

IO1/A2 – Survey report: Greece

Date (9. 8. 2021)

Glossary

EU	European Union
PEACOC	Personalised e-Business Coaching for Construction SMEs
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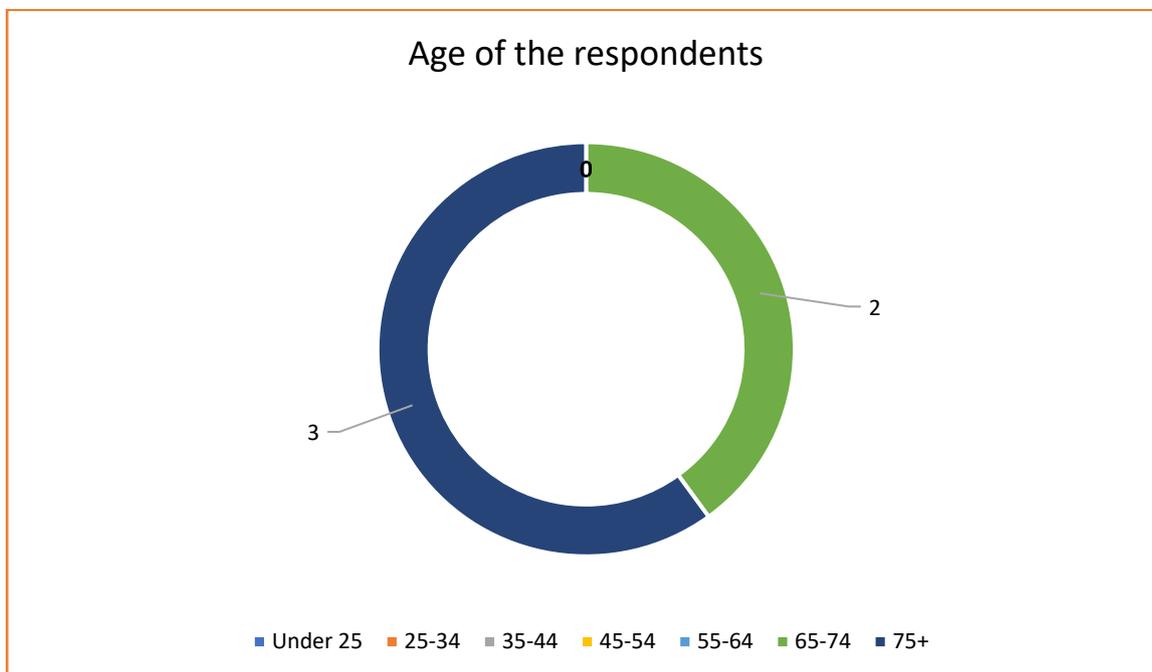
1 Methodology

This report represents IO1/A2 of the PEACOC project, which is the follow-on activity to IO1/A1. In IO1/A1, the project consortium produced a number of national reports about the state of the construction industry and e-commerce in each of their countries. This activity is attempt to validate the findings of those reports through engagements with stakeholders in these areas.

As such, partners sent out specifically-constructed surveys to stakeholders in each of their countries, and received back a number of responses. This document presents these responses for the given country as well as analysis, and draws whatever conclusions are evident from the results.

2 Introduction

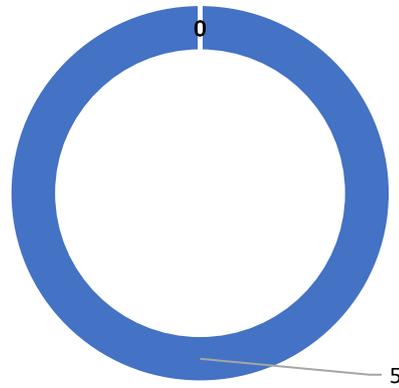
The survey was disseminated to 27 construction companies in the areas of Piraeus and wider Athens region, in Greece. Additionally, the survey has been sent to other 2 contacts within our network who have established working relationships with construction companies. Overall, only 5 replies have been gathered. The target group identified is a more senior one, with 2 respondents in the age group 65-75, and the others in the following group (75 or older). In this sense, the respondents may represent the more traditional businesses in the construction sector in Greece.



3 Which of these best describes the business you represent?

A respondents are employed in construction businesses of which the size is small, so perfectly fitting the target group, in this sense, of PEACOC.

Which of these best describes the business you represent?

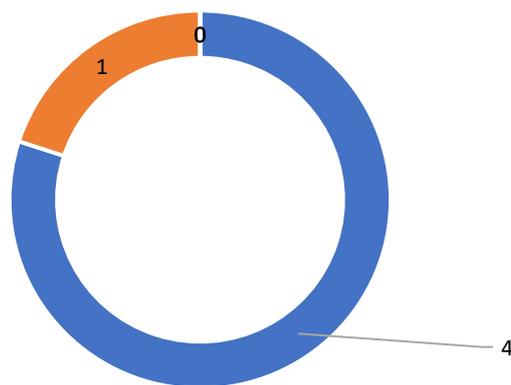


- Small construction company
- Medium Construction Company
- Other small company
- Other medium company

4 Does your company do much business internationally?

The respondents claim that they do not carry business internationally at all. Given their location in the harbor of Piraeus, it may seem unexpected that their market of reference, even without an online shop. This could be explained with the relatively small scope of their activities, being SMEs and possibly managed in a more traditional way given the age of the respondents.

Does your company do much business internationally?



- No, my company does no business internationally
- My company does a little business internationally
- My company does a lot business iternationally
- Most of my company's business is international

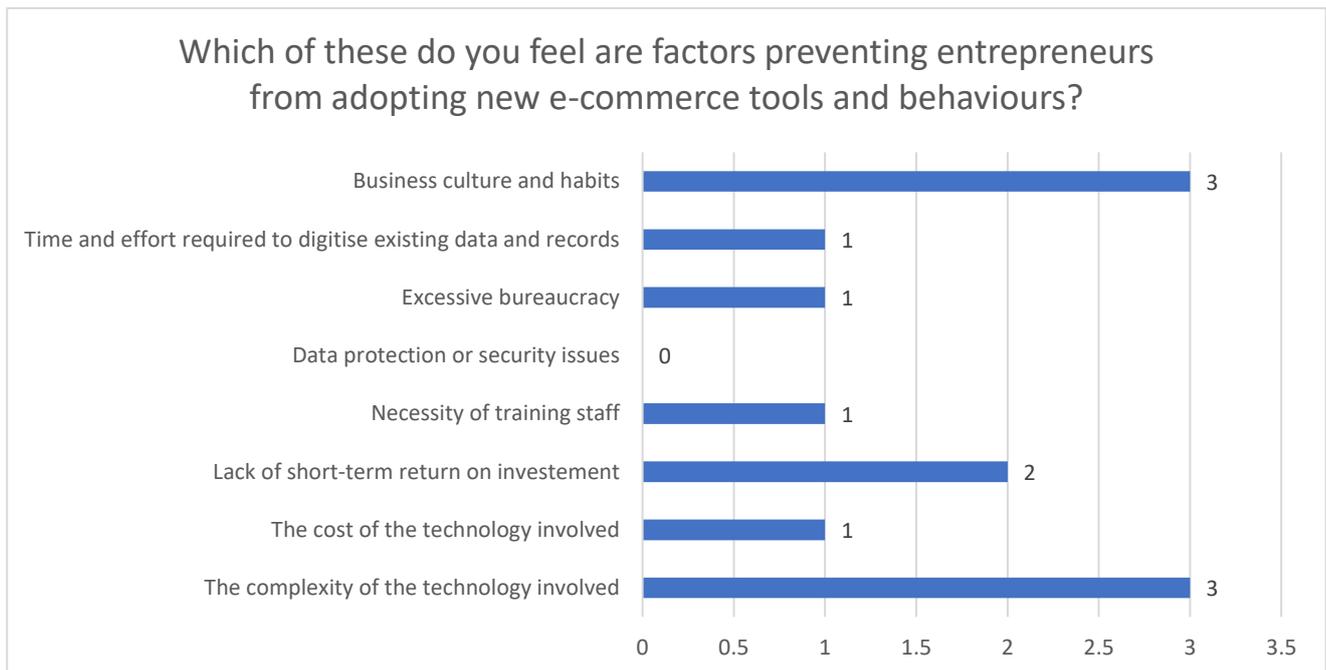
5 How does your business use e-commerce?

The respondents, in line with their profile as it has been identified so far, do not carry out any sort of activity online. Indeed, most of the contacts that have been used for the dissemination have not been gathered through the web. However, the absence of a website strikes for the quite limited scope of economic activities of the SMEs.



6 Which of these do you feel are factors preventing entrepreneurs from adopting new e-commerce tools and behaviours?

Interesting insights can be gathered from the replied provided by the respondents, giving a sort of image on a broad spectrum of difficulties that construction SMEs, arguably with a similar background and spectrum of activities, may face when approaching e-commerce. The respondents mostly refer to 3 aspects of the ones proposed: the complexity of the technology, the business culture and the lack of short-term return on investments. The important piece of information is that the work of PEACOC will surely address the first three components, with a training programme for construction SMEs' managers that, through the Genie, will be tailor-made to the time restrictions of the learner. This will contribute to a wider innovation uptake in the business culture in Greece. Finally, also the other points raised (most likely except the bureacracy) will be directly and indirectly addressed since the background analysis has proven the increased economic efficiency of companies adopting the e-commerce business model.



7 Do you feel that there is good training and support on e-commerce in construction in your country?

All respondents confirm what has been found in the national analysis for what Greece is concerned, that is the existence of e-learning courses for setting up and developing online shopping portals, but there is none that targets specifically the needs of construction companies. In here, PEACOC can provide a very valuable tool.

8 To what degree do you think consumers in your country trust online payment?

Here, the respondents seem to be quite optimistic regarding the use of online payments in Greece. Although they do not completely concur over the extent of trust that consumers put in this form of payment, all appear to concur on how online payments now are a reality in the country.

9 Conclusions

The dissemination of the survey to the target group has brought important insights, although somewhat limited in scope given the small number of replies received. Possibly, this can be linked to the summer period during which the survey has been disseminated. In any case, it is possible to understand that more traditional SMEs, despite being in close contact with an active and stimulating area in terms of international trade, they do not have the economic incentive to seize on the online shop opportunity. However, it is also an issue of knowledge and training, something which PEACOC will be able to address through the tools it aims to develop.