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PRAGUE

23/24 SEPTEMBER 2010

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The partnership, in the meeting of Pescara, decided to make an additional Focus Group in each country, after the tools improvement and before the Final meeting, with a selected audience:

- a) entrepreneurs without experience and entrepreneurs very experienced in marketing plan;
- b) Experts, stakeholders;
- c) Education representatives and Institutional representatives;
- d) Project coordinator , when possible.

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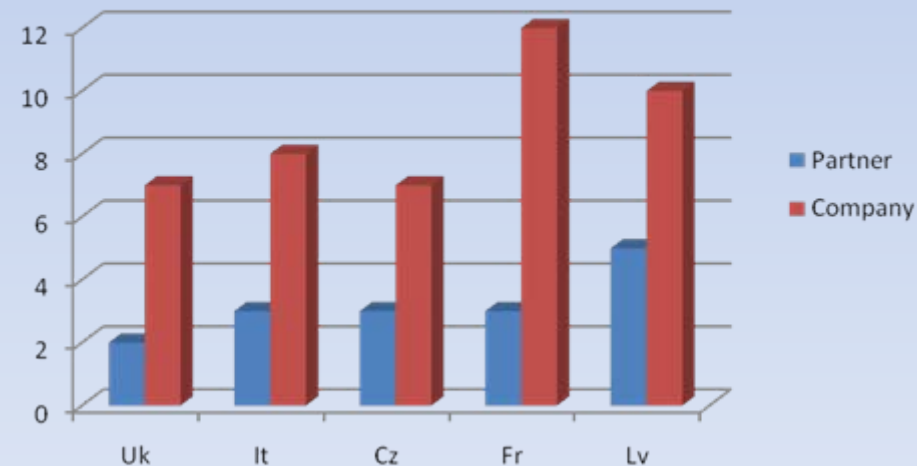
The Focus Group will have the aims :

- to verify the real project « understanding » outside the partnership;
- to verify the real project impact within the stakeholders;
- to verify if the tools improvements done respond to the feedback previously received;
- to obtain more details on feedback comments

Focus Groups for Evaluation tools

- 5 Focus group, 1 in each country

Country	date	Partner	Company	Total
Uk	09/07/2010	2	7	9
It	29/07/2010	3	8	11
Cz	12/08/2010	3	7	10
Fr	18/08/2010	3	12	15
Lv	28/08/2010	5	10	15
total		16	44	60

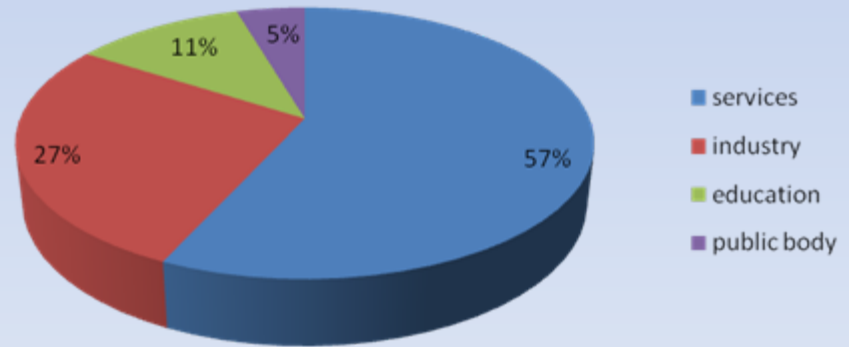


Focus Groups for Evaluation tools

- **Repartition by sector activity**
(without partner participants)

services	25
industry	12
education	5
public body	2
total	44

Focus Group, companies by sector



Focus Groups for Evaluation tools

- Qualitative evaluation, general comments
 - In all Focus groups, were presented to the companies
 - Eucomen project objectives
 - Eucomen tools demonstration
 - The participants exchanged general comments on the tools and specifics appreciations on Euconbus & EuM@rket
 - Some partners have completed filling the questionnaires
 - The Focus group were the occasion, between companies, to have large discussions about trading abroad

Czech Focus Group

- Qualitative evaluation, CZ
 - The tool can be a good way for a company director to prepare his plan
 - Concerning the Eum@rket, the companies have noted several aspects that could be improved, in particular the interface which was considered as a smooth surface and without relief
 - The question about the protection of the confidentiality is also an important point discussed, there is no a contract between Eucomen and the user, how can the user know if the seized data won't be exploited to other purposes
 - these tools are very good for SMEs, who don't have enough experience yet

French Focus Group

- Qualitative evaluation, FR
 - the tool EUCONBUS, the tool was considered too dense according to the series of pages of the different documents.
 - One company noted that not all the industries and sectors could find their places in this tool but they admit that this point need more time and money to be more largely developed.
 - They noted that protection and confidentiality are to be largely developed, they suggest that this point to be treated in a legal document in further development of the project.?



Italian Focus Group

- Qualitative evaluation, IT
 - I think that this project is very useful for SMEs. The project can really be an useful help for SMEs, and its product are a good learning tool. The project idea is perfect to help enterprises to go abroad.
 - I appreciated Eumarket tool. "I think that these tools could be useful, especially for small or micro enterprises, who don't have enough experience and organization yet, and for new and potential entrepreneurs. "
 - "Medium and large companies are already organized to face international market, but both of them could be valid learning tools for new employees."
 - I didn't realize before that it's possible to save work without having completed the tools



Latvian Focus Group

- Qualitative evaluation, LV
 - I think that this project is very useful for SMEs
 - "The project can really help to small and middle enterprises. The project idea is perfect to help enterprises to go abroad
 - I met interesting people from different enterprises and probably we will have future cooperation"
 - I like the Eumarket tool. I will use it e it to work out my marketing plan
 - "I think, that these tools are very good for small or middle enterprises, who don't have enough experience yet"
 - "I was using the Euconbus tool, when I was going three marketing plan. It was very useful. I only didn't like much the design.

English Focus Group

- Qualitative evaluation, UK
 - “Good, a lot of small print to take in and find data, but, overall helpful and valuable information.” “Good tool for finding and searching country information and marketing costs.” “Very good but too advanced for where I am at the moment.”
 - “It seems very good with the appropriate links.” “Good tool for creating a comprehensive marketing plan.” “I haven’t got a European Marketing Plan so this should be very useful to me.” “Case studies and real examples of making marketing plans would be useful”
 - Consider access for people with impairments e.g. larger font for visually impaired.

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Euconbus – EuM@rket evaluation

Conclusions:

- The project is well understood;
- The impact and sustainability for the short term is very well identified and foreseen good results ;
- The tools rectifications , except some other details, are well implemented



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Many thanks to the participants !

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