have my own online shop, because I don't have technical skills to create it.</li> <li>• Selling online requires dedicated people to manage it.</li> <li>• Due to different costs (web maintenance, transaction, fees, shipment) I have create smaller margin on sales.</li> <li>• There are too many ecommerce platforms to sell.</li> <li>• <b>It is hard to manage online sales, because I sell through different platforms/ marketplaces.</b></li> <li>• I don't succeed in combining marketing communication with online sales.</li> <li>• There is too big competition to my products on online selling platforms.</li> <li>• <b>It is hard to sell abroad.</b></li> </ul>	
g. Is there anything you'd add on POST-IT?	keeping track of the data
<b>Solution Questions</b>	
h. When gone abroad only: <ul style="list-style-type: none"> <li>- How have you adapted to your new market?</li> <li>- Do you have experience with online sales?</li> <li>- Have you tried any other format for online sales, such as Affiliate sales? Tell about that experience.</li> </ul>	
i. When not gone abroad: <ul style="list-style-type: none"> <li>- Would you use the service of a firm which supports you to go abroad?</li> <li>- What would you like having as service for selling online?</li> </ul> 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	I would use a service to go abroad, if the costs are worth the service they providing. But I have a small budget therefore I would prefer not to use a service.