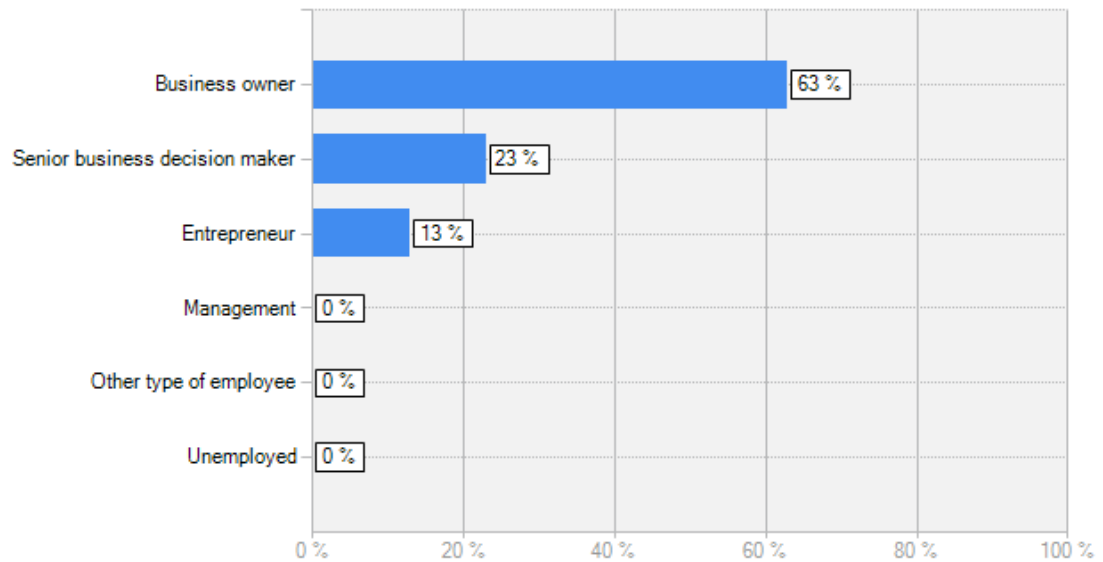


# SE exporting - closed card sort

## Screener

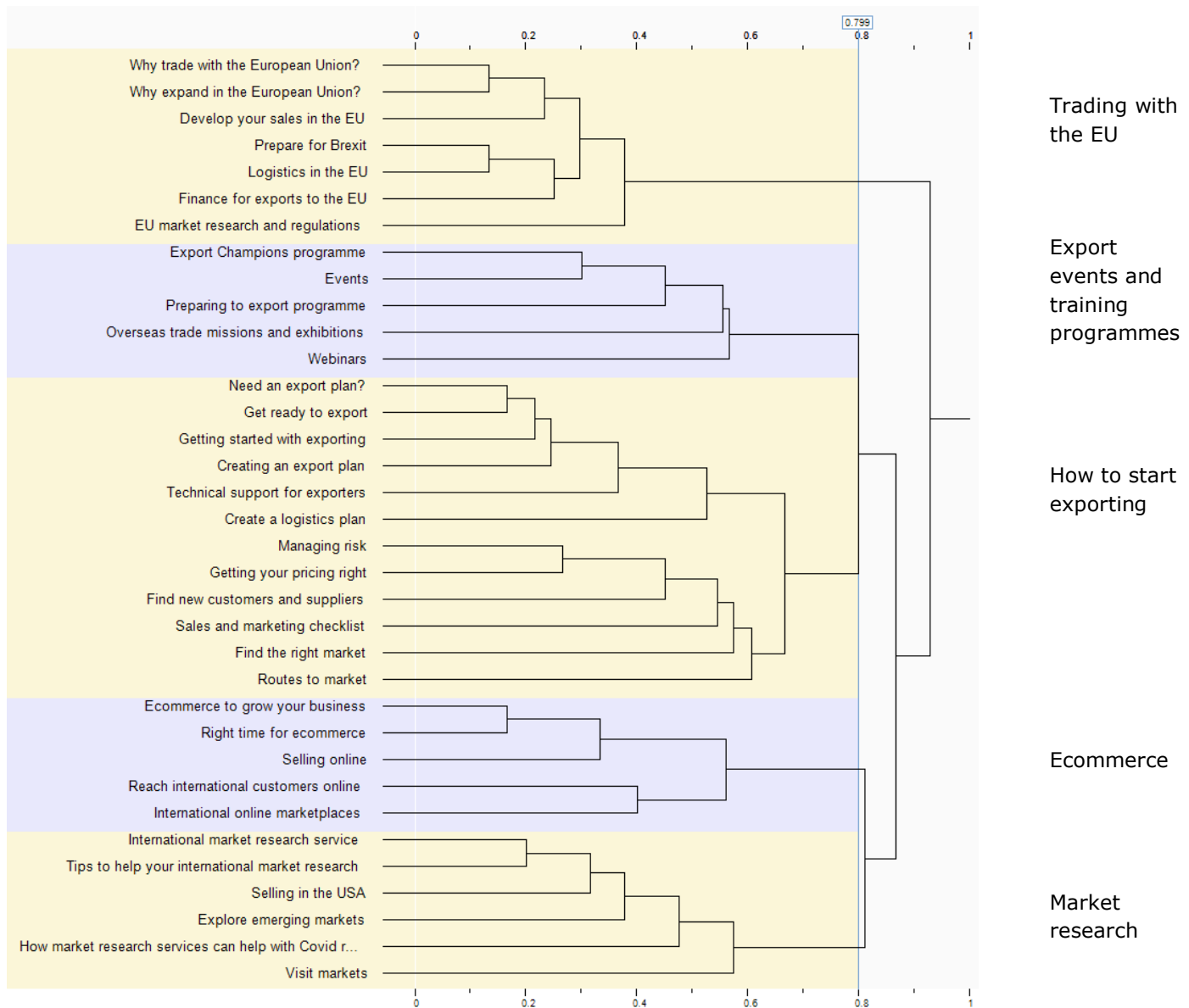
1. Please select the option that best describes your current occupation.



| Answer                         | Count     | Percent |
|--------------------------------|-----------|---------|
| Business owner                 | 19        | 63%     |
| Senior business decision maker | 7         | 23%     |
| Entrepreneur                   | 4         | 13%     |
| Management                     | 0         | 0%      |
| Other type of employee         | 0         | 0%      |
| Unemployed                     | 0         | 0%      |
| <b>answered question</b>       | <b>30</b> |         |
| <b>skipped question</b>        | <b>0</b>  |         |

## Task 2 - CS(Closed) -

### Dendrogram (35 Items)



| Cards                              | Ecommerce | Export events and training programmes | How to start exporting | International market research | Trading with the EU |
|------------------------------------|-----------|---------------------------------------|------------------------|-------------------------------|---------------------|
| Create a logistics plan            | 10%       | 23%                                   | 57%                    | 0%                            | 10%                 |
| Creating an export plan            | 0%        | 20%                                   | 73%                    | 3%                            | 3%                  |
| Develop your sales in the EU       | 7%        | 13%                                   | 3%                     | 3%                            | 73%                 |
| Ecommerce to grow your business    | 93%       | 3%                                    | 3%                     | 0%                            | 0%                  |
| EU market research and regulations | 3%        | 7%                                    | 0%                     | 27%                           | 63%                 |
| Events                             | 3%        | 83%                                   | 3%                     | 7%                            | 3%                  |
| Explore emerging markets           | 3%        | 13%                                   | 7%                     | 73%                           | 3%                  |

|   |     |     |     |     |     |
|---|-----|-----|-----|-----|-----|
| Export Champions programme                                | 7%  | 77% | 13% | 3%  | 0%  |
| Finance for exports to the EU                             | 3%  | 3%  | 13% | 0%  | 80% |
| Find new customers and suppliers                          | 27% | 17% | 30% | 20% | 7%  |
| Find the right market                                     | 10% | 13% | 37% | 40% | 0%  |
| Get ready to export                                       | 0%  | 20% | 73% | 3%  | 3%  |
| Getting started with exporting                            | 0%  | 10% | 87% | 3%  | 0%  |
| Getting your pricing right                                | 23% | 20% | 40% | 13% | 3%  |
| How market research services can help with Covid recovery | 7%  | 33% | 3%  | 57% | 0%  |
| International market research service                     | 3%  | 3%  | 0%  | 90% | 3%  |
| International online marketplaces                         | 47% | 0%  | 7%  | 47% | 0%  |
| Logistics in the EU                                       | 0%  | 0%  | 7%  | 0%  | 93% |
| Managing risk   | 17% | 23% | 47% | 10% | 3%  |
| Need an export plan?                                      | 0%  | 27% | 73% | 0%  | 0%  |
| Overseas trade missions and exhibitions                   | 7%  | 57% | 3%  | 23% | 10% |
| Prepare for Brexit  | 3%  | 7%  | 3%  | 3%  | 83% |
| Preparing to export programme                             | 0%  | 57% | 43% | 0%  | 0%  |
| Reach international customers online                      | 47% | 7%  | 7%  | 37% | 3%  |
| Right time for ecommerce                                  | 83% | 7%  | 3%  | 0%  | 7%  |
| Routes to market  | 10% | 20% | 37% | 20% | 13% |
| Sales and marketing checklist                             | 33% | 10% | 40% | 10% | 7%  |
| Selling in the USA  | 10% | 3%  | 13% | 73% | 0%  |
| Selling online  | 73% | 13% | 10% | 0%  | 3%  |
| Technical support for exporters                           | 3%  | 33% | 53% | 7%  | 3%  |
| Tips to help your international market research           | 7%  | 7%  | 0%  | 83% | 3%  |
| Visit markets   | 10% | 7%  | 20% | 50% | 13% |
| Webinars  | 27% | 63% | 3%  | 7%  | 0%  |
| Why expand in the European Union?                         | 0%  | 10% | 0%  | 10% | 80% |
| Why trade with the European Union?                        | 0%  | 3%  | 0%  | 17% | 80% |