

Appendices:

THESIS: LEISURECRAFT EUROPE

Laura Barrera

Appendix 1: Survey Questions in English and German

SURVEY QUESTIONS:

Leisurecraft Europe

The following survey is to get an insight into the customer trends in the wellness products market inside Germany. We are a company in charge of bringing joy and relaxation to our customers' backyards! Our Saunas, hot tubs, Gazebos, Polar Grills, and Polar grills are all made in durable quality materials and aesthetic designs that will be part of your backyard for a long time. One of our goals is to reach more customers in Germany, and we would appreciate it if you could take the time to fill in this questionnaire.

1. What is your gender?
 - a. female
 - b. male
 - c. other

2. What is your age?
 - a. Younger than 30
 - b. 30 – 40 years old
 - c. 41 – 50 years old
 - d. 51 – 60 years old

e. Older than 60

3. From (1) being the lowest to (5) being the highest. How likely are you to purchase a wellness product for your house?

Sauna

1 2 3 4 5

Hot Tub

1 2 3 4 5

Outdoor Shower

1 2 3 4 5

Grill

1 2 3 4 5

4. What is your bigger concern before buying a wellness product (sauna, hot tub, grill)?

a. Bad quality

b. It waste too much energy

c. It doesn't match the design of my house/garden

d. I wouldn't know how to install it

e. Price

f. Other _____

5. From (1) being the lowest to (5) being the highest influence. What influences your decision to purchase a wellness product?

Sauna

a. Design

1 2 3 4 5

b. Price

1 2 3 4 5

c. Quality

1 2 3 4 5

Hot tub

a. Design

1 2 3 4 5

b. Price

1 2 3 4 5

c. Quality

1 2 3 4 5

Outdoor Shower

a. Design

1 2 3 4 5

b. Price

1 2 3 4 5
c. Quality

1 2 3 4 5

Grill

a. Design

1 2 3 4 5

b. Price

1 2 3 4 5

c. Quality

1 2 3 4 5

6. Would you prefer to install the product yourself or would you prefer to pay extra for a professional to install it at your house?

a. Myself

b. A professional

7. If you see any of this products on social media (Facebook, Instagram, Pinterest) or other platforms (magazines, tv commercials), would that influence you to purchase one?

a. Yes

b. No

8. If you were a customer of us, what communication channels would you prefer to get our latest news?

a. Social media

- b. E-mail
- c. Brochures by post
- d. Other_____

9. Would it affect your purchase decision to know if our products are sustainable made?

- a. Yes
- b. No

10. If you are looking to buy one of our products, would it affect your purchase decision if you see reviews of them?

- a. Yes
- b. No

11. From (1) being the lowest to (5) being the highest, how important is for you to be able to see the product in real life before buying it?

Sauna

1 2 3 4 5

Hot tub

1 2 3 4 5

Outdoor Shower

1 2 3 4 5

Grill

1 2 3 4 5

12. Have you heard about the company before?

- a. Yes
- b. No

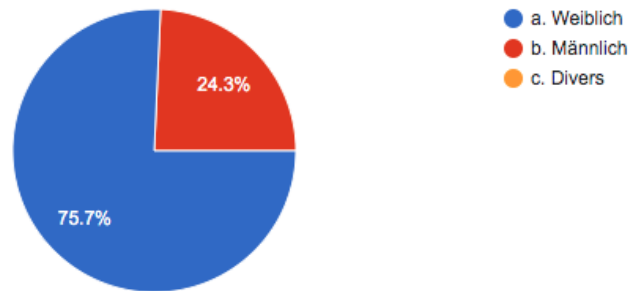
Thank you for taking your time to filling the survey!

Appendix 2: Survey outcomes in German

1.

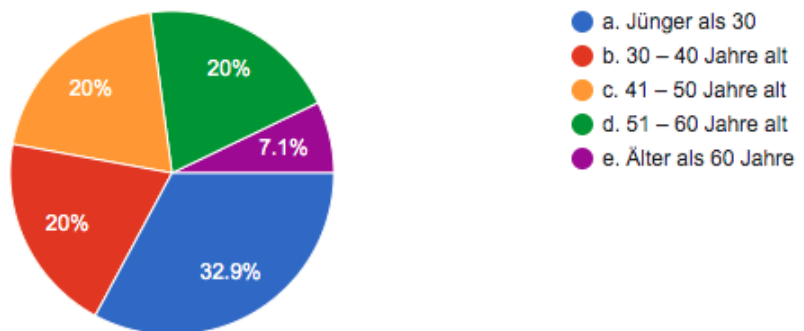
Welchem Geschlecht gehören Sie an?

70 responses



Wie alt sind Sie?

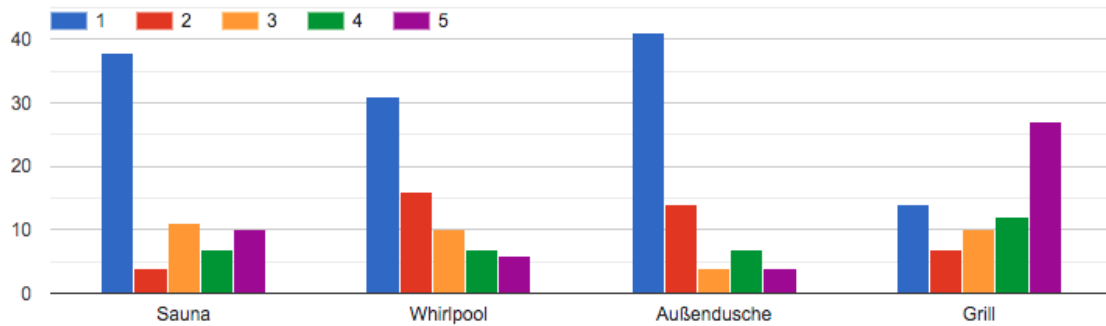
70 responses



2.

3.

Wie wahrscheinlich ist es, dass Sie sich ein Wellness Produkt für Ihr Haus kaufen? - (1) gilt als niedrigste und (5) als höchste Zustimmung.

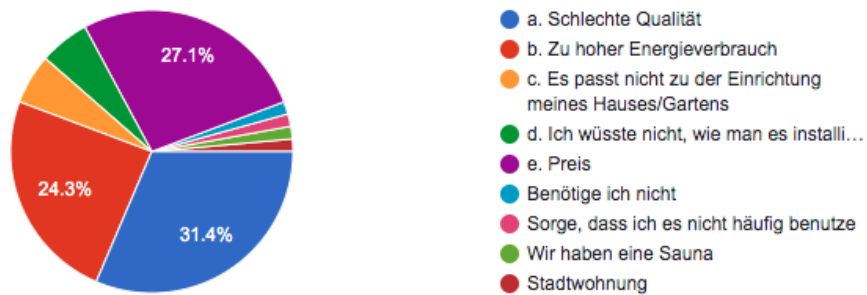


4.


Was ist Ihre größte Sorge, bevor Sie sich ein Wellness Produkt (Sauna, Whirlpool, Grill) kaufen?

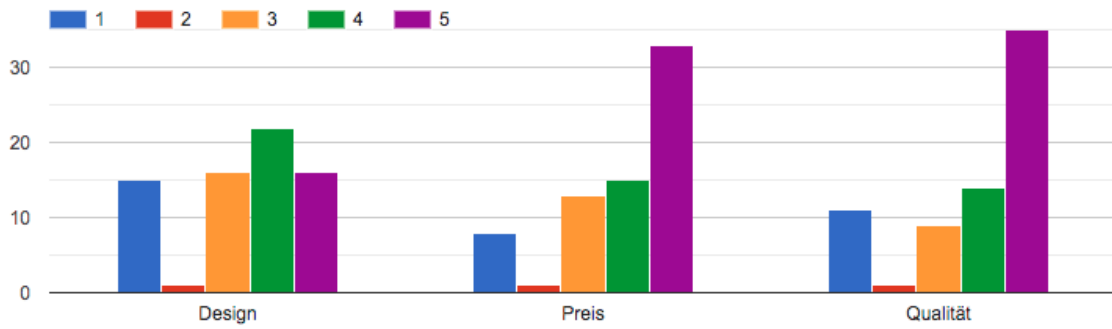



70 responses

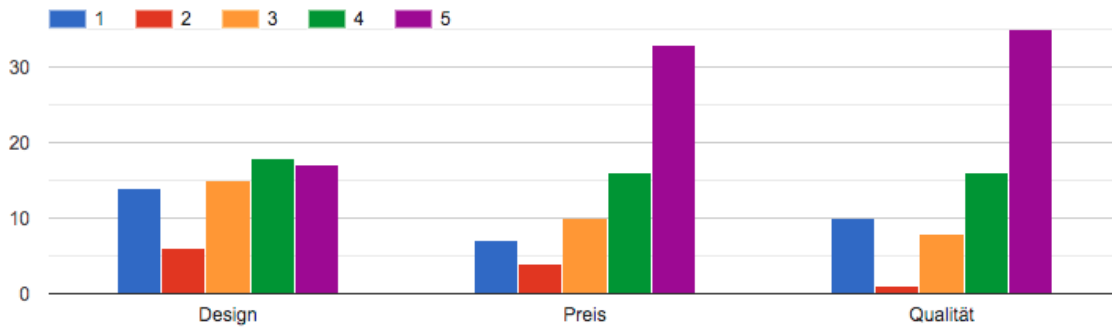


5.

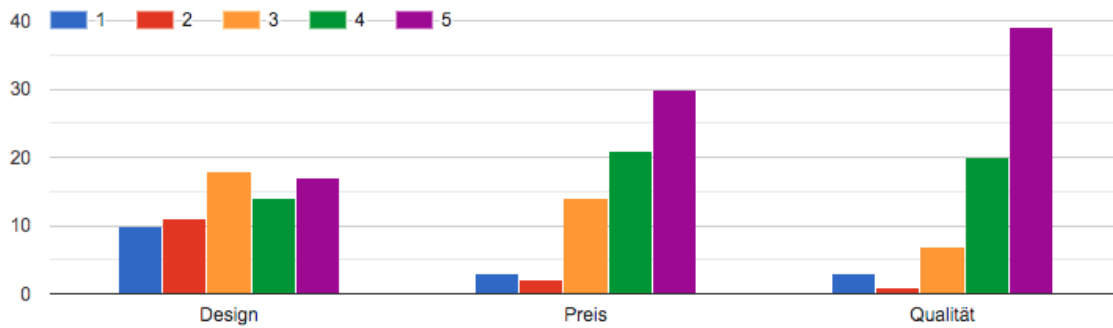
Was beeinflusst Ihre Entscheidung ein Whirlpool zu erwerben? - (1) gilt als geringster und (5) als größter Einfluss. 



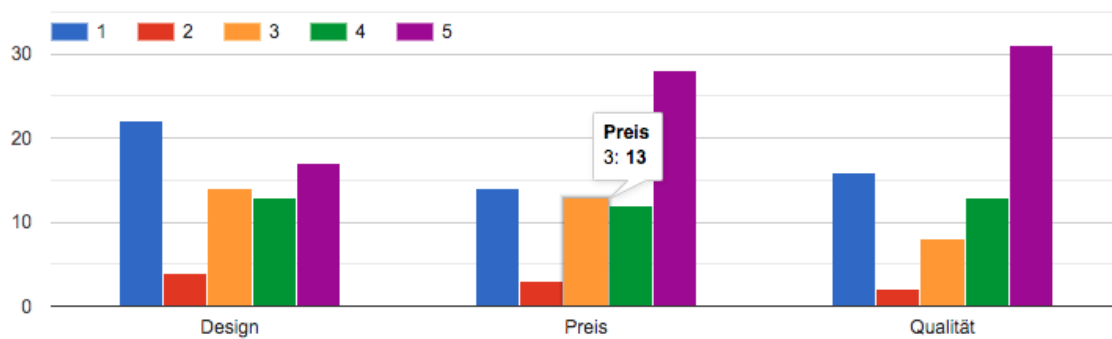
Was beeinflusst Ihre Entscheidung ein Sauna zu erwerben? - (1) gilt als geringster und (5) als größter Einfluss. 



Was beeinflusst Ihre Entscheidung ein Grill zu erwerben? - (1) gilt als geringster und (5) als größter Einfluss.



Was beeinflusst Ihre Entscheidung ein Außendusche zu erwerben? - (1) gilt als geringster und (5) als größter Einfluss.

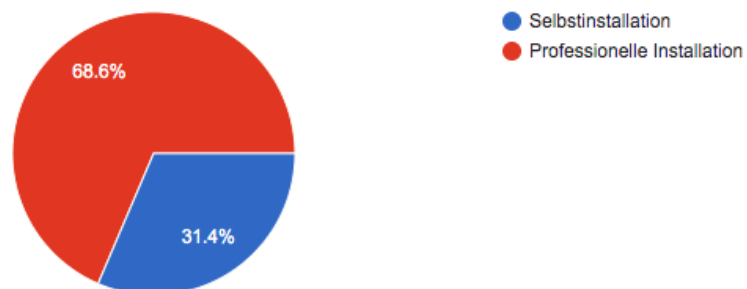


6.

Würden Sie das Produkt selbst installieren oder lieber extra zahlen, um das Produkt professionell bei Ihnen vor Ort installieren zu lassen?



70 responses

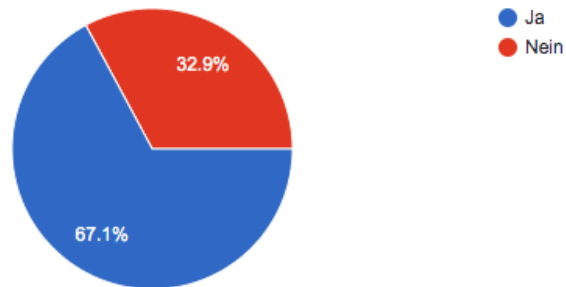


7.

Würden Sie sich von Anzeigen auf den sozialen Medien (Facebook, Instagram, Pinterest) oder anderen Plattformen (Magazine, TV Werbung) beeinflussen lassen eines unserer Wellness-Produkte zu kaufen?



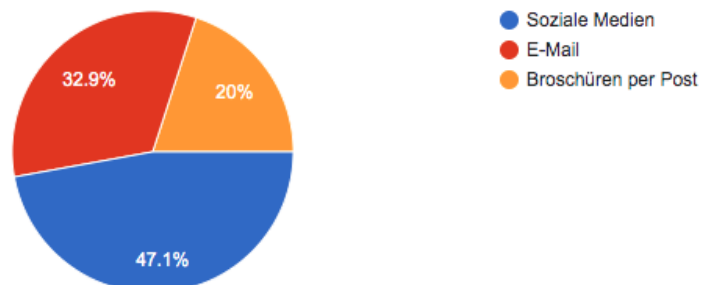
70 responses



8.

Über welche Kommunikationskanäle würden Sie am liebsten unsere neusten Angebote erhalten, wenn Sie ein Kunde/eine Kundin von uns wären?

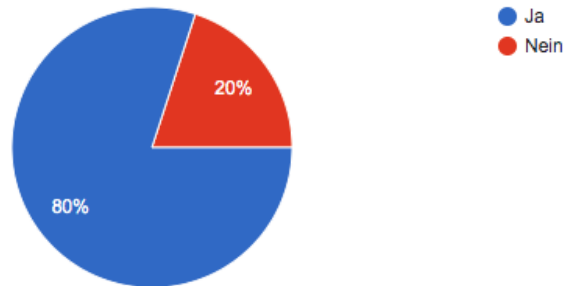
70 responses



9.

Beeinflusst es Ihre Entscheidung, dass die Produkte nachhaltig hergestellt sind?

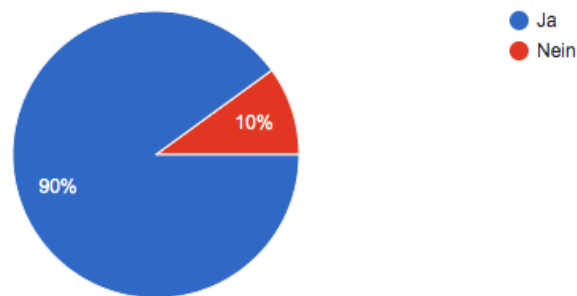
70 responses



10.

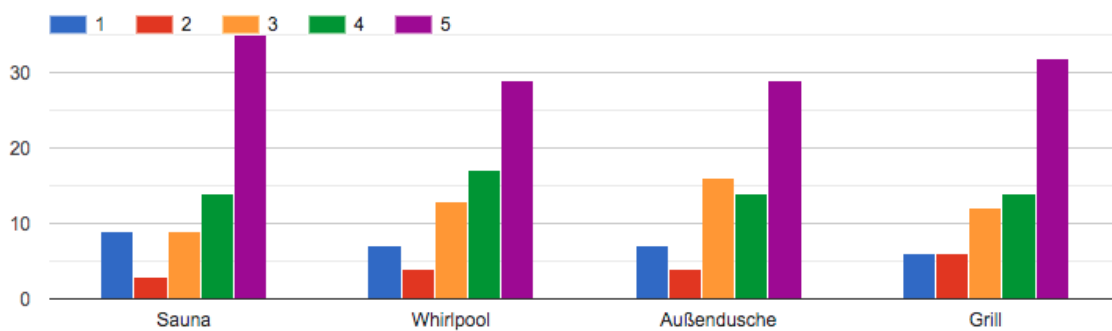
Hätten Rezessionen einen Einfluss auf Ihre Entscheidung, wenn Sie eines unserer Produkte kaufen wollen würden?

70 responses



11.

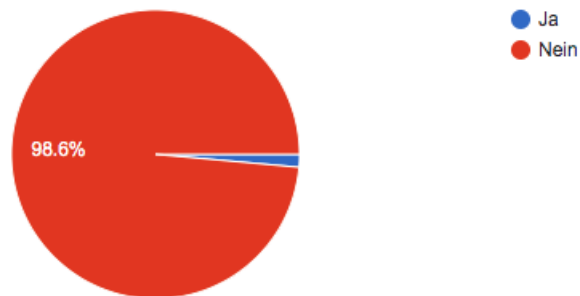
Wie wichtig ist es für Sie das Produkt in echt zu sehen bevor Sie es kaufen? – (1) bedeutet gar nicht wichtig, (5) bedeutet sehr wichtig.



12.

Haben Sie vorher schon einmal von uns gehört?

70 responses



Appendix 3: Interview to Steffen Muizelaar

Laura: 1. Can you please describe your work and the company that you work for.

Steffen: I work on the Sales department for Sea Value Europe and my main area is the German market. I am the first contact person for the German customers and prospects. We produce and deliver tuna, salmon, mackerel and sardines in cans and pouches and have big customers like Rewe International, Albert Heijn, Princes and Fish Tales.

Laura: 2. When you are making a sale with a German person, are there any aspects that you need to take into account?

Steffen: The German "Pünktlichkeit", if you have an appointment (also phone conversations), it is important to be in time and well prepared. Germans are always well prepared and expect the same preparations from us.

Laura: 3. What do you think is the biggest cultural difference between Germans and Dutch?

Steffen: The way of doing business. The Dutch for example spends time in the process of getting to know each other while doing business, where the Germans quickly want to talk business. For Germans it is important to radiate expertise, which can be for example seen in their email signings (academic titles are often mentioned).

Laura: 4. Can you describe a time you had to overcome challenges that were impeding to develop your work? Such as miscommunication or misunderstandings

Steffen: A German customer was convinced he signed a contract for multiple full loaded containers, which was not the case. It was all due to a wrong interpretation of one of our emails. Luckily, the raw material prices had improved, so we could offer the customer the same price, while increasing our profit margin. At the end, both parties won*

Laura: 5. Can you describe how has been your experience working with Germans?

Steffen: Germans are really formal, part of their culture. Most Germans, especially older generation, take business seriously and feel no need for small talk at the start of a conversation.

Laura: 6. As a sales representative, what would you recommend to a company that is trying to get more customers in Germany?

Steffen: Get some knowledge of the differences in business cultures and always keep your word with the Germans.

Laura: 7. Do you think is important to have a strong online presence to gain more German customers?

Steffen: I cannot really answer this question, based on my experience, although during the covid-19 situation, we need to invest how online trade fairs will work out.

Laura: 8. Do you consider necessary to create new networks to be able to success inside the German market?

Steffen: I believe so; German consider it important to have direct contact with the decision makers. You have to prove yourself to be a reliant and steady conversation partner. I believe getting in contact with new people would help to prove yourself.

Laura: 9. Have you ever noticed differences in the dialectics inside Germany? Did it affect your work?

Steffen: You can hear differences because of the differences in dialect. It can make the conversation harder, but for me it is not leading to problems, beside maybe asking the person to repeat his sentence.

Laura: 10. Do you think traditional marketing strategies such as ads in magazines and newspapers are valuable to German customers?

Steffen: it depends on the product; our company is not selling directly to the consumer.

Appendix 3: Interview with Mindert Rumpff

Laura: Hi Mindert! I am going to ask a set of questions about the company, to have a better knowledge on how it works and how the history has been.

Mindert: Hi Laura! Sure, what do you need to know?

Laura: Perfect! Thanks. First can you please tell me a little bit more about the company.

Mindert: I founded the company in 2009, in first place with my aunt and a little bit with Lydianne (wife), she helped me on the back side. I was looking for something new and some challenges for myself and I found these products on the first case in Eastern Europe, in Lithuania. I started with the hot tubs and the saunas. After a couple of years with a couple of improvements, we started growing and growing with the first employees and three years ago, my wife decided to work in the company. So, from that point we do everything together and it worked very well with her experience in finance, etc. and my experience with the products, the sales and the contact with the factories. We see a very good situations with the views from two different ways. In 2013, we decided that we needed a bigger building, so in 2014 we built the building on the other side where is the showroom now (his other company Ticra Outdoor) at this moment we are still expanding a lot. So, last year we bought this building to have more offices and the warehouse, etc. so we can make next steps in the coming years.

At the beginning it was mostly sales to the customers, 70% or 80% percent in The Netherlands 20% in other countries and most of them in Belgium. And, after a couple of years we started also selling to campings, but also started selling to retailers in all of Europe. That's what we see at this part, a little bit with Dundalk, a little bit with Nordic hot tubs but that's the biggest part of the company.

Laura: Okay that's really nice, and what is the relationship with the dealers. The buy from you and they sell it again?

Mindert: Yeah, we import all from Canada and most products we would unload here and send then to the dealers, with some dealers we send some containers directly. They have stores, shops for wellness in Europe and they sell it to the customer.

Laura: Okay! Do you have any thoughts on a current marketing strategy ?

Mindert: For Dundalk not yet, but for Dundalk we didn't do a lot on marketing in the last years. We did two trade shows, one in 2019 and one in 2017, they were two quite big trade shows in Germany, where we met a lot of dealers. Of course, we have our website and the brochures, but yeah, we are not really active with marketing at the moment.

Laura: and that is how the customers get to know about the company, because of the exhibitions?

Mindert: Yes, Yes!

Laura: ah okay.

Mindert: at the beginning, of course we contacted potential dealers in Europe by phone and together with the website, some of them found us and some of them found us by the trade show.

Laura: great! How do you want to be perceived among your customers? Do you want to be like a luxurious brand or like an accessible brand?

Mindert: high quality, luxury. I would not say that we are the highest, but we are the top of the middle market. So, its affordable for a lot of people but is not the cheapest is more luxury.

Laura: Do you already have customers outside the Netherlands? like on the alpine countries that you told me you wanted to go there.

Mindert: Germany, France, Spain, Portugal, Italy, Austria, Switzerland, Germany, UK, Norway, Hungary, we started now with a new one in Slovenia, so in most parts of Europe. But there is still a lot of space for more retailers.

Laura: Okay! So, you are already in Germany, but you want to get more there.

Mindert: Yes, the ones that we have on Germany we have it because of the trade show.

Laura: So, for example if a normal customer in Spain buys a hot tub, do you have all the permissions to deliver it without a problem?

Mindert: yes, we can ship to all Europe that is no issue. We take care of the documents and ship it out.

Laura: Do you know about some competitor that maybe I should be aware of?

Mindert: Yes, we have a couple, one of them is almost heaven is a brand from the united states, but the owner from the company signed two or three years ago with Harvia. That is a Finnish company that produces sauna heaters and they bought the company in the United States. But they are on a much lower price level.

Other competitor is fountain, is quite a big company and we have a couple more, wellness and garden. They are copying our products, so when you go to their website you would see a lot of pictures. Sunspa, that are the most important ones.

Laura: Thank you! Did the corona virus affect you (the company)?

Mindert: In some countries, especially in France. France is a market where they sell a lot in trade shows, trade shows for customers. And all the trade shows were closed because of corona, so in France in 2020 the sales were really bad. And in 2019 was our best country. But in the other side there were other countries where the sales increased a lot, so 2020 was a much better year than 2019.

In most of the countries the Corona was positive for us, because a lot of people needed to stay at home, can't spend their money on holidays so they want to have something to relax at home and buy a sauna.

Laura: And the last question. Can you please tell me how is the purchase process? So, for example if someone at the south of France orders a sauna, how is the purchase process?

Mindert: It depends, when we sell abroad, first we will look if there is a dealer in the area and we will move the request to the dealer. If it is just an online purchase, we will send it directly. After we contact the customer and ask if there are extra questions, etc. how the situation is and how to deliver, after that we plan the delivery by truck and most of the situations the customer will assemble it by himself and when it is needed we can send also a worker. Sometimes it happens.

Laura: Okay! I think that's it, thank you!

Appendix 4: Interview with Marjon Olthof

Laura: Hi Marjon, I would like to ask you some questions about your work and the company.

Marjon: Hi Laura! Yes of course.

Laura: how would you present the company to your customers?

Marjon: But we are not very busy with that at the moment because you cannot travel. They went to some fairs. But we don't do a lot of marketing at the moment so people just if they see our brand and contact us. That's how we do it at the moment.

Laura: Do you manage customers all around Europe?

Marjon: Yes, all around Europe.

Laura: So, if a French customer calls. Do you speak in French with him?

Marjon; Yes, I do speak a little French and I try to speak German with customers.

Laura: What do you think makes the company different from the competitors?

Marjon: I think the quality of the materials, and our saunas.

Laura: is your main channel outside the Netherlands the website?

Marjon: Yes.

Laura: If a person buys a sauna outside the Netherlands and do not trust on the measures on the website and prefers to see it in real life what do you do?

Marjon: when is a customer outside the Netherlands we always redirect them to our retailers, and if is for example in Ireland that we don't have any retailers we can help them ourselves.

Laura: the relationship with the dealers how is it?

Marjon: they are our customers.

Laura: Thank you! I think I have everything.

