

Research Justification

A Strategic Approach for Medisol's Success in Greece and Czech Republic

Alexander Maljers, 00079136

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First examiner: Jeffery, R.
Graduation supervisor: Meijering, R.J.
In-company supervisor: Luijk, M.

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Terminology

Partner: The term partner applies in this report to the resellers that collaborate with Medisol to sell their AED/cpr products in Greece & Czech Republic. These partners can include authorized dealers, distributors, or resellers who utilize Medisol's webshop to access product information, pricing, and place orders. Additionally, it encompasses the companies that Medisol engages with for sales activities and building partnerships in the target markets. (Business-to-business)

Customer: The term customer refers to both end-users and resellers who purchase AED/cpr products directly from Medisol. End-users are individuals or organizations seeking to acquire these life-saving products for their personal use or within their workplaces, schools, or public spaces. Resellers specifically refer to entities that procure AED (Automated External Defibrillator) and CPR (Cardiopulmonary Resuscitation) products offerings to their own customers or network. These resellers function as intermediaries between Medisol and the end-users who require these products. These resellers play a crucial role in distributing and supplying AEDs/cpr products to various people, ensuring wider access to life-saving equipment and training. The focus of this research is primarily on customers in the Greek and Czech Republic markets.

E-commerce landscape: The e-commerce landscape refers to the online environment in which Medisol operates, specifically in Greece and the Czech Republic. It encompasses the trends, dynamics, and factors influencing the buying behavior and preferences of online shoppers in these markets. The analysis takes into account the growth of e-commerce, the characteristics of the target audience, and the key elements that shape their decision-making process when purchasing AED/cpr products online.

Executive summary

This research report presents the current potential expansion opportunities for Medisol in Greece and the Czech Republic. The report uses competitive analysis, market research and discussions/interviews to identify strategies for increasing sales in these markets. Medisol has long been committed to expanding its presence worldwide. With my recent arrival as an intern focused on marketing, the company's expansion plan has gained momentum, with marketing playing a crucial role in bridging the gap between sales and marketing efforts for these new countries. Currently, the new markets do not have dedicated websites in their respective languages and instead rely on a general English website. Hence, the challenge lies in how Medisol can expand its sales despite relying on an English webshop. The strategies of marketplace integration and SEA campaigns are identified as key factors to drive sales growth for Medisol in these markets. Medisol's market entry into the Czech Republic is impeded by the existing marketplace policies, which prohibit the acceptance of foreign companies. The research aims to guide Medisol in effectively developing sales and expanding its market presence in these countries, with a key focus on the Greek market, by the end of 2023. The information gaps that were identified during this research are: (1) Lack of knowledge regarding the current e-commerce trends and consumer behavior in Greece and Czech Republic. (2) Insufficient understanding of the most effective marketing and sales strategies for Medisol to connect with customers in Greece and the Czech Republic, considering the absence of dedicated local web stores in these countries. (3) Limited insights on how the Marketing department can collaborate with Sales to develop and execute effective sales strategies in Greece and Czech Republic.

To answer these information gaps correctly, desk and field research were conducted. The field research consists of surveys, interviews, observations and discussions.

The research focused on three sub-questions: current e-commerce trends and consumer behavior, effective marketing and sales strategies, and collaboration between the marketing and sales departments. Three main points of improvement have been identified after all the conducted research. These points provide the solution to develop sales in Greece and Czech Republic. The recommendations are as follows, keep in mind that a more detailed description can be found in the end of this research:

(1) Marketplace integration plan: To address the limitation of relying on an English Webshop, Medisol should implement a marketplace. By partnering with the popular local Marketplace Skrutz, Medisol can have a local presence and reach a broader customer base. This approach provides better accessibility, language customization and localized marketing efforts, ultimately leading to sales growth.

(2) Implement SEA (search-engine-advertisements) campaigns: To increase Medisol's visibility and attract targeted customers, Medisol should deploy SEA campaigns. By investing in targeted ads on relevant keywords, Medisol ensures that potential customers in Greece and the Czech Republic discover their products. These campaigns can drive traffic to the webshop and significantly increase the chances of converting leads into sales.

(3) Improving the collaboration between marketing and sales: To bridge the gap between marketing and sales efforts, Medisol should focus on fostering better collaboration between the two departments. By facilitating regular communication, sharing market insights and aligning marketing strategies with sales goals, Medisol can ensure an approach to increasing sales in both markets.

These recommendations can be implemented within a time span of 2-3 months. By making use of these recommendations Medisol can effectively develop sales in Greece and Czech Republic by the end of 2023.

1. PRELIMINARY RESEARCH

1.1 Company and product developments

Medisol, or Medisol B.V., was founded in 2001. Pieter Joziassse and Edwin Roelse, two former paramedics, started the firm in Middelburg after their experiences on the operational lines of the ambulance service. The firm was formed by both founders with the purpose of providing everyone with instant access to life-saving equipment, and hence the mission to save lives. Medisol is now undoubtedly one of Europe's leading providers of defibrillators and related resuscitation devices, serving more than 16 countries. Medisol has been exploring for new prospects in regional areas to enhance market share. Medisol announced their new vision in 2020: "By 2030, everyone will have an AED available within 6 minutes.". This meant that the company's mission expanded from everyone in Europe to everyone everywhere - with quick access to life-saving equipment. Medisol now employs over 64 people from 15 different nationalities at its headquarters in Flushing. Thus, Medisol is a medium-sized business with less than 250 people. The business concept of Medisol is defined as an "e-commerce platform that is an international independent supplier of defibrillators and resuscitation products for any type of customer, including B2C and B2B. Offering expert guidance as well as competitively priced items. The company's goal is to deliver CPR equipment in various variants to consumers of all ages at the lowest feasible cost. Behavioral segmentation is used to target Medisol consumers based on purchase, advantages sought, interaction, and loyalty status. These habits, which comprise the sorts of items and information users consume, enable Medisol to differentiate between business-to-business and business-to-consumer transactions. Medisol collaborates with several organizations and businesses around Europe. Over the decade, Medisol expanded its products and services - using a market penetration strategy to gain greater dominance in the medical device market. Part of this strategy focused on capturing a larger share of existing markets, such as Geek and Czech markets, for example. Medisol therefore used a localization strategy by creating dedicated Web stores in specific languages. Medisol also now offers, as one of the first in their market, a 10-year warranty service on all defibrillators - specially designed to ensure a properly functioning defibrillator. In short, Medisol is a well-known and valued company throughout Europe. The diversity in Medisol's product portfolio is enormous. Many brands are offered in the different segments. In addition, Medisol offers maintenance services ranging from bronze to platinum packages. The focus on constant innovation explains their leading position over the competition.

1.2 Problem analysis

Increasing market penetration is a great way for most companies to increase sales. As is already known from the introduction, Medisol is betting heavily on this strategy. Market penetration gives Medisol the opportunity to assess the potential for specific products or services, or on a smaller scale to measure the market share of a product or service in Greece and the Czech Republic. Market penetration leads to greater visibility of products or services, and markets begin to better recognize the benefits a company can offer (Kenton, 2023). Medisol's vision statement explains the desire of the company to expand and win more customers. For Medisol to succeed in expanding, increasing profitability, and attracting new customers, the company needs to improve the way in which they make themselves visible in the new markets Greece and Czech Republic. The improvements in developing new strategies would especially be beneficial to the marketing- and sales departments. Medisol has a high priority to this international growth plan, containing all European countries (which do not have their own dedicated webshop).

The problem surfaced as Medisol wants to expand its sales to all European Union countries, but currently lacks dedicated webshops for customers in all European countries. Customers from countries without a dedicated webshop are redirected to our global English website, "medisolinternational.com". In order for Medisol to respond appropriately to this problem, and successfully expand its operations internationally, the company needs to collect data on current sales in each EU country, analyze the e-commerce market landscape, and study consumer behavior. Gathering feedback from existing customers in different EU countries will help identify their specific needs and preferences. Market research is crucial to identify competitors and market trends in each EU country.

1.3 Information gaps

Information gaps need to be filled by researching the current data and situation of the company. The lack of knowledge underlying the possible implementation of a market expansion in a new country has been identified in three information gaps. The information gaps that need to be considered, in order for the researcher to create an advice, are: (1) Lack of knowledge regarding the current e-commerce trends and consumer behavior in Greece and Czech Republic, (2) Insufficient understanding of the most effective marketing and sales strategies for Medisol to connect with customers in Greece and the Czech Republic, (3) Limited insights on how the Marketing department can collaborate with Sales to develop and execute effective sales strategies in Greece and Czech Republic.

1.4 Research questions

The main research question is as follows: How can Medisol effectively develop sales in Greece and Czech Republic for dealers and end-users by the end of 2023?

Sub-question 1: What are the current ecommerce trends and consumer behavior in Greece and Czech Republic? Sub-question 2: What are the most effective marketing and sales strategies for Medisol to connect with customers in Greece and the Czech Republic, given the unavailability of dedicated local web stores in these countries?

Sub-Question 3: How can the Marketing department collaborate with Sales, to develop and execute effective sales strategies in Greece and Czech Republic?

1.5 Project aim

This project aims to deliver the following professional product(s) in month 6 of year 2023:

- Market analysis report + Competitive landscape report: A comprehensive report analyzing the ecommerce trends and consumer behavior in Greece and Czech Republic. This report will include an analysis of customer preferences for online shopping, popular shopping platforms, and any cultural and language differences that need to be considered in marketing and sales strategies.
- Marketing strategy recommendations: A report detailing effective marketing strategies for Medisol to connect with customers in each EU country without dedicated local webshops. This report will recommend the most effective marketing channels and advertising methods, as well as any cultural and linguistic differences that should be considered in developing marketing and sales strategies. The report also includes a plan for digital marketing (Search-engine advertising) to effectively target customers.
- Sales strategy recommendations: A report detailing effective sales strategies for the ecommerce store to increase sales in Greece and Czech Republic. This report will recommend the most effective sales channels for reaching customers in each country and should provide a detailed plan for collaboration between different departments. The report should also include a plan for implementing the marketplace as a new sales channel.

This/these professional product(s) will serve as proof of the author's competence in the IB programme learning outcome of Marketing & Sales.

2. Research approach

2.1 Research Approach per Sub-question

Sub-question 1: What are the current ecommerce trends and consumer behavior in Greece and Czech Republic? For this sub-question, desk research (external) and field research (surveys with the existing customers and resellers) were conducted to gather information on current e-commerce trends and consumer behavior in Greece and the Czech Republic. Additionally, in order to enhance knowledge about marketplaces, a visit was made to the prominent e-commerce fair, Webwinkelvakdagen, in Utrecht, serving as a valuable source of field research for gaining deeper insights into marketplace dynamics and growth. For the research, reports, literature and Internet sources on e-commerce in these regions were studied, including market analysis, official statistics and industry associations. This allowed the identification of the latest consumer trends, preferences and behavior in the e-commerce industry, such as preferred payment methods, delivery options and customer service expectations. To gain more detailed insights, existing customers and resellers were engaged through surveys as part of the field research. In addition, there was contact with the ministry of foreign affairs and several discussions/interviews with sales department to ensure the reliability and validity of the data collected.

Sub-question 2: What are the most effective marketing and sales strategies for Medisol to connect with customers in Greece and the Czech Republic, given the unavailability of dedicated local web stores in these countries? For this sub-question, a combination of desk research (external) and field research (internal) was conducted to identify the most effective marketing and sales strategies for Medisol to connect with customers in Greece and the Czech Republic. Desk research was utilized to gather

information about the ecommerce environments in these countries, including popular online marketplaces and platforms, as well as cultural habits that could impact marketing and sales tactics. As part of the field study, internal conversations with the marketing and sales departments were held to examine the strengths and weaknesses of current methods and produce fresh ideas for successful marketing and sales techniques. Interviews with existing resellers and new end-users in these countries provided insights into their specific needs and preferences. To ensure the reliability and validity of the collected data, the research unit also expanded on the market research conducted in sub-question 1 and maintained open communication with the internal marketing and sales department.

Sub-Question 3: How can the Marketing department collaborate with Sales, to develop and execute effective sales strategies in Greece and Czech Republic?

To address this sub-question, field research (interviews with the sales department and surveys with existing resellers) was conducted. The field research provided valuable insights into the specific needs and preferences of companies and consumers in Greece and Czech Republic. Additionally, desk research was carried out to gain a comprehensive overview of effective collaboration tactics. By combining the findings from both field and desk research, practical and market-specific partnership tactics were developed to ensure their relevance and effectiveness in the target markets.

2.2 Reliability & Validity

To establish the reliability and validity of the research findings, several measures were implemented, ensuring the accuracy and credibility of the data. The following reasons highlight why the research can be considered reliable and valid:

• Combination of Desk Research and Field Research:

The research employed a combination of desk research and field research techniques. Desk research involved an extensive review of reports, literature, and reputable internet sources on e-commerce trends and consumer behavior in Greece and the Czech Republic. This approach ensured a comprehensive understanding of the existing knowledge and insights in the field.

Furthermore, field research was conducted through interviews with various stakeholders, including customers, resellers, and internal departments. Surveys were also employed to gather specific and targeted insights. By incorporating both desk research and field research, a balanced and multi-dimensional view of the subject matter was obtained, enhancing the reliability and validity of the findings.

• Multiple Data Sources and Perspectives:

The research gathered data from diverse sources and perspectives. By including conversations with customers, ministry of foreign affairs, resellers, and internal departments, a range of viewpoints were considered. This approach ensured a comprehensive and well-rounded understanding of the company processes, market dynamics, consumer preferences and industry trends. The inclusion of multiple data sources enhanced the reliability and validity of the research results.

- Data Accuracy and Representation:

Careful attention was given to data accuracy and representation throughout the research process. The surveys and interviews were designed with clear and specific questions to gather relevant information. Strict data analysis techniques were applied to ensure the accuracy and reliability of the data collected. The research results are a reliable and valid reflection of market conditions, consumer behavior and industry trends in Greece and the Czech Republic.

2.3 Limitations

The limitation of the research was the inability to conduct field research in the Czech Republic due to challenges in finding willing resellers and the absence of available marketplaces. The focus was primarily on the Greek market. Furthermore, the sample size may have been greater, thus affecting the findings' generalizability. Medisol plans to conduct its own field research in the future when there is a significant volume on their website for the Czech Republic, building upon the initial desk research. This will allow them to gather additional insights and expand their understanding of the market dynamics and consumer behavior.

2.4 Operational table

Concept	Variable(s)	Indicators	Survey question(s)
End-users			
Target market	Questions to ensure targeted respondents	• Age • Location	• What is your age?
Search Behavior	• Preferred search engines for finding products or information • Frequency of using search engines for product shopping	• Search Engine • Frequency	• What search engine do you use to find products? • How often do you shop online?
Purchase Decision Factors	• Most important factors when deciding to purchase online • Importance of product information (such as specifications and reviews)	• Influencing factors • Product information	• What are the 2 most important factors for you when deciding to purchase online? • How important is the availability of product information (such as specifications and reviews) when deciding to purchase products online?
Language and International Purchase	• Comfort level when purchasing from websites in a non-native language • Issues or challenges encountered when making purchases abroad	• English webshops • Issues / challenges	• How comfortable are you when purchasing products from a website that is not in your native language? • Have you ever encountered any issues or challenges when making purchases abroad? If yes, please specify.
Payment Preferences	• Preferred payment method when shopping online • Importance of customer support	• Payment method • Customer support	• What is your preferred payment method when shopping online? • How important is it for you to have access to customer support when shopping online?
Social Media and Online Marketplaces	• Social media channels frequently used • Familiarity with major online marketplaces in the country	• Social media • Online marketplaces	• Which social media channels do you use most frequently? • How familiar are you with major online marketplaces in your country?
Reseller			
Target market	Questions to ensure targeted respondents	• E-mail	• From which city are you?
Ecommerce Market and Trends	• Perception of the development of the ecommerce market for defibrillators in their country • Trends or changes in the demand for resuscitation equipment (defibrillators) in their country in recent years	• Developments • Trends or changes	• How do you think the ecommerce market for defibrillators is developing in your country? • Have you noticed any trends or changes in the demand for resuscitation equipment (defibrillators) in your country in recent years?
Factors Influencing Purchase Decision	• Factors that influence their decision to purchase medical equipment online	• Influencing factors	• What factors influence your decision to purchase medical equipment online?
Reseller Experience and Satisfaction	• Overall experience with Medisol's English language web shop • Satisfaction with partnering with a company where all communication is in English • Difficulties encountered when using Medisol's English language web shop	• Experience • Satisfaction • Difficulties	• What is your overall experience with Medisol's English language web shop? • Are you happy to partner with a company where all communication is in English? • Do you encounter any difficulties when using Medisol's English language web shop? If yes, please specify.
Promoting Products	• Typical methods of promoting Medisol's products to customers	• Promotion	• How do you typically promote our products to your customers?
Online Search Behavior	• Preferred search engine for finding products	• Search engine	• What search engine do you use to find products?
Social Media Usage	• Social media channels widely used in their country	• Social media	• Which social media channels are widely used in your country?
Important Concerns	• Concerns regarding customs or import fees when purchasing products from an overseas web shop	• Customs/import fees	• Do you have any concerns regarding customs or import fees when purchasing products from an overseas web shop?
Communication Preferences	• Preferred English language communication with Medisol	• Communication	• How would you prefer to have your English language communication with Medisol?

3. Results

The following topics provide valuable insights for Medisol in developing targeted sales strategies, understanding customer behavior, and effectively penetrating the markets with a particular emphasis on the Greek market due to its current potential for Medisol. The topics are divided to get an understanding about the Shift towards Online Shopping and Consumer Preferences in the Greek and Czech Ecommerce Markets.

3.1 The current E-commerce Trends

This section looks into the most recent ecommerce developments in Greece and the Czech Republic. We will look at the drivers driving ecommerce growth, industry-specific trends, and technological breakthroughs in ecommerce. Understanding these developments is critical for establishing successful marketing and sales strategies to capitalize on the opportunities for ecommerce in both sectors.

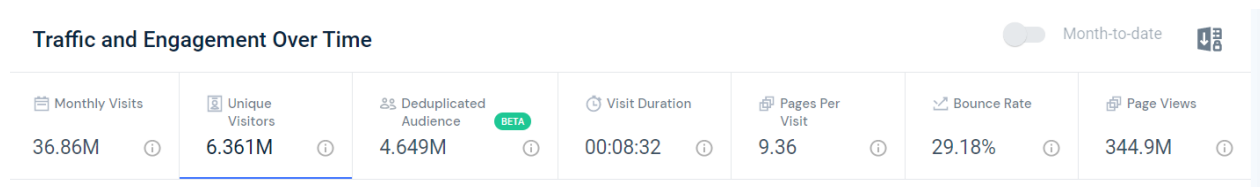
3.1.1 Greece & Czech Republic

There is strong growth in the country-level e-commerce sector in Greece and the Czech Republic. According to Statista (2023), the Greek e-commerce market is estimated to have revenue of \$4,355.3 million, making it the 51st largest market in the world. The Czech Republic is also experiencing strong online growth. According to Statista (2023), the market is expected to reach a revenue of \$6,565.2 million this year, making them the 46th largest market in the world. Looking at the increase in Greece expected to grow 23.3% by 2023, and in the Czech Republic, the market will grow a whopping 16.4%.

In Greece, where the economy has traditionally been dependent on cash, the use of credit cards and other payment methods has increased in recent years (White, 2023). Consequently, the use of credit and debit card purchases has increased among Greek customers. Website trends regarding payment methods include one-click payments, guest checkout options, and stored payment details to simplify the purchase process and reduce cart abandonment rates.

Furthermore, there is a noticeable trend towards marketplaces as the primary source of online shopping in Greece and the Czech Republic (Marketplace Analytics). This trend is driven by factors such as platform dominance, increased seller participation, and mobile commerce.

To support the statement about the trend, you can see below the traffic and engagement data over time for the biggest Greek Marketplace Skrutz.



Source: similarweb.com – Appendix 1: marketplace analytics

The figure illustrates that the marketplace Skrutz receives approximately 6.3 million monthly unique visitors, accounting for approximately 60% of the total population in Greece. Skrutz is the most trusted website among Greeks for their online purchases and has a vast network of merchants that rely on it. The marketplace offers more than 4,000 e-commerce shops and over 12 million products.

The popularity of Skrutz in Greece is further confirmed by the results of the survey conducted with resellers and end-users. Among the respondents, 32 out of 37 end-users reported being familiar with the major marketplaces in Greece (Figure 3). Furthermore, all resellers were aware of the marketplace Skrutz (figure 17).

Also, the resellers were asked in Greece how they think the ecommerce market for defibrillators is developing. The majority of them said that there is high potential for defibrillators in their market, as it becomes more mandatory in some places and due to the increasing awareness/attention (Figure 15 & 17).

3.2 Consumer Behavior

This section explores consumer behavior in Greece and the Czech Republic within the realm of ecommerce. By analyzing purchasing patterns, decision-making factors, and unique characteristics of Greek and Czech consumers, we gain valuable insights for developing effective marketing and sales strategies. Understanding consumer behavior is crucial for connecting with the target audience and achieving desired outcomes in these markets.

3.2.1 Consumer behavior Greece

Additionally, the desk research has identified five main factors from the literature review that significantly influence online shopping behavior. Those characteristics are important for assessing consumer possibilities and the choice-making process inside the e-commerce market. The factors identified provide insights into the key drivers behind online shopping behavior and can serve as valuable guidance for businesses aiming to effectively target and engage customers in the e-commerce markets of Greece and the Czech Republic.

Based on the literature review conducted, five main factors were identified as influential in online shopping behavior: online purchase risk, information, delivery, convenience, and enjoyment (Kalia, Singh & Kaur, 2016). However, the survey results from end-users in Greece revealed variations in the factors considered important by respondents. Out of the 38 survey participants (Figure 6), 73.7% (28 respondents) indicated that convenience played a crucial role in their decision to purchase online. Price was identified as a key factor by 55.3% (21 respondents), followed by trust (39.5%) and delivery time (34.2%).

The desk research and field survey shed light on the factors influencing online shopping behavior in Greece. While the literature review highlighted online purchase risk, information, delivery, convenience, and enjoyment as significant factors, the survey results provided insights specific to the Greek market. The overlapping points between the literature review and survey results emphasize the importance of convenience in driving online purchases. This suggests that Greek consumers prioritize the ease and convenience of the online shopping experience. Price, confidence, and delivery times were also cited as essential elements in the decision-making process. The importance of convenience is also apparent in repayment methods, as customers gravitate towards choices that offer comfort and ease of use. End-users are drawn to markets because they provide a practical and centralized system where they can find a wide range of products from diverse retailers or brands. Markets provide a one-stop purchase environment where customers can compare prices, read reviews, and make purchases from various vendors all in one place. 37 out of 38 respondents in the survey (Figure 7) emphasized the importance of having access to product information, including specifications and reviews. Additionally, a study by Pay (202) found that cash, credit / debit cards, and PayPal are the three most popular forms of payment. The most popular payment methods are credit / debit cards, PayPal, and bank deposits, according to our competitors (Appendix 7). According to our existing resellers are they comfortable using a website not in their native language when purchasing products (Figure 15). For them are the factors influencing their purchase: good assortment and good cooperation. This came also back in my research from end-users in Greece. 78.9% is comfortable using a website that is not in their native language (Figure 9).

Furthermore, our existing resellers were asked what their experience is with our current English webshop on a scale from 1-5. They all answered that they have a good experienced and that they are all happy to partner with us despite our English communication (Figure 15). Furthermore, nobody experienced any difficulties when using our English webshop (figure 16).

3.2.2 Consumer behavior Czech Republic

In the Czech Republic, price-consciousness is also a significant factor in online shopping behavior. Basing on the results of extensive research (Kwarteng, 2017), the main reasons for online shopping in Czech Republic are the price, followed by comfort and convenience, while shopping online. Age increase pushes shoppers to pay more attention to convenience of shopping, and therefore it can be considered an essential factor for making an online purchase. Further statistical analysis confirmed the fact that the Czech Republic has caught up with rest of Europe and the world in the area of Internet use and online shopping, and the commercial power of the Internet will continue to grow.

Kim et al (2012) indicated in his study that **price** is the most crucial factor that influences customers' purchasing decision when shopping online. It can therefore be assumed that price is the dominant factor influencing online shopping worldwide. Table 2 of their study clearly shows price as a deciding factor for on-line shoppers as 75.8% of the respondents considered it to be the reason for their purchase. The second most principal factor when shopping on-line is convenience (70.1%).

Appendix 3: Customers' reasons for online shopping	
Price	75.8%
Convenience	70.1%
Quick product comparison	46.7%
Possibility of product return	9.2%

Concluding: Czech online shoppers actively search for lower prices, and 46% of them compare prices across different websites before making a purchase. This indicates that offering competitive pricing can be an effective way to attract customers in this market.

During my interview with Candy (sales consultant of UK, ROI & International), I obtained confirmation that Czech dealers exhibit a higher degree of price sensitivity compared to their Greek dealers (Appendix 12).

Card payments are the most common form of payment among Czech online shoppers, with debit cards being the preferred choice (Adyen, 2023). However, people who do not have credit cards or who prefer not to use them when making online purchases extensively use bank transfers as well. The Czech Republic has a sizable market for online businesses in terms of marketplaces. Alza is one of the most well-known marketplaces, which offers a variety of goods, including electronics, household items, and sports goods. One of the other well-known marketplaces is Zbozi. However, none of these marketplaces accept foreign companies.

3.3 Effective Marketing and Sales Strategies for Medisol to Connect with Customers in Greece and the Czech Republic

This section focuses on developing effective marketing and sales strategies for Medisol to establish strong connections with customers in Greece and the Czech Republic. By identifying the most suitable strategies, Medisol can effectively engage its target audience and drive business growth in these markets. Additionally, this section includes competitor analysis to gain insights into market dynamics, opportunities, and areas for differentiation. Furthermore, keyword analysis is explored to optimize content and digital campaigns, enhancing Medisol's visibility and relevance to potential customers. By leveraging these strategies, Medisol will position itself competitively and will successfully connect with customers in both Greece and the Czech Republic.

3.3.1 Competitor Analysis: Identifying opportunities and gaining a competitive edge

3.3.1.1 Greece competitor analysis

The research findings from the competitor analysis (appendix 7) shed light on the competitive landscape of the Greek e-commerce market. The analysis specifically focuses on evaluating the product diversity and price competitiveness of Medical24, Medi-shop, Digar, Mantzaris, and Medipoint. These competitors were found to offer a wide range of products at affordable prices.

Notably, it was observed that only 7 out of 20 AEDs of Medisol had more favorable prices compared to our competitors. However, what stands out is that we offer a cheaper price for the most popular AED brand in Greece, Heartsine.

The analysis also revealed that the major competitors have adopted a strategy of listing their products on popular marketplaces like Skrutz. This approach enables them to extend their reach and visibility while leveraging the reputation and trust of the marketplace to drive sales.

Regarding delivery times, the analysis indicated that our competitors typically offer an average delivery time of 2-3 working days (Appendix 7). In contrast, our business currently has a delivery time of 5+ working days for AEDs in Greece. Therefore, pricing will play a crucial role in compensating for the longer delivery time, ensuring that customers perceive the value despite the extended wait.

In Greece, common payment methods include credit cards, bank deposits, PayPal, and cash on delivery, which is particularly well-liked by Greek consumers. Currently, Medisol is at a competitive disadvantage as the company only provides payment on proforma invoice. Therefore, expanding the available payment options should be considered to align with customer preferences and improve the overall customer experience.

In conclusion, the competitor analysis in Greece highlights the importance of pricing strategies, marketplace presence, delivery times, and payment options. These findings provide valuable insights that can guide Medisol's decision-making process to enhance competitiveness and better cater to the needs of Greek consumers.

3.3.1.2 Czech Republic competitor analysis

Based on the analysis conducted (Appendix 8), Medisol was evaluated in comparison to major competitors in the Czech Republic market, namely Alfarescue, Bexamed, Azmedicashop, and Ezachranar. The evaluation focused on two key factors: product diversity and price competitiveness.

The analysis reveals that the e-commerce shop offers a diverse range of products at highly competitive prices. Specifically, a better price was found on nine out of 11 products compared to competitors, providing a significant advantage in terms of pricing in the market.

While competitors do not publicly disclose their shipping times, it can be assumed that the competitors' shops have a delivery time of three working days. Medisol is also providing the same delivery time, which is competitive and expected to contribute to high levels of customer satisfaction.

Regarding payment options, it was found that the most commonly used methods among competitors in the Czech Republic include debit/credit card, cash on delivery, and bank transfer (Appendix 8). The webshop of Medisol is having a competitive disadvantage in this regard, as it provides only proforma invoice. This is not aligning with the customer preferences.

In conclusion, Medisol demonstrates a strong competitive edge in terms of product diversity and price competitiveness in the Czech Republic market. This positioning is expected to facilitate customer attraction and retention. To maintain this competitive advantage, the focus will remain on sustaining the competitive pricing strategy, enhancing marketing efforts, and delivering high-quality customer service.

3.3.2 Keyword Analysis: Optimizing content and Digital campaigns

In the pursuit of market insights and effective sales strategies for AEDs and Defibrillators in Greece and the Czech Republic, a comprehensive keyword analysis was conducted. The analysis encompassed data from the past 12 months, examined on a monthly average basis. Searches were performed using keywords such as AEDs and Defibrillators, including their language-specific variations, across fourteen countries. The search volumes were collected and compared to identify the countries exhibiting the highest search volumes.

The results of the keyword analysis (Appendix 6) revealed that Greece and the Czech Republic displayed the highest search volumes for AEDs and Defibrillators. This indicates a significant demand for these products within these markets. Notably, Greece exhibited a monthly search volume of 4,400 for the keyword "AED." To capitalize on this substantial demand, the marketing team is strategically focusing on targeted marketing and advertising efforts, utilizing SEA campaigns and dedicated landing pages.

Moreover, the keyword analysis (Appendix 4) also unveiled the emergence of related keywords associated with awareness. Notable examples include "απινιδωτής τι είναι" (what is a defibrillator?) with a monthly search volume of 480 (85% increase), and "απινιδωτής τιμή" (defibrillator price) with a monthly search volume of 1,000. Additionally, the keyword "AED" demonstrated a high search volume of 4,400 (+23%).

Next to that, there are different brands in the keyword analysis, such as aed zoll (90) and Philips hs1 (20).

Appendix 5 highlights noteworthy findings for the Czech Republic. The average monthly search volume for the keyword "AED" stood at 3,600. Additionally, specific AED brands experienced increased search volumes. For instance, the Zoll brand exhibited a monthly search volume of 210, depicting a 24% increase. This increase was observed across keywords such as "aed zoll" (20) with a 50% increase in recent months, and "aed zoll plus" (50) with a 25% increase.

These findings emphasize the significance of the keyword analysis, shedding light on the search behaviors and preferences of potential customers in Greece and the Czech Republic.

3.4 Enhancing Collaboration between the Marketing Department and Sales for Effective Sales Strategies in Greece and the Czech Republic

Based on observations and interviews (appendix 12) conducted, it was found that there is limited collaboration between the marketing and sales departments, with the exception of the intern (me) who serves as a bridge between the two teams. The research revealed the following key findings:

- **Lack of Communication:** The communication between the marketing and sales departments is primarily focused on addressing website errors and obtaining translations for standard blogs and new products. There is minimal interaction beyond these specific tasks, indicating a lack of regular and meaningful communication.
- **Absence of Collaborative Efforts:** The research uncovered a lack of collaborative initiatives between marketing and sales. There is limited coordination in developing sales strategies, sharing market insights, or aligning efforts to drive sales in Greece and the Czech Republic.
- **Limited Integration:** The research findings indicate that marketing and sales operate as separate entities with limited integration. There is little exchange of information, insights, or joint decision-making between the two departments, hindering the development and execution of effective sales strategies.

These research findings highlight the existing gap in collaboration and integration between the marketing and sales departments. The lack of communication and collaborative efforts suggests the need for measures to enhance cooperation and alignment between the teams. By addressing these gaps, Medisol can improve the overall effectiveness and success of its sales efforts in the Greek and Czech markets.

Through the initiatives taken, which included the establishment of various communication methods and proactive efforts, a positive collaboration framework was achieved. As a result of implementing weekly development updates, face-to-face meetings, and active collaboration through platforms like MS Teams and Yammer, there was a significant increase in engagement and participation among colleagues. This framework successfully facilitated the active involvement of the marketing, software, and sales departments in the project. The positive outcomes of these initiatives emphasize the importance of proactive efforts and the establishment of effective communication channels in fostering collaboration within Medisol.

4. Conclusion

In this section, conclusions will be provided based on the research conducted on (1) e-commerce trends and consumer behavior in Greece and the Czech Republic. (2) effective strategies to connect with customers and (3) enhancing collaboration between marketing and sales department.

4.1 Conclusion on E-commerce Trends and Consumer Behavior in Greece and the Czech Republic

The findings chapter's results offer insightful insights into the current trends in e-commerce and consumer behavior in Greece and the Czech Republic. By examining these trends and consumer preferences, evident conclusions about the e-commerce environment in these markets have been formed.

First, it is obvious that e-commerce is growing significantly in both Greece and the Czech Republic. Forecasts that show significant revenue increases highlight the importance of these markets for online businesses. Two indications of the changing consumer habits in these countries are the Czech Republic's desire for competitive prices and the Greek adoption of practical payment methods like credit and debit cards.

Moreover, the dominance of marketplaces as the primary source of online shopping is a significant trend observed in both Greece and the Czech Republic. Marketplaces like Skrutz in Greece and Alza.cz in the Czech Republic attract a large number of monthly unique visitors and provide a platform for consumers to access a wide range of products (Similarweb, 2023). This underscores the importance of marketplaces as a key factor in e-commerce value networks (Kawa & Magdalena, 2019). However, Medisol's market entry into the Czech Republic is impeded by the existing marketplace policies, which prohibit the acceptance of foreign companies. Consequently, Medisol faces limitations in selling its products on the Czech marketplace.

When considering consumer behavior, convenience emerges as a key factor influencing online purchasing decisions in Greece. Greek consumers prioritize ease of use, convenience, and reliable delivery. Additionally, factors such as price, trust, and availability of product information play crucial roles in the decision-making process. In contrast, price-consciousness and the comparison of prices across different websites are significant factors influencing consumer behavior in the Czech Republic.

Limitations:

Objectivity: Despite efforts to minimize bias, subjective interpretation and personal perspectives could introduce some degree of bias into the findings.

Reliability: The ever-changing nature of the e-commerce landscape and consumer behavior introduces the possibility of varying results over time and across different contexts.

Validity: While efforts were made to select appropriate research units, the findings may not fully capture the diversity and nuances of consumer behavior across different demographic groups, geographic locations, or specific market segments. Looking at marketplaces is it not possible for Medisol to register on the Chechia Marketplaces, as they do not accept companies from abroad.

The study focused on a specific timeframe and relied on available data sources, potentially limiting the inclusion of recent changes in market conditions or shifts in consumer behavior.

4.2 Conclusion on Effective Strategies to Connect with Customers in Greece and the Czech Republic

The analysis of effective marketing and sales strategies for Medisol to connect with customers in Greece and the Czech Republic, considering the unavailability of dedicated local web stores in these countries, has provided valuable insights. The competitor analysis highlighted the competitive landscape and opportunities for Medisol in both markets.

In Greece, competitors such as Medical24, Medi-shop, Digar, Mantzaris, and Medipoint offer a good variety of products at competitive prices. To maintain competitiveness, Medisol should carefully consider pricing strategies and explore partnerships with the popular Greek marketplace Skrutz. Additionally, offering a variety of payment options, including credit cards, bank deposits and PayPal will enhance customer satisfaction.

In the Czech Republic, Medisol has a strong competitive edge in terms of product diversity and price competitiveness compared to major competitors like Alfarescue, Bexamed, Azmedicashop, and Ezachranar. Sustaining a competitive pricing strategy, enhancing marketing efforts, and delivering high-quality customer service will be key to maintaining this advantage.

The keyword analysis revealed significant demand for AEDs / defibrillators in both Greece and the Czech Republic. Targeted marketing and advertising efforts, utilizing SEA campaigns and dedicated landing pages, should be prioritized to capitalize on this demand. Additionally, the emergence of related keywords associated with awareness presents opportunities to educate potential customers about defibrillators and their prices.

Overall, by implementing the identified strategies, Medisol can establish strong connections with customers in Greece and the Czech Republic, position itself competitively, and drive business growth in these markets.

Limitations:

Objectivity: Throughout the research process, I strived for impartiality by avoiding bias and ensuring that our analyses and interpretations were based entirely on the data collected. It was aimed to present an objective evaluation of the e-commerce environment and consumer behavior in these areas by using a variety of data sources and adhering to demanding research methods.

Reliability: To ensure reliability, employed consistent and standardized research procedures across both countries were conducted. By utilizing robust data collection methods and conducting interviews and surveys with a representative sample of participants, aiming to obtain reliable and consistent results. The data collected from reliable sources and the use of established research instruments contribute to the overall reliability of our findings.

Validity: In this study, the selected research units were selected carefully, such as consumers, resellers, and market reports, which are relevant to understanding e-commerce trends and consumer behavior in

Greece and the Czech Republic. By employing a combination of desk research and field research, aiming to capture a comprehensive picture of the subject matter and ensure the validity of our conclusions.

4.3 Conclusion on Enhancing Collaboration between the Marketing Department and Sales team for Effective Sales Strategies in Greece and the Czech Republic

The research conducted revealed a lack of effective collaboration between the marketing and sales departments at Medisol. However, with the introduction of the intern (me) overseeing Medisol international, significant improvements were observed in the collaboration between the two teams. It can be concluded that my collaborative attitude has yielded substantial benefits for Medisol.

Through the implementation of several initiatives, a strong collaborative relationship has been established. Weekly development updates, face-to-face meetings, active communication channels, specialized marketing meetings and collaboration with software development have played a crucial role in fostering cooperation and alignment.

Regular updates and meetings have enabled clear and consistent communication, keeping all stakeholders well informed of the latest developments and progress. Face-to-face meetings provided valuable opportunities for in-depth discussions, addressing challenges and coming up with strategies together to optimize sales efforts. Active communication through platforms such as MS Teams and Yammer enabled real-time collaboration, allowing for the exchange of ideas, feedback and collaboration on sales-related matters.

Special marketing meetings leveraged the experience of the front-line sales team and provided valuable insights to refine and align marketing approaches with sales goals. Collaboration with the software development team has ensured that marketing initiatives are well supported by the necessary technology infrastructure, optimizing the technical aspects of sales strategies.

Overall, improved collaboration between the marketing department and the sales team has resulted in a more integrated and coordinated approach to sales strategies in Greece and the Czech Republic. However, it is crucial for Medisol to recognize the importance of continuing this progress beyond the trainee's departure. Continued efforts must be made to maintain the partnership to ensure long-term success in driving sales and meeting organizational goals.

4.4 Overall conclusion

In conclusion, the comprehensive analysis of e-commerce trends, consumer behavior, and effective strategies to connect with customers in Greece and Czech Republic provides valuable insights for Medisol to successfully develop sales in these markets by the end of 2023.

The research findings highlight the significant growth potential in the e-commerce sectors of both countries, underscoring the strategic importance of these markets for online businesses. Greek consumers prioritize convenience, reliable delivery, and convenient payment methods, while Czech consumers exhibit price-consciousness and emphasize the importance of price comparison.

To effectively connect with customers, Medisol should tailor its strategies to each market's unique characteristics. In Greece, maintaining competitiveness through well-defined pricing strategies, strategic partnerships with the popular Marketplace Skrutz, and offering diverse payment options will be essential. It can be concluded that proforma invoices for these countries is not optional. In the Czech Republic, leveraging Medisol's competitive advantage in terms of product diversity and pricing, while improving our Landing page will be key drivers of success.

Furthermore, enhancing collaboration between the marketing department and sales team is critical for developing effective sales strategies. The implementation of regular updates, in-person meetings, active communication platforms, dedicated marketing meetings, and collaborations with the software development have established a robust collaborative framework. This approach ensures clear communication, alignment of goals, and enables prompt responses to market changes.

The research suggests utilizing specific strategies to develop sales in Greece and the Czech Republic. To target the Greek market, leveraging the marketplace Skrutz is recommended. Skrutz attracts a considerable number of monthly unique visitors, making it an ideal platform for Medisol to showcase and sell its products. Additionally, implementing search engine advertisements targeting relevant keywords in both Greece and the Czech Republic will be effective in reaching potential customers and driving sales in these markets. By employing these strategies, Medisol can maximize its market reach and increase sales opportunities in both countries.

Furthermore, the strengthened collaboration between the marketing department and sales team will further enhance Medisol's ability to connect with customers and achieve its sales goals.

In conclusion, through a comprehensive understanding of e-commerce trends, consumer behavior, and the implementation of effective strategies, coupled with enhanced collaboration between the marketing department and sales team, Medisol is well-positioned to drive sales growth in Greece and Czech Republic by the end of 2023.

5. Recommendations

It is highly recommended that stakeholders review the professional product for the marketplace integration plan in Greece. This comprehensive plan outlines the strategic approach for Medisol's expansion into the Greek market through a partnership with Skroutz, the largest marketplace in the country. In addition, stakeholders will find the SEA (Search Engine Advertising) plan for both Greece and Czech Republic markets, providing insights into our marketing strategy for these regions.

5.1: Enhancing Marketplace Presence through Strategic Partnership

Partnering with Skroutz, the largest marketplace in Greece, offers Medisol an excellent opportunity to expand into the Greek market and drive sales growth. Skroutz provides increased visibility, access to a wide customer base, and a user-friendly interface that enhances the customer experience. Additionally, Skroutz enjoys high trust and reputation among Greek consumers, leading to increased conversion rates and customer loyalty. By leveraging Skroutz's market leadership, Medisol can establish itself as a trusted brand and gain a competitive advantage. Skroutz's tools and features enable Medisol to optimize product listings, differentiate itself from competitors, and highlight competitive pricing. This strategic positioning allows Medisol to tap into a vast customer base and increase its market share in Greece. Furthermore, considering the popularity of Heartsine brand AEDs in new markets, it is recommend exploring the possibility of offering them on the marketplace. While language packs are currently unavailable for these AEDs, actively investigating options to purchase Heartsine Samaritan AEDs with additional language packs can enhance accessibility and cater to a wider customer base. This proactive approach aligns with customer needs and ensures a more inclusive experience. The Heartsine brand's positive reputation and competitive pricing can be leveraged by Medisol to position itself as a provider of affordable and reliable AEDs. By diversifying its product portfolio and capitalizing on the demand for these trusted devices, Medisol can attract more customers and increase market share. Implementation-wise, offering AEDs on Skroutz can be achieved within an estimated timeline of 2 to 3 weeks, considering catalog and quality requirements.

SAF Framework (full version in appendix 13):

- **Suitability:** Joining Skroutz as a marketplace aligns with Medisol's goals and customer preferences. Skroutz offers extensive reach, trust, and convenience, making it an ideal platform for Medisol to connect with customers and generate sales. It is also suitable since this market is included in Medisol's expansion plan.
- **Acceptability:** Medisol's previous marketplace experience indicates a willingness to adopt marketplace strategies. Skroutz's recognition among Greek customers further supports Medisol's decision to join. Additionally, both the management and sales department have expressed a strong willingness and enthusiasm for implementing this recommendation. Their positive attitude and support further reinforce the feasibility and acceptability of joining Skroutz as a marketplace.
- **Feasibility:** Medisol's existing infrastructure and Skroutz's support simplify the integration process. An estimated budget of 633 euros is needed in the first month. Things like advertising costs, using an external marketing marketplace agency and advertisements costs are included in this. In this first month, much of it can be set up and the results can already be seen. Regarding the budget, Medisol will prefer to have someone within the company who can make this happen. As for registration fees and advertising costs, Medisol can give a budget for this, looking to all the benefits and willingness to increase sales in this market. Implementing this recommendation can be accomplished in 2 to 3 months.

5.2: Implementing Search Engine Advertising (SEA) Campaigns

To effectively develop sales in Greece and Czech Republic, it is recommended that Medisol implements Search Engine Advertising (SEA) campaigns. These campaigns can leverage the high online search volume in both countries, allowing Medisol to target potential customers actively seeking AEDs and defibrillators. By utilizing SEA campaigns, Medisol can drive qualified traffic to its website, increase brand visibility, and boost sales.

Based on the significant online search volume for AEDs and defibrillators in Greece and Czech Republic, it is highly recommended for Medisol to implement Search Engine Advertising (SEA) campaigns targeting relevant keywords such as "απινιδωτής," "Defibrillator," and "απινιδωτές." This strategic approach will help Medisol capitalize on the market demand and establish a strong online presence in these regions.

To start, it is advisable for Medisol to allocate a monthly budget of 300 euros in the Greece market. This initial investment will provide a solid foundation, allowing Medisol to establish a presence, test the market, and evaluate the performance of its SEA campaigns in Greece. Considering the average search volume in Greece is comparable to Belgium at 4,400, it is reasonable to draw insights from the budget allocation for the successful Belgium market. Therefore, a similar initial budget of 300 euros is recommended.

As Medisol gains experience and collects valuable data on the market's response to its ads, it is recommended to gradually scale up the budget. Based on the positive results obtained in Belgium with a budget of 800 euros per month, a similar amount should be allocated for Greece as the campaigns show potential for success. By scaling up the budget from 300 euros to 800 euros, Medisol can effectively expand its reach, increase visibility, and potentially generate more conversions and sales in the Greece market.

By following this comprehensive recommendation, Medisol can leverage the significant search volume and establish a strong online presence for its AEDs and defibrillators in the Greece market. The combination of a solid initial budget, gradual scaling, increased brand visibility, and cost-effective advertising will position Medisol for success in capturing market share and driving business growth.

SAF Framework (full version in appendix 13):

- **Suitable:** SEA campaigns align with Medisol's goals of increasing brand visibility, capturing customer attention, and driving website traffic. The strong demand for AEDs and defibrillators in Greece and Czech Republic makes SEA an effective method to target potential customers and generate sales. This market is part of the expansion plan, making it suitable as well.
- **Acceptable:** SEA campaigns are widely accepted and proven effective in the industry. Medisol's existing revenue from SEA campaigns demonstrates its acceptability and effectiveness in driving results for the company.
- **Feasible:** Medisol has the necessary tools, resources, and expertise to run successful SEA campaigns. Access to Google Ads, a SEA specialist within the marketing team, relevant keywords, compelling content. An estimated budget of 300 euros per month is needed for this. This can be budgeted by Medisol as this is done for each market with relevant volumes. In this case, the volume corresponds to the volumes in Belgium. There are also SEA campaigns for this market. Implementing this recommendation can be accomplished in 1 week.

5.3: Enhancing Collaboration between Marketing and Sales

To ensure seamless collaboration between Medisol's marketing and sales departments, it is recommended to implement the following strategies. First, schedule regular meetings between the marketing and sales teams to foster clear and consistent communication. These meetings provide a platform for sharing updates, discussing ongoing campaigns, and addressing challenges or opportunities. By maintaining open lines of communication, both teams can stay aligned and work towards common objectives.

Second, set up a real-time dashboard to display marketing results. Medisol already has a data studio dashboard for other countries and implementing a similar one specifically for marketing will provide visibility into performance. This enables informed decision-making based on up-to-date data.

Lastly, establish shared Key Performance Indicators (KPIs) and performance metrics that align marketing and sales goals. By tracking common metrics such as lead generation, conversion rates, and revenue generated, both teams can work towards shared objectives. This collaborative approach encourages accountability, ensures alignment, and enables data-driven decision-making.

By implementing these strategies, Medisol can enhance collaboration between the marketing and sales departments, leading to optimized customer engagement, improved sales performance, and sustainable business growth.

SAF framework (full version in Appendix 13):

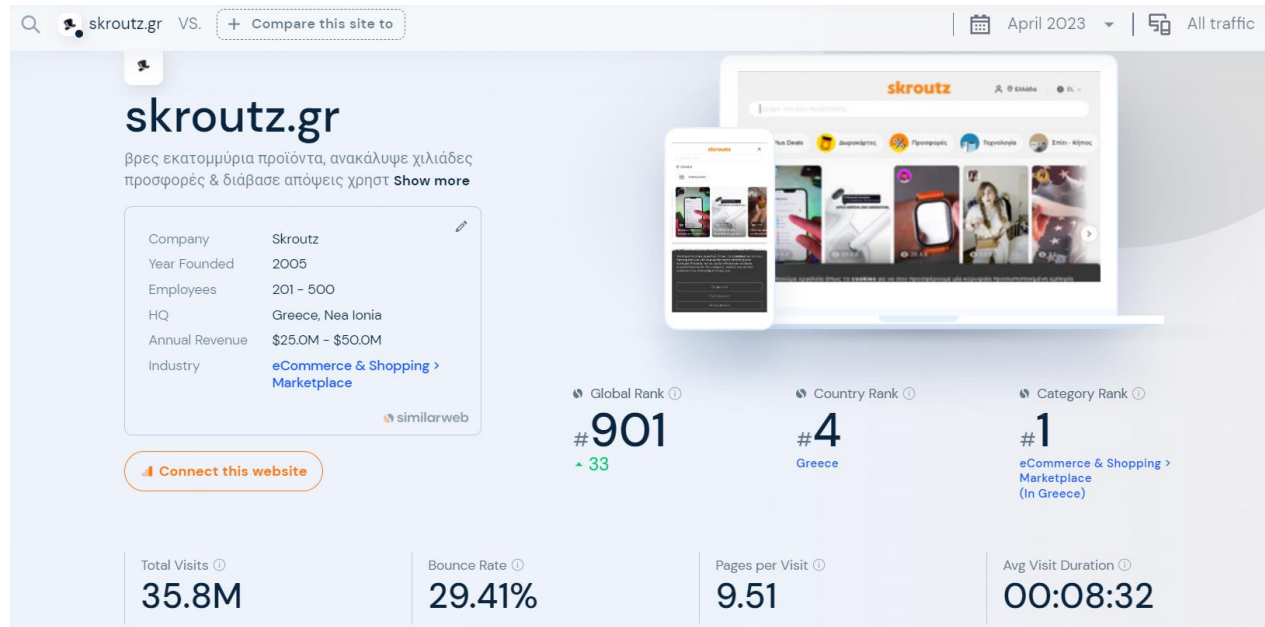
- **Suitable:** It can be concluded that improving and strengthening this collaboration is highly suitable. The lack of effective collaboration observed initially highlighted the need for closer alignment between the two departments. Enhancing collaboration would enable better coordination, shared goals, and improved communication between marketing and sales, leading to more effective sales strategies for the new markets
- **Acceptable:** The recognition of the benefits of collaboration, such as enhanced communication, goal alignment, and optimized sales efforts, demonstrates a positive attitude towards implementing measures to foster better collaboration. The desire for improved collaboration from both departments makes it more likely that they will embrace and support initiatives aimed at strengthening their working relationship.
- **Feasible:** The feasibility of improving collaboration between marketing and sales is determined by several factors. First, the availability of resources and tools to facilitate communication and coordination, such as weekly development updates, in-person meetings and active communication. To enhance collaboration between marketing and sales, it is important to establish a good differentiation of roles and responsibilities. By clarifying each department's specific contributions and assigning accountability, the feasibility of collaboration is enhanced, leading to more effective sales strategies and improved overall performance.

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7. Appendices

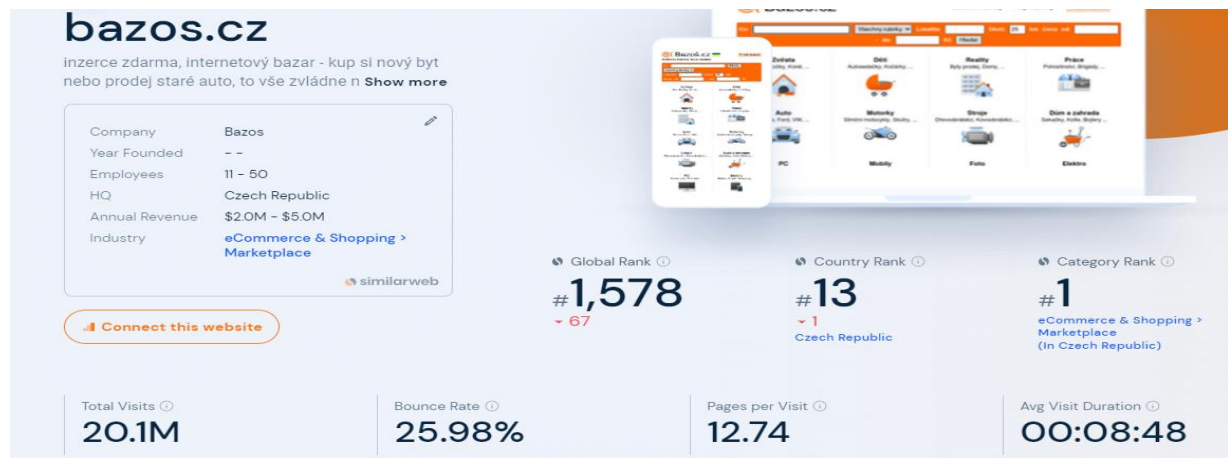
Appendix 1: Marketplace analytics



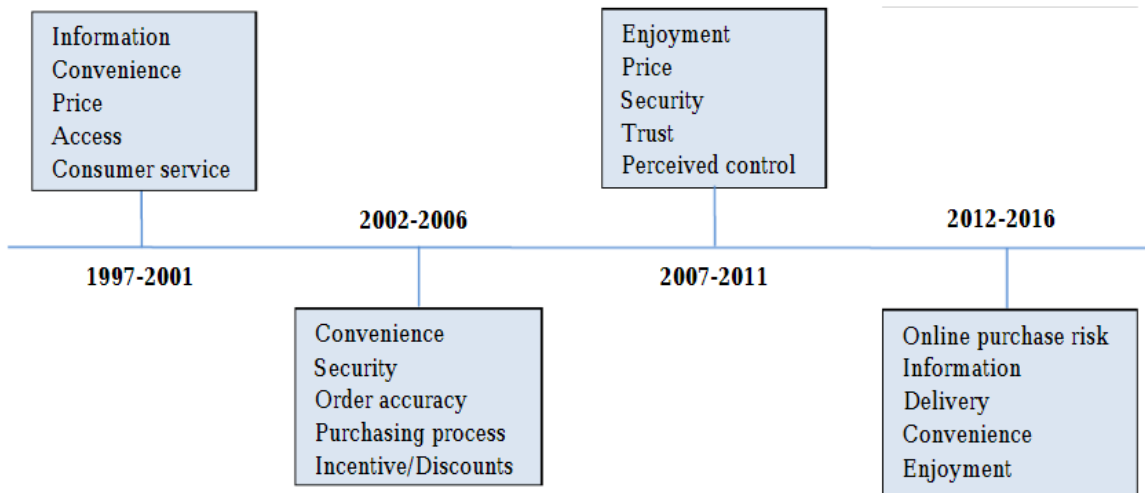
Traffic and Engagement Over Time

Month-to-date

Monthly Visits	Unique Visitors	Deduplicated Audience <small>BETA</small>	Visit Duration	Pages Per Visit	Bounce Rate	Page Views
36.86M	6.361M	4.649M	00:08:32	9.36	29.18%	344.9M



Appendix 2: Factors affecting online buying behavior



Source: Authors' depiction based on literature review.

Appendix 3: Customers' reasons for online shopping Czech Republic

Tab. 2: Customers' reasons for on-line shopping

Price	75.8%
Convenience	70.1%
Quick product comparison	46.7%
Possibility of product return	9.2%

Source: researchgate.net

Appendix 4: Google Ads keywords Greece

Search: Location: Language: Date range:

Use different keywords for more results [Edit](#)

Broaden your search:

1 21 keyword ideas available Columns Keyword view

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)
<input type="checkbox"/> απινιδωτής	4,400	+23%	0%	High	—	€0.15
Keyword ideas						
<input type="checkbox"/> απινιδωτής τι είναι	480	+85%	-55%	Low	—	€0.13
<input type="checkbox"/> απινιδωτής τιμή	1,000	0%	+230%	High	—	€0.07

Appendix 5: Google Ads keywords Czech Republic

Q

aed, defibrilatory, zoll

Czechia

Czech

Google

May 2022 – Apr 2023

Broaden your search:

+ ventily

+ hadice

+ an

+ pan

+ zeus

+ egp

+ kronos

Jun 2022

Aug

Oct

Dec

Feb 2023

Apr

1

Exclude adult ideas

X

Add filter

129 keyword ideas available

Columns

Keyword view

Keyword (by relevance)

Avg. monthly searches

Three month change

YoY change

Competition

Ad impression share

Top of page bid (low range)

Keywords you provided

aed

3,600

0%

+22%

Low

—

€0.10

defibrilatory

2,400

0%

0%

High

—

€0.14

zoll

210

+24%

+53%

Low

—

€0.28

Appendix 6: Keyword analysis (google analytics from 05.2023)

Country	Volume on AED / monthly
Greece	4400
Czechia	3600
Hungary	1900
Romania	1900
Slovakia	1000
Croatia	1000
Slovenia	1000
Lituania	880
Luxembourg	880
Estonia	720
Bulgaria	590
Cyprus	320
Malta	260
Latvia	210

Appendix 7: Competitive pricing analysis - Greece

Product Name	SKU	Our Price	Medi-shop.gr Price	Digas.gr Price	Mantzaris.gr Price	Medical24.gr Price	Medipoint.gr Price
CARDIAC SCIENCE POWERHEART G5 FULLY AUTOMATIC AED	G5A-11C	€1871,53				€1800,00	
CARDIAC SCIENCE POWERHEART G5 SEMI AUTOMATIC AED	G5S-11C	€2619,27				€1750,00	
CU Medical I-PAD SP1 Fully Automatic Defibrillator	CU-SP1 AUTO-S	€1272,03				€880,00	
CU Medical I-PAD SP1 Semi-Automatic AED	CU-SP1-A	€1412,07				€880,00	
DEFIBTECH LIFELINE SEMI-AUTOMATIC AED	01-DCF-E110SG-UK	€1620,83				€1400,00	
HEARTSINE SAMARITAN 350P SEMI AUTOMATIC AED	PAD350P-UK	€1095,45	€1505,20	€1390,00	€1505,20	€1430,00	€1390,00 (2223)
HeartSine Samaritan 360P Fully Automatic AED	PAD360P-UK	€1095,45	€1547,60	€1440,00	€1547,60		€1435,00 (2300)
HEARTSINE SAMARITAN PAD 500P AED	PAD500P-UK	€1447,52	€1855,00	€1600,00	€1855,00		€1600,00 (2671)
I-PAD CU-SP2	tbd	not listed				€1755,00	
MINDRAY BENEHEART C1A SEMI-AUTOMATIC	0654B-XA00001 EN-FR	€1191,85					€890,00 (new)
Philips Heartstart FRx Semi-Automatic AED	861304-UK	€1378,85				€1800,00	
PHILIPS HEARTSTART HS1 SEMI-AUTOMATIC AED	M5066A-UK	€1155,40				€1450,00	
Physio Control Lifepak CR2	tbd	not listed			€2108,66		
PHYSIO-CONTROL LIFEPAK 1000 SEMI-AUTOMATIC AED	99425-000094	€2549,51	€2200,00				
Primedic Heartsave AED Semi-Automatic AED	97370	€1919,49	€2740,00			€2350,00	
Primedic HeartSave AED-M	tbd	not listed	€2740,00			€2800,00	
Schiller Fred Easyport	0.9 00000	2269,38	€1750,00			€2750,00	
Zoll AED 3 automatic	tbd	not listed	€2349,00				
ZOLL AED PLUS SEMI-AUTOMATIC AED	2E+16	€1354,87	€1760,97			€1550,00	
Zoll AED PLUS vol-automaat	2.41007E+16	€1422,45				€1550,00	
Shipping time		5 working days	1 - 2 working days	1 - 3 working days	3 working days	?	1 - 3 working days
Payment methods		Credit card / debit / paypal	Credit or debit card / Paypal / Bank deposit	Credit card / debit / paypal	Credit card / debit / deposit in bank account / cash on delivery	Credit card / debit / bank deposit/ cash on delivery	Bank deposit / e-banking / credit or debit card / cash on delivery

Appendix 8: Competitive pricing analysis - Czech Republic

Product Name	SKU	Our Price	Zbozi.cz Price	Alfarescue.cz Price	Bexamed.cz	Azmedicashop.cz Price	Ezachranar.cz Price
CARDIAC SCIENCE POWERHEART G5 FULLY AUTOMATIC AED	G5A-11C	€1871,53			€2007,07 (1)	€2321,89 (5)	
CARDIAC SCIENCE POWERHEART G5 SEMI AUTOMATIC AED	G5S-11C	€2619,27	€3176,20	€3176,20		€2291,85 (5)	
CU Medical I-PAD SP1 Fully Automatic Defibrillator	CU-SP1 AUTO-S	€1272,03					
CU Medical I-PAD SP1 Semi-Automatic AED	CU-SP1-A	€1412,07					
DEFIBTECH LIFELINE SEMI-AUTOMATIC AED	01-DCF-E110SG-UK	€1620,83					
HEARTSINE SAMARITAN 350P SEMI AUTOMATIC AED	PAD350P-UK	€1095,45	€1432,74	€1458,32	€1615,41 (4)	€1478,54 (1)	€1432,78 (1)
HeartSine Samaritan 360P Fully Automatic AED	PAD360P-UK	€1095,45	€1445,53	€1472,18	€1672,99 (6)		€1957,29 (3)
HEARTSINE SAMARITAN PAD 500P AED	PAD500P-UK	€1447,52	€1955,47	€1960,59	€2036,22 (5)	€2059,66 (2)	€2059,66 (2)
I-PAD CU-SP2	tbd	not listed					
MINDRAY BENEHEART C1A SEMI-AUTOMATIC	0654B-XA00001 EN-FR	€1191,85		€1573,20			
Philips Heartstart FRx Semi-Automatic AED	861304-UK	€1378,85	€1692,29	€1704,53	€1632,69 (2)	€1768,24 (3)	
PHILIPS HEARTSTART HS1 SEMI-AUTOMATIC AED	M5066A-UK	€1155,40					
Physio Control Lifepak CR2	tbd	not listed					
PHYSIO-CONTROL LIFEPAK 1000 SEMI-AUTOMATIC AED	99425-000094	€2549,51	€2167,02	€2852,68	€2950,30	€3100,00	€2770,76
Primedic Heartsave AED Semi-Automatic AED	97370	€1919,49					
Primedic HeartSave AED-M	tbd	not listed					
Schiller Fred Easyport	0.9 00000	2269,38		€3212,57			
Zoll AED 3 automatic	tbd	not listed		€2961,37			
ZOLL AED PLUS SEMI-AUTOMATIC AED	2E+16	€1354,87	€1955,60	€1995,60			
Zoll AED PLUS vol-automaat	2.41007E+16	€1422,45			€2011,20 (3)	€2182,83 (4)	
Shipping time		3 working days	x	1 - 3 working days (assumption)	1 - 3 working days (assumption)	1 - 3 working days (assumption)	1 - 3 working days (assumption)
Payment methods		x		Cash/card, bank transfer and payment card	In cash / Credit card	Bank transfer / card / proforma invoice	Cash on delivery / bank transfer / credit card

Appendix 9: Survey results end-users Greece

What is your age? -> (Ποια είναι η ηλικία σας;)

36 antwoorden

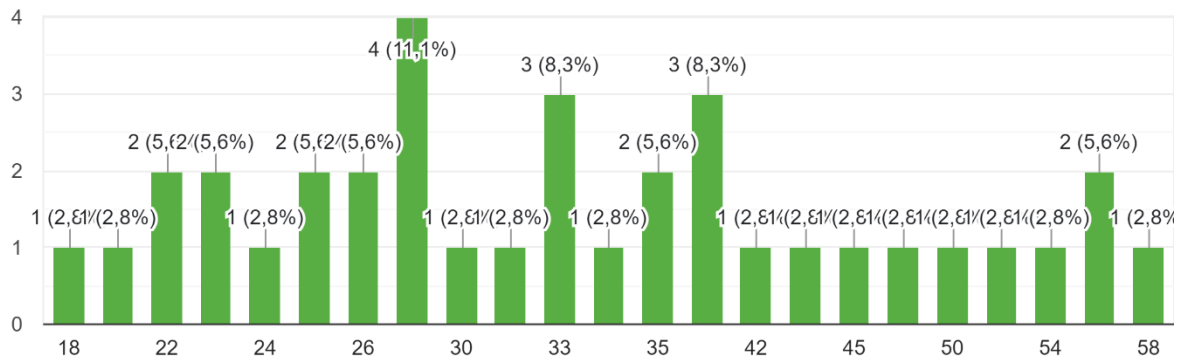


Figure 1: survey question 1

From which Greek city are you? / In which Greek city have you lived before? -> (Από ποια ελληνική πόλη είστε;)

32 antwoorden

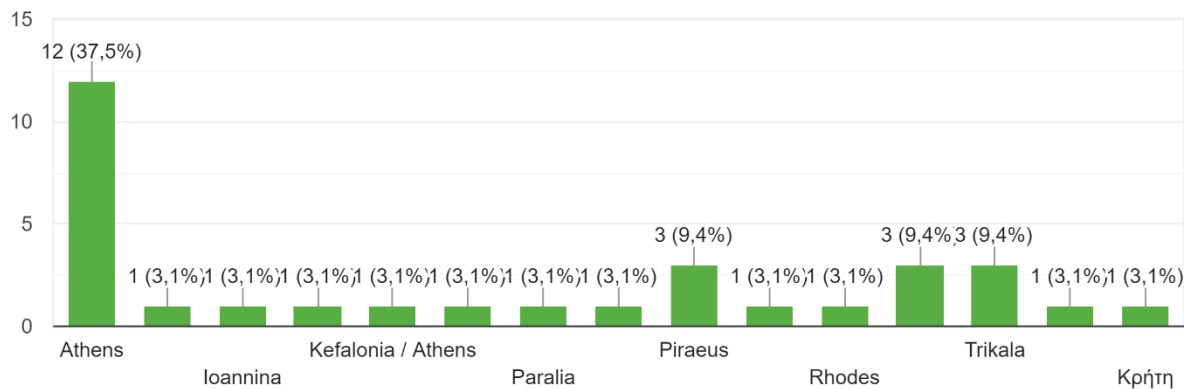


Figure 2: survey question 2

How familiar are you with major online marketplaces in Greece, such as Skroutz, BestPrice, and e-shop.gr? -> (Πόσο εξοικειωμένοι είστε με τις μεγ... όπως το Skroutz, το BestPrice και το e-shop.gr;)

37 antwoorden

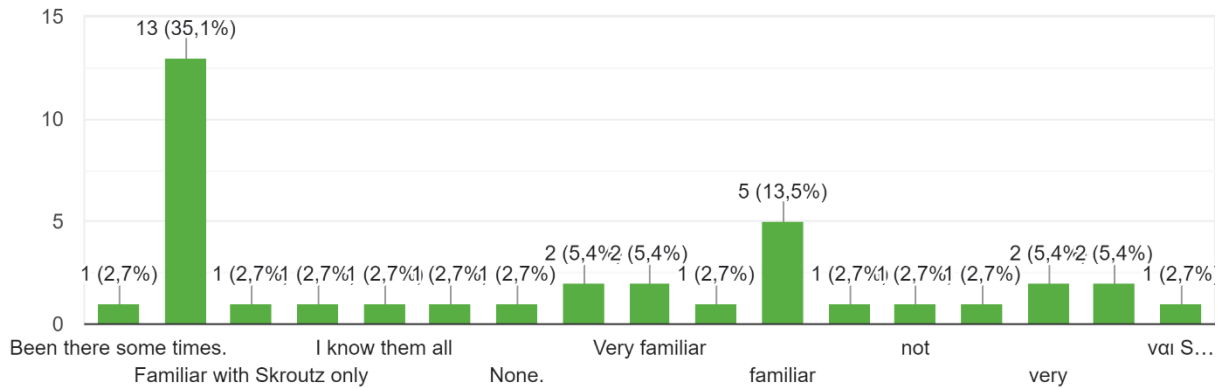


Figure 3: survey question 3

What search engine do you use to find products? -> (Ποια μηχανή αναζήτησης χρησιμοποιείτε για να βρείτε προϊόντα;)

38 antwoorden

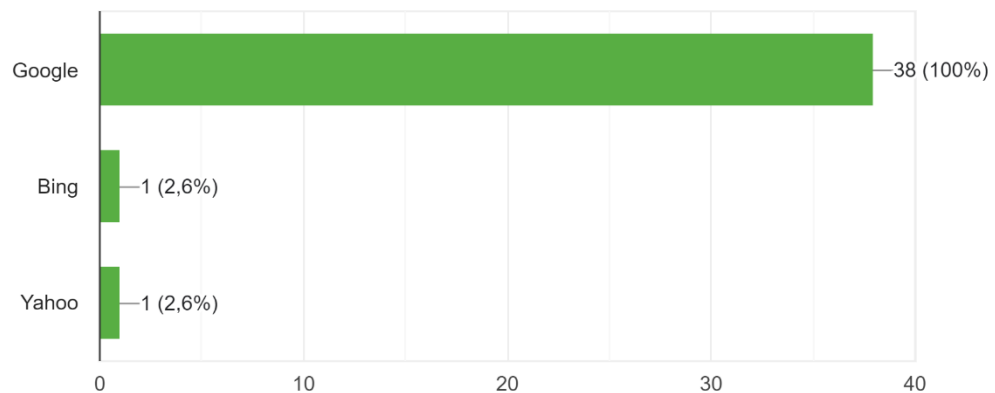


Figure 4: survey question 4

What search engine do you use to find products? -> (Ποια μηχανή αναζήτησης χρησιμοποιείτε για να βρείτε προϊόντα;)

38 antwoorden

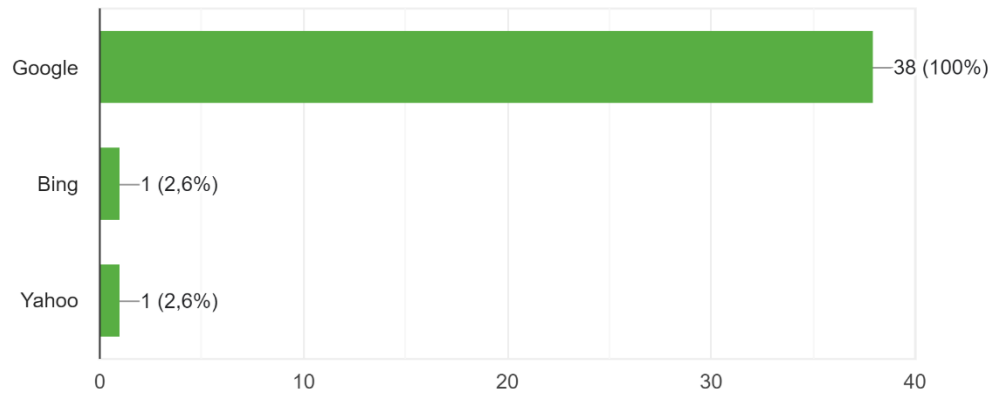


Figure 5: question 5

What are the 2 most important factors for you when deciding to purchase online? -> (Ποιοι είναι οι 2 πιο σημαντικοί παράγοντες για εσάς όταν αποφασίζετε να αγοράσετε online;)

38 antwoorden

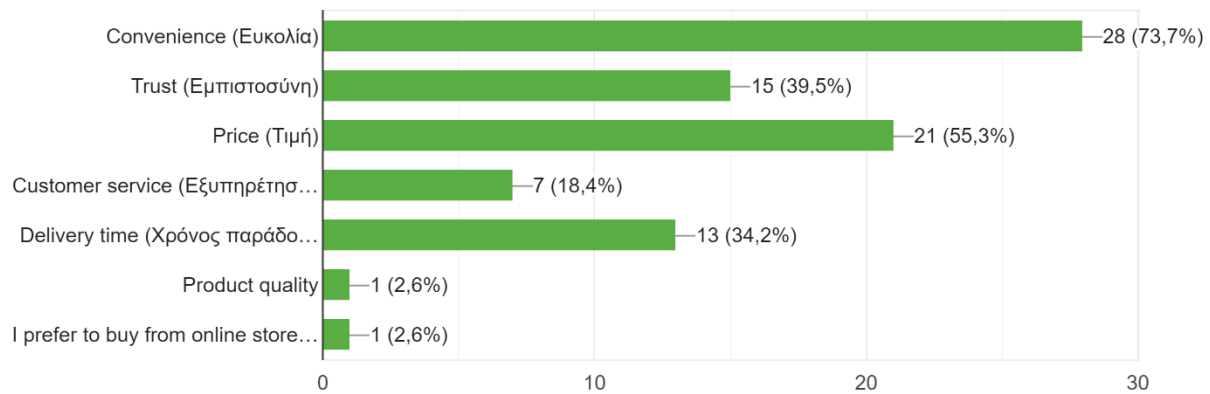


Figure 6: question 6

How important is the availability of product information (such as specifications and reviews) when deciding to purchase products online? -> (Πόσο σ...ασίζετε να αγοράσετε προϊόντα μέσω διαδικτύου;)

38 antwoorden

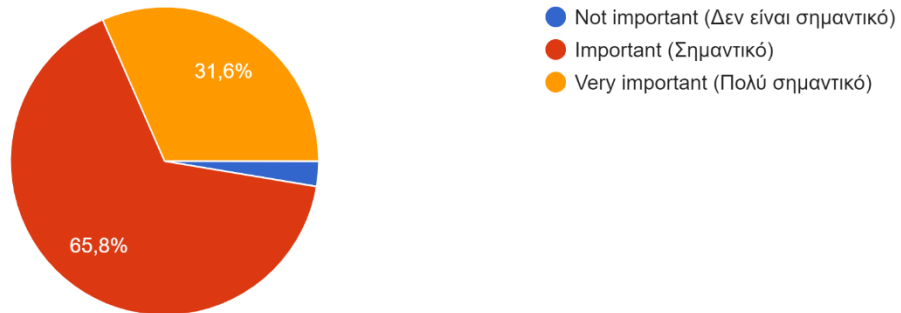


Figure 7: question 7

How often do you shop online? -> (Πόσο συχνά ψωνίζετε από το διαδίκτυο;)

37 antwoorden

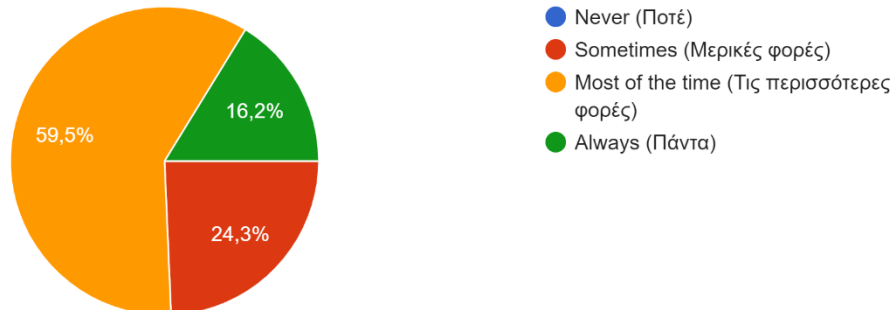


Figure 8: question 8

How comfortable are you when purchasing products from a website that is not in your native language? -> (Πόσο άνετα αισθάνεστε όταν αγορά...στόπο που δεν είναι στη μητρική σας γλώσσα;)

38 antwoorden

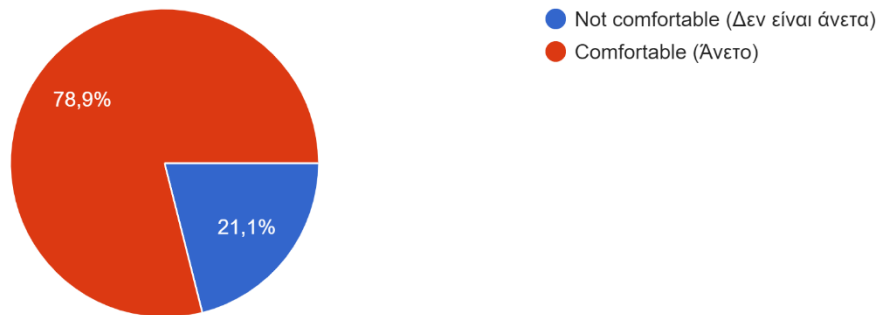


Figure 9: question 9

What is your preferred payment method when shopping online? -> (Ποια είναι η προτιμώμενη μέθοδος πληρωμής όταν κάνετε ηλεκτρονικές αγορές;)

38 antwoorden

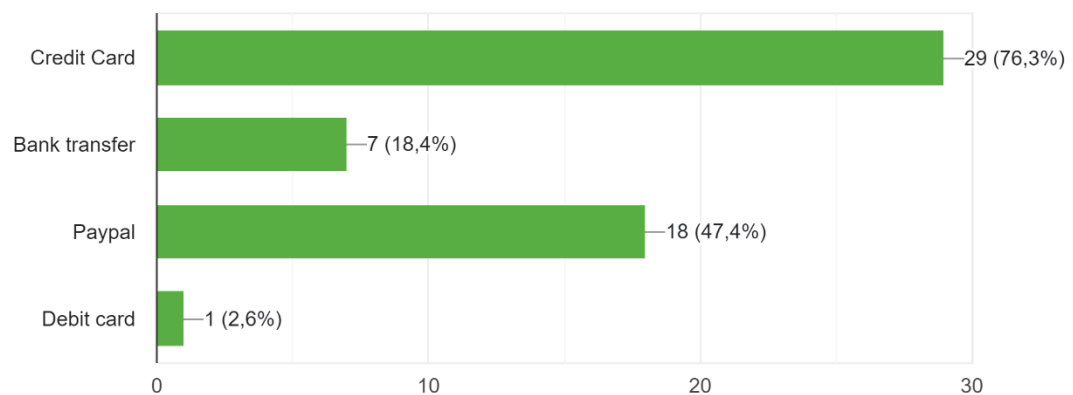


Figure 10: question 10

How important is it for you to have access to customer support when shopping online? -> (Πόσο σημαντικό είναι για εσάς να έχετε πρόσβαση στη...ριξη πελατών όταν κάνετε ηλεκτρονικές αγορές;)

38 antwoorden

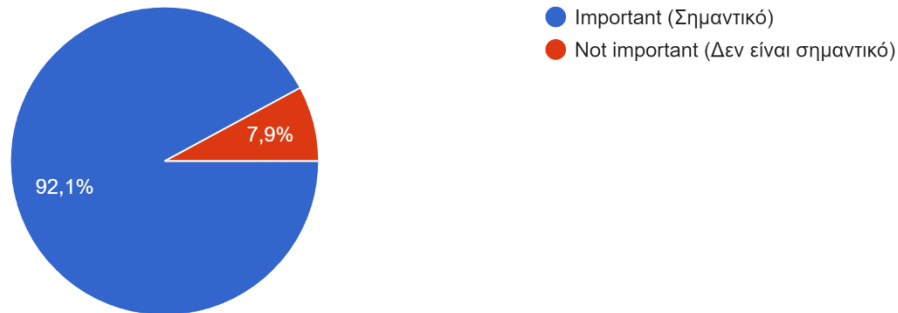


Figure 11: question 11

Have you ever encountered any issues or challenges when making purchases abroad? If yes, please specify.

-> (Έχετε αντιμετωπίσει ποτέ προβλήματα ή προκλήσεις κατά την πραγματοποίηση αγορών στο εξωτερικό; Εάν ναι, παρακαλούμε διευκρινίστε.)

28 antwoorden

long delivery time - bad packaging - not easy to order/pay

no professional staff / bad communications / not trustworthy

Σε ερώτηση μου γιατί άργησε να έρθει γιατί πέρασε το διάστημα, μου απάντησαν πως λόγω φόρτο εργασίας θα καθυστερήσει και να κάνω υπομονή και η παραγγελία μου είναι υπό επεξεργασία.

Αυτή η καραμέλα "φόρτος εργασίας" πρέπει να σταματήσει επιτέλους. Ας αλλάξετε τον χρόνο παράδοσης. Δεν μιλάμε για κάτι τρομερό. Ένα κουτί είναι, το παίρνετε από το ράφι, το πακετάρετε και το στέλνετε και όταν μάλιστα όταν μιλάμε για σελφ τεστ που είναι πάρα πολύ απαραίτητα αυτή την περίοδο και ενώ είχα παραγγείλει, έπρεπε να πληρώσω και έξτρα χρήματα για να κάνω rapid.

No tracker

No timely updates on my receipt when the order is delayed, really bad communication

Ύστερα από 10 ημέρες με ενημέρωσαν ότι το προϊόν δεν υπάρχει διαθέσιμο και ότι αναμένεται από μέρα σε μέρα παραλαβή.

Figure 12: question 12

Have you ever encountered any issues or challenges when making purchases abroad? If yes, please specify.

-> (Έχετε αντιμετωπίσει ποτέ προβλήματα ή προκλήσεις κατά την πραγματοποίηση αγορών στο εξωτερικό; Εάν ναι, παρακαλούμε διευκρινίστε.)

28 antwoorden



Figure 13: question 13

Which social media channels do you use most frequently? -> (Ποια κανάλια κοινωνικής δικτύωσης χρησιμοποιείτε συχνότερα;)

37 antwoorden

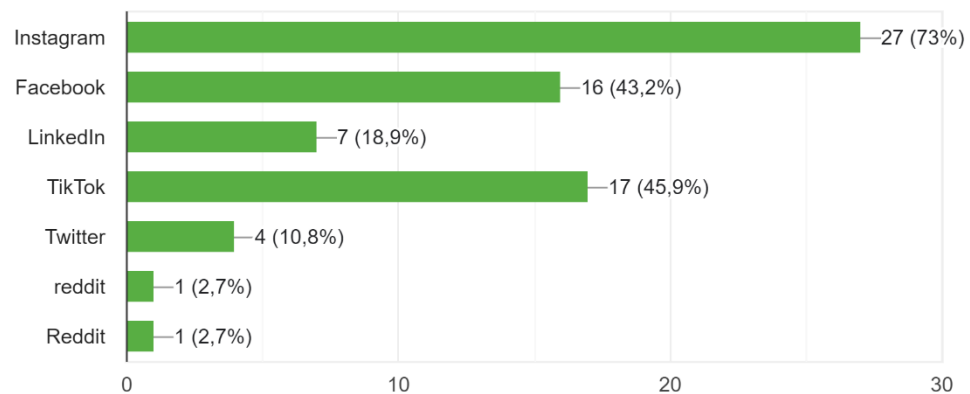


Figure 14: question 14

Appendix 10: Survey results Resellers Greece

INSIGHTS SUMMARY RESPONSES [3]						
All time		Filters	Search responses		Table view Give feedback	
<input type="checkbox"/> What is your email ac	Date	How do you think the ecommerce market for defibrillators is developing in your...	What factors influence your decision to purchase...	How comfortable...	What is your overall...	Are you happy to...
<input type="checkbox"/> vasilis.koutroulis@gmail.com	8 May 2023 09:01	the importance of the accessibility of defibrillators in public places is increasing and their potential to save lives is more widely recognized in the country, while I also see that the response time of emergency services in Greece is high, indicating potential market for defibrillators. I also see the importance of defibrillators in sports environments (UEFA) and the potential for growth by targeting sports clubs.	wider selection online and it is easy	4 / 5	5 / 5	Yes
<input type="checkbox"/> lamdamedical@outlook.com	4 May 2023 23:43	It is a fast-growing market with great potential as it has started to become mandatory in some places, such as football stadiums. This development will lead to full implementation of this measure in many sports venues etc.	The terms of cooperation	3 / 5	5 / 5	Yes
<input type="checkbox"/> info@apinidotis.com	26 Apr 2023 16:54	its been already developed.	the variety of AEDs is very heloful.	5 / 5	5 / 5	Yes

Figure 15

<input type="checkbox"/> What is your email ac	Do you encounter any difficulties when using Medisol's English language web...	How do you typically promote our products to your customers?	What search engine do you use to find...	Which social media channels are widely used ...
<input type="checkbox"/> vasilis.koutroulis@gmail.com	no	website online	Google	instagram, tiktok, facebook
<input type="checkbox"/> lamdamedical@outlook.com	No	With a network of sellers and soon online	Google	Facebook - instagram - TikTok
<input type="checkbox"/> info@apinidotis.com	no problem with it.	WEB and adwords	Bing	instagram, tik tok, twitter, facebook

Figure 16

<input type="checkbox"/>	<input checked="" type="checkbox"/> What is your email ac	<input checked="" type="checkbox"/> How familiar are you with the major marketplaces i...	<input checked="" type="checkbox"/> Have you noticed any trends or changes in the demand for resuscitation equipment...	<input checked="" type="checkbox"/> Do you have any concerns regarding customs or...	<input checked="" type="checkbox"/> How would you prefer to have your English...
<input type="checkbox"/>	vasilis.koutroulis@gmail.com	I know them all	Increasing Public place awareness & 2022 vat reduction impacting the demand for defibrillators.	Yes	E-mail (Ηλεκτρονικό ταχυδρομείο) WhatsApp Phone (τηλέφωνο)
<input type="checkbox"/>	lamdamedical@outlook.com	Very familiar	Yes, in the last year	I work with a customs clearance office and I'm quiet	E-mail (Ηλεκτρονικό ταχυδρομείο) Live Chat (ζωντανή συνομιλία) WhatsApp
<input type="checkbox"/>	info@apinidotis.com	i am familiar with skroutz and bestprice but it that they dont help us at sales. after they check the prices they call us at the office and they buy directly from us.	the last mandatory county was 2 and 3 years ago for lifeguards, hotels and sport fields.	Yes i believe its a big issue..	Phone (τηλέφωνο) E-mail (Ηλεκτρονικό ταχυδρομείο) WhatsApp

Figure 17

Appendix 11: Belgium keyword analysis

AED

Belgium

Dutch

Google

May 2022 – Apr 2023

Broaden your search:

defibrillatoren

Jun 2022

Aug

Oct

Dec

Feb 2023

Apr

1

Exclude adult ideas

X

Add filter

365 keyword ideas available

Columns

Keyword view

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)
Keywords you provided						
<input type="checkbox"/> aed	4,400		0%	+22%	High	— €1.03
Keyword ideas						
<input type="checkbox"/> zoll aed	20		0%	0%	High	— €1.12
<input type="checkbox"/> aed in de buurt	140		-18%	+56%	Low	— €2.10
<input type="checkbox"/> zoll aed 3	20		0%	0%	High	— €1.03
<input type="checkbox"/> hartslag nu	10		0%	0%	Low	—

Appendix 12: Interview with International Sales Consultant (Candy Johnson-Brown)

Transcript of interviews

Coding Legend	
Strategies	Market development
Customer behavior	Customer information
Wishes & expectations	Collaboration

Introduction:

Q1: Can you briefly introduce yourself and your role within the sales department? How long have you been working with the Greece/Czech Republic market?

-> My name is Candy, originally from the UK. I moved to The Netherlands in 2012 and after working at DOW, joined Medisol in 2016 as sales consultant for the UK market. For 6 years I grew the UK market and in addition I developed and grew Irish and International markets, alongside processing orders for our Arabic market. I have been connecting with the Greek and Czech customers, **mainly dealers**, for 2.5 years now.

Q2: How long have you been working with the Greece/Czech Republic market?

-> The Greek market **was one of the very first International markets to purchase from Medisol**, prior to an International web shop opening, their orders were placed via the UK web shop AEDexpert.co.uk. The first Greek customer dates back to the **beginning of 2015**. Greece currently provides the **second largest consistent revenue for Medisol International**. The first Czech resellers joined Medisol International in **2021**. In terms of revenue, **Czech remains one of the smaller countries** for Medisol International.

Topic 1: Sales Development in Greece and Czech Republic:

Q1: What strategies have been implemented so far to develop sales in Greece and the Czech Republic?

-> Some **market research** was done on existing resellers. I then **actively approached these myself**. furthermore, we were able to purchase defibrillators with the appropriate language packs for this market. The strategy is mainly to approach them myself. **Through cooperation with resellers**, I can sell a lot of products. In addition, some months ago we requested a discussion with our marketing team in **order to promote and profit from the current high AED awareness in Greece**. We are still waiting for marketing **to make some time for this project**. Czechia has very specific requirements for the sale of **medical equipment, all products need to be registered with their health authority and require the user manual to be in the Czech language**. Some years ago, **I highlighted this problem and requested the DefiSign manuals to be provided in Czech**, I am still waiting for this to be actioned so that we can sell the DefiSign AED in Czechia. Without product manuals in Czech, **it is difficult to find further resellers**, priority is better given to other countries that we are more freely able to supply to.

Q2: In your opinion, what are the main challenges or barriers in expanding sales in these markets?

-> The main challenge is **not having a dedicated webshop**. We also score low on reaching end-users. Other factors: Important product documents/manuals in other languages, Marketing for the International market, Complete website available in target languages, Access to popular AEDs and AED Trainers in target languages, No sales access to social media channels

Topic 2: Greek Reseller Market:

Q1: How did these resellers first hear about our company's English webshop? How did they find Medisol and our products?

-> Some contacted us directly, some I contacted following an order/quotation request, some I acquired through active hunting

Q2: Are they familiar with the English language, and do they feel comfortable navigating an English website? How do you often have contact with them? (in which language and via e-mail/phone...?)

-> Nearly all correspondence is in English, if not I Google translate, some speak English, some don't speak it at all, English speakers are happy to communicate on the phone, non-English speakers request to communicate via email so they can Google translate my emails and their replies. Other resellers prefer to communicate via online video calls, also in English. Email is also preferred in some countries, due to the time difference – when I am working, they are sleeping and vice versa.

Q3: Which of our products are most popular with your customers in these markets?

-> AEDs and consumables – rarely manikins, other than Taiwan.

Q4: Which defibrillator brands do we mostly sell to them?

-> Zoll AED Plus semi-automatic and DefiSign – these are available in a variety of languages

Q5: What are their preferred payment methods when making online purchases?

-> At the moment they don't have any option other than to make a bank transfer after receiving their proforma invoice – I have never received any complaints regarding this method.

Q6: What are important factors influencing the price for Resellers in your market?

-> Important factors influencing the price for resellers in the Greek market are primarily related to the preference for a good assortment, product quality, and trust/convenience. On the other hand, in the Czech Republic, resellers are more price sensitive compared to their Greek resellers. Price plays a significant role in influencing purchasing decisions for resellers in the Czech Republic

Topic 3: Czech Republic Reseller Market

Sub-Question 1: Current Ecommerce Trends and Consumer Behavior:

Q1: Are there any unique characteristics or preferences exhibited by Czech consumers when it comes to online shopping?

-> Compared to Greek shoppers, Czech consumers are much more price sensitive. I think the target group is very similar to the Dutch target group. They often compare prices before proceeding to purchase. So, a competitive price is very important for both dealers and end customers. We also see that customers place a lot of value on trust and product reviews.

Sub-Question 2: Effective Marketing and Sales Strategies:

Q1: Considering the unavailability of dedicated local web stores in Greece and the Czech Republic, what marketing and sales strategies have been successful in connecting with customers in these markets?

-> proactive sales strategy is in place whereby potential resellers are hunted in the target countries.

Q2: Have there been any specific channels or platforms that have proven effective in reaching customers?

-> I have not had time to try other methods. I do know that amazon marketplace was a great success for the UK market. So, I think the marketplace recommendation of yours could work well here too, giving the fact that we do not have a dedicated webshop and reputation in these new markets.

Sub-Question 3: Collaboration between Marketing and Sales:

Q1: Are there any communication or coordination challenges between the two departments?

-> Aside from my communication with yourself, there is no communication with marketing other than regarding errors on the website and to provide translations for standard blogs, new products etc. I have been informed: 'it is difficult to market Medisol International'.

Q2: What suggestions or improvements do you have for enhancing the collaboration between marketing and sales in order to drive sales growth in these markets?

-> I have always been and am still open and available for a collaboration with the marketing department and would welcome the following: Access to Medisol International social media channels. Meetings to brainstorm the possibilities SEO/SEA information Perhaps additional information/training for Marketing on how to market Internationally.

Appendix 13: SAF(e) Framework

SAF(e) Framework – Marketplace integration	
Suitability	Joining <u>Skrouzt</u> as a marketplace aligns with <u>Medisol's</u> goals and customer preferences. <u>Skrouzt</u> offers extensive reach, established trust, and convenience for customers, making it an ideal platform for Medisol to connect with potential customers and generate new sales. The platform's popularity and customer familiarity in Greece further enhance its suitability as a marketplace channel for Medisol.
Acceptability	<u>Medisol's</u> previous experience with marketplaces, such as Amazon and Bol.com, indicates an interest in adopting marketplace strategies as new sales channels. This demonstrates acceptability within the organization for expanding into marketplaces. Additionally, <u>Skrouzt's</u> recognition and awareness among Greek customers make it widely accepted, further supporting <u>Medisol's</u> decision to join the platform.
Feasibility	<u>Medisol's</u> existing <u>webshops</u> and product information provide a strong foundation for integrating with <u>Skrouzt</u> and other marketplaces. The necessary infrastructure, tools, and support are available through <u>Skrouzt</u> , simplifying the implementation process. However, it is important to note that the integration will require dedicated maintenance and ongoing review. To ensure successful marketplace integration, Medisol should consider hiring a marketplace expert who can oversee the integration, monitor performance, and optimize listings. This feasibility factor emphasizes the need for a dedicated resource to handle the marketplace integration effectively.

SAF(e) Framework – SEA Campaign implementation	
Suitability	Search Engine Advertising (SEA) campaigns are suitable for Medisol as they align with the company's goals of increasing brand visibility, capturing customer attention, and driving website traffic. The significant online search volume for AEDs and defibrillators in Greece and Czechia indicates a strong demand for these products, making SEA an effective method to target potential customers and generate sales.
Acceptability	SEA campaigns are widely accepted as a legitimate and effective advertising method in the industry. Considering that Medisol is already obtaining a significant portion of its revenue from SEA campaigns, it demonstrates that this method is accepted and proven to be effective in driving results for the company. Therefore, continuing to invest in SEA campaigns is an acceptable approach to further enhance <u>Medisol's</u> market presence and sales.
Feasibility	Medisol has the necessary tools and resources to run successful SEA campaigns. The company already has access to Google Ads, a widely used platform for running search engine advertising campaigns. Additionally, having a SEA specialist within the marketing team provides the expertise needed to strategize, optimize, and monitor the campaigns effectively. Medisol possesses the required knowledge, relevant keywords, compelling content, and a suitable budget to implement and manage SEA campaigns in the Greece market. Therefore, the feasibility of executing these campaigns is high.

SAF(e) Framework – Enhancing Collaboration between Marketing and Sales	
Suitability	Enhancing collaboration between marketing and sales is suitable for Medisol because the company values teamwork and recognizes the importance of a unified approach. Medisol understands that effective collaboration between departments leads to better outcomes and overall success.
Acceptability	Enhancing collaboration between marketing and sales is considered acceptable for Medisol as the marketing department is already actively involved in all markets where advertisements are being run and has established KPIs. Moreover, there is already a strong synergy between marketing and the international sales department. This existing alignment and cooperation make it acceptable to further enhance collaboration between these departments to maximize their collective efforts and drive better results in the Greece and Czechia markets.
Feasibility	It is feasible to enhance collaboration between marketing and sales at Medisol because marketing already holds meetings with all sales teams. This demonstrates that the necessary infrastructure and communication channels are already in place to facilitate collaboration between the two departments. With existing meetings, it is practical to build upon this foundation and further strengthen collaboration to ensure a holistic approach in driving sales and achieving mutual goals in the Greece and Czechia markets.