



PECOS4SMEs – D2.8 Focus Groups ITALY

Work Package 2
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Project	PECOS4SMEs		
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Revision History

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1.0	05/09/2013	Gianluca Coppola	Creation of the document	C	

(*) Action: C = Creation, I = Insert, U = Update, R = Replace, D = Delete

Referenced Documents

ID	Reference	Title
1	507562-LLP-2012-GR-Leonardo-LMP	PECOS4SMEs Proposal
2	D2.1	Country Report - IT

Applicable Documents

ID	Reference	Title
1	FAVINOM Consultancies QMS	Quality Management Procedures

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1 The Italian vendors questionnaire

1.1 Introduction

This document forms the short summary of the activities that were developed in order to be able to provide enough information to create the D2.1 Country Report – IT document in the framework of the PECOS4SMEs Project (henceforth, "Project").

The Vendor Questionnaire forms in fact the basis for the D2.1 document. The method used to circulate the questionnaire – physical and personal and not by interface or distance communication tools - made also possible to gather a few impressions and approaches to the E-commerce subject that actually reinforced the outcomes of the questionnaires themselves, then registered in the Country Report. The 2.1 Country Report was a fundamental step necessary to understand what are vendors' main gaps, obstacles, difficulties and needs towards E-commerce, thus identifying possible training solutions.

1.2 The Vendors' questionnaires distribution and collection method

Eurocrea Merchant staff decided not to deliver a proper focus group session, while taking advantage of a series of meeting occasions already arranged within its company business.

Between late May and early June 2013, Eurocrea Merchant staff was in fact taking part as training staff to a few training sessions on the EU funding opportunities available to SMEs. Then the target was very much aligned and even correspondent to the PECOS4SMEs project one.

After the training items were tackled and normally at the end of the class sessions, Eurocrea Merchant staff person could presented the PECOS4SMEs project, underling its goals and final outcomes and depicting its main features. Then, the attention was brought on the specific phase of the project, i.e. the WP2 Element and needs Identification. The main purposes and tools of this package were indicated, therefore the questions of the questionnaire were described and explained in its logic one by one in order to deliver the best interpretation to the reading of each question. This also gave the possibility to close the distance with the interlocutors and get them involved to the goal of obtaining sincere, reliable answers.

The physical interaction made also possible to test the competence of the respondents beyond what written questions actually can. These impression helped in creating a clearer picture in our mind of what the state of art in the actual use of E-commerce of Italian SMEs is.

The instantaneous collection was stimulated as to exploit the occasion as much as possible and being sure that a certain number of answers would have been anyhow obtained. This further enabled Eurocrea Merchant staff to correct, explain, adjust the content of the questions and providing guidance throughout the survey completion process. The answers provided in written were imported in the online version made available on Survey Monkey.

Some comments were addressed to the excessive length of the questionnaire. In a few cases, difficulties were encountered matching the SME's activity in the industries listed at the beginning of the questionnaire.

1.3 About the project

PECOS4SMEs will develop a training programme concentrated on the provision of suitable knowledge and tools, which the SMEs can use to increase cross-border E-Commerce revenue. This includes changing sales and marketing strategies and new types of organisation and knowledge about E-Commerce technologies in a future world dominated by pervasive Internet.

The promotion of useful e-Commerce strategies for SMEs includes transfer of knowledge and practices from top performing countries in e-Commerce to lagers thus bridging the cross-border sales gap between Northern and Southern Europe and helping the economic recovery of the hard hit South. As a consequence of the introduction of new technologies and concepts facilitating cross-border e-Commerce, (e.g. effective

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link building, search engine user attitudes etc.), SMEs will make their businesses more profitable and improve their ICT and methodological competence for interactive and collaborative learning.

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