

# Economic Development Unit E-Commerce Business Survey Summary of results

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## Survey Responses and Distribution

Responses collected: 03/03/14 – 01/04/14

Total responses: 37

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Survey distributed through networks:

Business Engagement Group, Property Agents Group, City Team York members, Acomb / Micklegate & Minster Quarter Traders, Proudly Group, York Means Business newsletter.

Shared on Twitter through the York Means Business account – shared by Science City York, FSB & VisitYork.

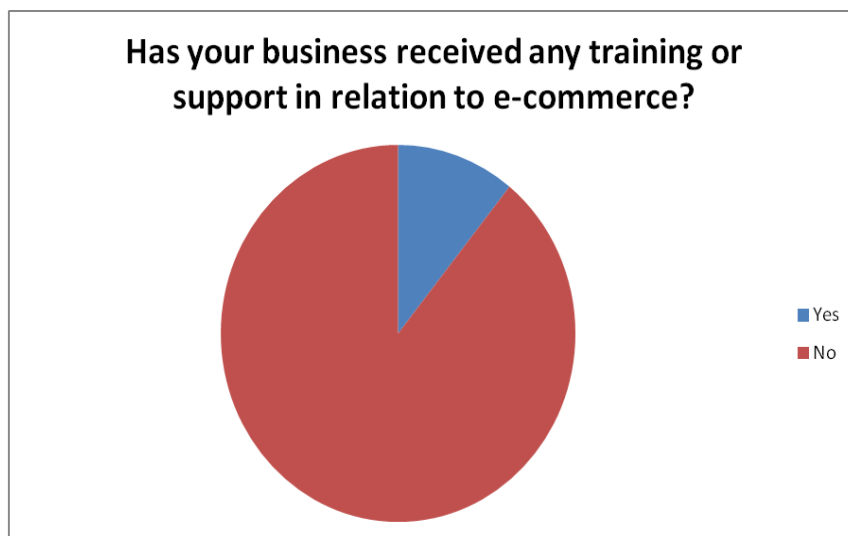
Shared through the FSB and York Professionals newsletters.

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## Questions and response summary

### **Q1. Has your business received any training or support in relation to e-commerce?**

Answered:	37	Skipped:	0
Yes:	11%	No:	89%



**Q2. Please specify the training or support received the provider it was from and any costs involved.**

Answered:	3	Skipped:	34
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<b>Response Text</b>
We are specialists in this matter ourselves
A generous free day on Fac eBook use from one of my suppliers.
Working with Online Travel Agents, Website optimisations, online ordering etc.

**Q3. How has this support benefited your business?**

Answered:	3	Skipped:	34
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<b>Response Text</b>
N/a
Engaged people in a different way
Lower costs, increased bookings

**Q4. Has your business received any training or support in relation to social media?**

Answered:	33	Skipped:	4
Yes:	27%	No:	73%



## ANNEX A

**Q5. Please specify the training or support received, the provider it was from and any costs involved.**

Answered:	6	Skipped:	31
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Response Text
twitter, facebook private provider £150
social media
General Visit York member training days for social media
Sorry, please see previous answer
No costs - free workshops from WTY
Not sure- some free support for voluntary sector

**Q6. How has this support benefited your business?**

Answered:	6	Skipped:	31
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Response Text
no much
made us more social
To start with yes - then we found it a bit too basic
See previous
Improved awareness
Use twitter and facebook to promote our services and raise our profile

**Q7. In relation to both e-commerce and social media, please specify areas of support that would be of most benefit to your business.**

Answered:	11	Skipped:	26
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Response Text
on -line marketing
None
free Wi Fi access
Not something we have really thought about, we have a website although we do not get much work via this media
Marketing business & products
More free listings on local websites & more followers!
growth
Understanding e-commerce such as metawords and the workings of Facebook and Twitter
More in-depth, advanced courses
e-commerce expensive to set up.
Advice on use of linked in to promote our services and training.

**Q8. What barriers would you identify as preventing your business from maximising online opportunities, to improve sales, marketing and profitability?**

Answered:	11	Skipped:	26
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Response Text
staff time and expertise
None
staff time during trading hours
Most of our customers only use web to find out about us, then make phone calls
Getting my message to the right audience
Money, cost of advertising
ignorance
See number 3
Costings in doing so and prices local web business charge to get things up and running - is there any funding to help small businesses in this area?
cost, time expertise.
Budget
Identifying small businesses which may use our services in addition to existing contacts.

**Q9. How do you think using online methods can increase your business profitability?**

Answered:	11	Skipped:	26
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Response Text
greatly
I don't believe there is an added value from an online presence
quite a lot
Don't, we cannot trade on line
It is another form of advertising for my business
Web orders & regular promotions via twitter etc
The web is always open - online shopping is becoming more and more popular
Increase online turnover where shop turnover is decreasing, thereby reduce staffing costs
drive new people to the business
Increased sales/ exposure to larger audiences and markets
Reach wider audience and target more accurately.

Raw data can be provided on request.