



**PECOS
4SMEs**

PERSONALIZED TRAINING
ON CROSS BORDER
e-COMMERCE

PECOS4SMEs – D2.8 Focus Groups POLAND

Work Package 2
Version 1.0 – 05/09/2013

Project	PECOS4SMEs		
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This project has been funded with support from the European Commission.

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Lifelong
Learning
Programme

EUROCREA MERCHANT Hewlett-Packard Company	Deliverable: D.2.1
PECOS4SMEs	Version: 1.0
D2.8 Focus Group	Issue Date: 07/06/2013

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Revision History

Version	Date	Author	Description	Action	Pages
1.0	20/09/2013	Maciej Markowicz	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 - PL

Applicable Documents

ID	Reference	Title
1	FAVINOM Consultancies QMS	Quality Management Procedures

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1 The Polish 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 – PL 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 Focus group - procedure and results

A focus group is a form of qualitative research in which a group of people are asked about their perceptions, opinions, beliefs, and attitudes towards a product, service, and idea.

Basically, focus groups are interviews, but of 6 to 12 people at the same time in the same group. It is organized as an informal assembly of users whose opinions are requested about a specific topic.

The focus group in Poland was conducted in the second week of May 2013 in Rzeszow. The focus groups sessions were attended by 8 SMEs. Danmar Computers staff decided to deliver a proper focus group session form group of five SMEs representatives and series of individual meeting with next three of them.

Table 1: List of SMEs that participated sessions of Focus Groups in PL

ID	Name	Website
1	Info-Projekt IT	www.info-projekt-it.pl/
2	Agencja Reklamowa DESIGNER	http://www.e-designer.pl/
3	CSO	http://cso.net.pl/index.php/pl/
4	Inventiv	https://www.inventiv.com.pl/
5	e-Space	http://www.e-space.com.pl/pl
6	e-Biznes System	http://www.e-floors.pl/
7	AKU Studio	http://akuaku.pl/
8	Podkarpackie Centrum Doradztwa Biznesowego	http://www.pcdb.pl/

The goal was to elicit perceptions, feelings, attitudes, and ideas of participants about the topic of e-Commerce. Questions were asked in an interactive group setting where participants were free to talk with other group members, which allowed the obtainment of a great deal of information.

All meetings are carried out according to the planned scenario, which included presentation of PECOS4SMEs project idea, underling its goals and final outcomes and depicting its main features. The purpose of the meeting was presented to participants as well as their role in the whole process of research in of PECOS4SMEs project.

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Methodological correctness of meetings has been assured by the moderator who took care of identification of the major objective of Focus Groups, ice-breaking questions, moderation of discussions and drawing conclusions.

The answers provided by SMEs in written were imported in the online version made available on Survey Monkey. Based on interviews and survey it should be noted that consumers in Poland understand the basic concepts related to e-commerce. Popularity of online stores and auction sites is growing from year to year at an accelerated pace. Focus group confirmed that for most consumers, the fact that they use the services of foreign vendors, increases the need for security and knowledge among them. Focus group indicated also that the main barriers are lack of skills and knowledge, lack of access to courses dedicated to specific industry low awareness of (or total absence of) benefits that come from trade through the Internet. Everyone agreed that the project PECOS4SMEs gives the best chance to improve their situation.

Some comments were addressed to the excessive length of the questionnaire. However, participants expressed great interest in future results and outputs of the PECOS4SMEs project.

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 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.

The project is co-funded by the Education and Culture DG under the Lifelong Learning Programme, Leonardo Multilateral projects.