



**PECOS
4SMEs**

PERSONALIZED TRAINING
ON CROSS BORDER
e-COMMERCE

PECOS4SMEs

PECOS4SMEs Vendors' Questionnaire

Version 2.0 Final – 30/04/2014

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Lifelong
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Referenced Documents

| ID | Reference | Title |
|-----------|---------------------------------|---------------------|
| 1 | 507562-LLP-2012-GR-Leonardo-LMP | PECOS4SMEs Proposal |
| 2 | 507562-LLP-2012-GR-Leonardo-LMP | Evaluation Comments |

Applicable Documents

| ID | Reference | Title |
|-----------|---------------------------|-------------------------------|
| 1 | FAVINOM Consultancies QMS | Quality Management Procedures |

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Executive Summary

This document forms the PECOS4SMEs Vendors' Questionnaire for the Implementation of the PECOS4SMEs Project (henceforth, "Project").

Southern Europe SMEs lack the needed knowledge to take advantage of the e-Commerce potential resulting in Southern Europe lagging within the e-Business area. PECOS4SMEs will develop a training programme concentrated on the provision of suitable knowledge and tools, which the SMEs can use to increase cross border eCommerce 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.

The present document contains information regarding the questions that will be implemented in the online survey that is addressed to consumers.

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1. Introduction

1.1. Purpose of the PECOS4SMEs Vendors' Questionnaire

The PECOS4SMEs Vendors' Questionnaire contributes towards the identification process that will be design and created. The purposes of the current document are the following:

- To illustrate the questions that will be included in the online survey, which is addressed to vendors
- To gather vendors views regarding e-commerce

The questionnaire will be facilitated also by Survey Monkey and it will be made accessible through the project website. It will be disseminated also via email to the project's contact list comprising the people that registered to receive the newsletter via the project website. The partners will also use the chambers of commerce in their countries to disseminate the questionnaire to their members. EBN will play a key role in distributing the questionnaire.

1.2. Scope of the project

PECOS4SMEs will develop an innovative training system bringing new types of organisation and knowledge about e-Commerce technologies and trends and concentrated on transforming Internet trends into applicable tools for SMEs to change sales and marketing strategies. The approach to training SMEs is based on their situation (sector, financial capability, educational background, geographical location, existing infrastructure, etc.). After completion of the training, SMEs are expected to be able to engage foreign consumers by successfully implementing e-Commerce strategies designed specifically for them.

1.3. Project Objectives

The specific purpose of the proposed project is the development of e-Commerce oriented material delivered through a training system targeting solely SMEs and the deriving needs (e.g. websites friendlier to the foreign consumer, order tracking process, clear dispatch and return policies, etc.) with respect to effective use of the Internet as a sales channel. 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.

PECOS4SMEs, in particular, aims to support European SMEs to:

- ❖ Raise awareness and interest about cross border e-Commerce.
- ❖ Learn more about the risks associated with online payments.
- ❖ Learn more about the uses of the Internet as a revenue channel.
- ❖ Analyze the knowledge development in the SME and see the strategic perspectives of this knowledge in the context of the business strategy.
- ❖ Integrate e-Commerce in business planning and innovation strategies.
- ❖ Get the strategies written down, so they are not just ideas, but an active choice, which can be communicated and understood by SMEs.
- ❖ Get the strategies incorporated in practical procedures that can be constantly updated.
- ❖ Be aware of the European cross-border trade legislation and provisions of consumer rights.

An additional goal is to make it easier and less costly for businesses, particularly small and medium-sized enterprises (SMEs), to do business abroad and to enable consumers to reap the full benefit of the Single Market. This goal is aligned with the Europe 2020 strategy – launched on 3 March 2010 (IP/10/225) and with which the Commission is currently tackling bottlenecks in the Single Market to drive economic recovery.

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1.4. The Vendor' Questionnaire

Country* :

Gender: Male Female

Age Group:

- 20 - 35 yrs
- 36 - 50 yrs
- 51 - 65 yrs
- >65 yrs

Which of these Industries best describes your business activities?

- Agriculture, Forestry and Fishing
- Manufacturing
- Electricity, gas, steam and air conditioning supply
- Wholesale and retail trade; repair of motor vehicles and motorcycles
- Accommodation and food service activities
- Real estate activities
- Arts, entertainment and recreation
- Activities of households as employers; undifferentiated goods and services-producing activities of households for own use
- Other
.....

1. Do you sell products to foreign clients?

- Yes - on average at least once a year
- Yes - on average at least once a month
- Yes – on average more than once a week
- Yes – on average at least once a week
- No

2. Do you sell services to foreign clients?

- Yes - at least once a year
- Yes - on average at least once a month
- Yes – on average at least once a week
- Yes – on average more than once a week
- No <if “No” then skip to Question 5 >

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3. What concerns do you have when it comes to cross border sales?

- Concern about privacy
- Consumer/vendor confidence
- Credit card payment costs for service, (paypal, bank credit transfer, credit cards)
- Worried about exchange rates when selling in different currency
- Worried about falling victim to scams or frauds
- Lack of trust in Internet shopping (e.g. insecure payments)
- IT Skills **(go to Q4 only if ticked)**
- Unknown payment services
- Distribution issues
- International regulation
- Inexperience with other cultures
- Uncertainty whether there is a demand
- Hassle of building one's brand name from scratch
- Other

4. As you have indicated ICT skills as a potential concern please indicate what you consider your weaknesses are or what would benefit you?

| | |
|---|------|
| Skills enhancement would enable you to expand into e-commerce | 0..5 |
| Basic/core skills | 0..5 |
| Internet consumer intelligence | 0..5 |
| Social Networking | 0..5 |
| Online / Computer Security | 0..5 |
| Mobile technologies | 0..5 |

5. Do you sell online at all?

- Yes
- No <if "No" then skip to Question 17>

6. From which of the following EU countries have you traded within the past 3 years?

| | | |
|---------|------------------|--------|
| Belgium | Cyprus | Greece |
| Italy | Netherlands | Poland |
| U.K. | Other (indicate) | |

**7. What percentage of your sales do you consider domestic sales and export sales?
(Please indicate all that apply)**

| | |
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Domestic Sales

- <10%;
- 11-30%;
- 31-50%
- 51 -75%
- >75%

Export Sales

- <10%;
- 11-30%;
- 31-50%
- 51 -75%
- >75%

8.1 What level of e-commerce do you operate?

- A fully automated system down to an on line order form what's e-mailed
- An ad-hoc purchase via email request
- Telephone enquiry

8.2 Is the e-commerce system you use done in house or outsourced?

- In house
- outsourced

**8.3 Indicate how confident you are when you get your services/products to the web through:
<0: not confident - 5: very confident>:**

| | |
|---|------|
| Basic presentation (searches, filters, sort orders, promotions) | 0..5 |
| Data requirements (product information management, imagery, attributes, metadata) | 0..5 |
| Promotional strategies | 0..5 |
| Integration with offline promotional activity | 0..5 |

8.4 Which of the following e-Commerce concepts are you familiar with?

- Search Engine Optimisation (SEO)
- search engine placement
- Pay Per Click (PPC)
- Hosted e-Commerce sites (e.g., Yahoo's Merchant Solutions)
- Site building tools
- E-commerce templates
- Open-source merchant server software
- Personalization (treat people based on personal qualities and prior history with site)
- Web usability
- Conversion rate
- Search engine ads
- Local e-Commerce (e.g. Groupon)
- User Modelling
- Data Mapping
- Personalised Recommendation systems

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8.5 Do you know how to make your online offerings interact with SEO and/or PPC?

- Yes
 No

8.6 Are you familiar with the use of Cookies for personalisation?

- Yes
 No

8.7 Are you currently using any metrics or performance indicators to measure your sales performance?

- Yes
 No

8.8 Please indicate how confident you are with your understanding of the following <0: not confident - 5: very confident>:

- | | | |
|------|---|-----|
| i. | Key principles which encourage visitors to buy | 0.5 |
| ii. | key usability & persuasion principles for search, navigation & browsing | 0.5 |
| iii. | key usability & persuasion principles for product page design | 0.5 |
| iv. | essential usability & persuasion techniques for delivering an intuitive, streamlined checkout process, for new and returning visitors | 0.5 |
| v. | how shopping bag design can be improved to increase click-through to checkout | 0.5 |

8.9 Do you have policies on sales or returns?

- Yes
 No

8.10 What are the barriers to you in expanding your e-commerce provision?

- Financial restrictions
 Global or European market uncertainty
 Product specialisation
 Lack of skills/knowledge
 Other

8.11 Where do you Source Export/Sales Information?

| | |
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- Trade Associations
- Local Government Offices
- National Government Investment Offices
- Informally (friends, contacts etc)
- Web
- Consultancies
- Other (please specify)

8.12 Is language a barrier to cross border e-commerce?

- Yes
- No
- Sometimes

Please specify how you have overcome such issues

9. From which of the following EU countries have you purchased products/services during the past 3 years?

- | | | |
|---------|------------------|--------|
| Belgium | Cyprus | Greece |
| Italy | Netherlands | Poland |
| U.K. | Other (indicate) | |

10. Which of the following features do you consider important when selling your products/services online? <0: not important - 5: Very important>:

- | | |
|---|------|
| Safe payment methods through trusted entities | 0..5 |
| Delivery methods and costs | 0..5 |
| Order tracking | 0..5 |
| Market share potential | 0..5 |
| Competition | 0..5 |
| Other (please specify) | |

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11. When communicating with a cross-border purchaser, which means of communication are important to you? <0: not important - 5: Very important>:

| | |
|---------------------------|-----|
| Online Chat | 0.5 |
| Telephone (normal number) | 0.5 |
| Telephone (toll free) | 0.5 |
| Telephone (call back) | 0.5 |
| Email | 0.5 |
| Contact Form | 0.5 |
| Skype | 0.5 |
| Other (please specify) | |

12. What elements of website design do you consider important? <0: not important - 5: Very important>:

| | |
|---|-----|
| Professional design | 0.5 |
| Trust Seals (indicates that transactions are performed securely) | 0.5 |
| Consumer loyalty reward schemes | 0.5 |
| Sales alerts | 0.5 |
| Newsletter | 0.5 |
| Discussion forum | 0.5 |
| Social media presence | 0.5 |
| Clear and quick navigation (e.g. one click sales) | 0.5 |
| Customer reviews of purchased products | 0.5 |
| Variety of Payment methods (debit, credit cards or wire transfers) | 0.5 |
| Other (please specify) | |

13. Have you used any augmented reality applications such as Wikitude.me?

- Yes
 No

13.1 If the answer to previous questions was Yes, then has it been useful?

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- Yes
 No

The following question seeks to find define how your company's product(s) or service(s) fulfill the needs of customers i.e.

Why will customers choose to do business with your firm instead of another?
 What will your company provide that others do not or cannot?

- 14. Do you agree that the following make up a successful e-Commerce value proposition encouraging the customer to buy from you? <0: do not agree – 5: fully agree>**

| | |
|---|-----|
| Personalization/customization | 0.5 |
| Reduction of product search, price discovery costs | 0.5 |
| Facilitation of transactions by managing product delivery | 0.5 |

- 15. Which of the following key factors do you consider more important in selecting a package for facilitating an e-Commerce system? (0: least important to 10: most important)**

| | |
|---|-----|
| Functionality | 0.5 |
| Support for different business models | 0.5 |
| Business process modeling tools | 0.5 |
| Visual site management and reporting | 0.5 |
| Performance and scalability | 0.5 |
| Connectivity to existing business systems | 0.5 |
| Compliance with standards | 0.5 |
| Global and multicultural capability | 0.5 |
| Local sales tax and shipping rules | 0.5 |

- 16. Do you feel confident in your understanding of the different factors that affect your site's speed, capacity and scalability?**

- Yes
 No

- 17. Considering all your responses what information/assistance would best suit your business to be more e-commerce proactive DOMESTICALLY?**

- Greater Information on how to succeed by using e-commerce
 Market intelligence
 Retail / vendor confidence
 Economic assistance
 Other (please specify)

| | |
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18. Considering all your responses what information/assistance would best suit your business to be more e-commerce proactive CROSS BORDER (EXPORT)?

- Greater Information on how to succeed by using e-commerce
- Market intelligence
- Retail / vendor confidence
- Economic assistance
- Other (please specify)

19. If this project could design a course or provide you with more information to enhance your knowledge/skills in e-Commerce would you be interested?

- Yes
- No
- Don't know

20. How many hours would you be prepared to devote to learning?

- 10 – 20 hrs
- 21 – 40 hrs
- 40 hrs
- Don't know

21. Would you be interested in the results of this project?

- Yes
- No
- Don't know

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Comments

Thank you for filling in the survey. Feel free to any comments or suggestions.
For any additional information please mail info@pecos4smes.eu or visit www.pecos4smes.eu