

# GO-IT Field Research: How Can a Software Company Attract Small Businesses?

As part of GO-IT's initiative to better understand how to attract small businesses, field research was conducted with individuals representing the small business demographic. The goal was to identify their needs, preferences, and priorities when selecting software services. Below is a summary of the findings from the interviews conducted, followed by a conclusion based on the insights gathered.

## Interview Summaries

### Interviewee 1

- **Age:** 40
  - **Services Needed:**  
Solutions for taxes, bookkeeping, and file/information management related to customers or projects.
  - **Challenges Solved with Software:**  
Primarily taxes and bookkeeping. Backup solutions could be useful but weren't a personal need.
  - **Location Factor:**  
Location is not important.
  - **Quality vs. Price:**  
For small businesses, price often takes precedence, but quality is vital for long-term value.
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### Interviewee 2

- **Age:** 34
- **Services Needed:**  
Minimal services, focusing on website creation and branding.
- **Challenges Solved with Software:**  
Limited challenges as their needs were small-scale.
- **Location Factor:**  
Communication matters more than location unless it requires personal interaction.
- **Quality vs. Price:**  
A balance is crucial; affordability is important, but quality cannot be ignored.

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### Interviewee 3

- **Age:** 38
  - **Services Needed:**  
Automation of administrative tasks, such as sending reminders and emails.
  - **Challenges Solved with Software:**  
Tools to streamline administrative processes and support efficient management.
  - **Location Factor:**  
Location is significant for initial trust-building; prefers in-person meetings before committing.
  - **Quality vs. Price:**  
Would initially consider price but values demonstrations of quality and trustworthiness.
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### Interviewee 4

- **Age:** 31
- **Services Needed:**  
Easy-to-use, cost-effective solutions for planning, financial management, taxes, and cloud hosting.
- **Challenges Solved with Software:**  
Addressing financial and administrative challenges, along with cloud-based file storage and sharing.
- **Location Factor:**  
Location doesn't matter as long as trust and reliability are established.
- **Quality vs. Price:**  
Both are important; willing to pay more for reliable hosting or software that simplifies processes.

## Conclusion: Insights from GO-IT Field Research

The field research provides valuable insights into how a software company like GO-IT can attract small businesses. The feedback from the interviewees highlights key themes and considerations that small businesses prioritize when partnering with software providers.

### Key Findings:

#### 1. **Service Offerings:**

Small businesses often require software solutions that address specific challenges such as:

- Financial management, including taxes and bookkeeping.
- Administrative automation (e.g., reminders and file management).
- Cloud hosting for presentations, invoices, and project files.

#### 2. Simple, cost-effective, and user-friendly software tailored to their needs is critical.

#### 3. **Pricing vs. Quality:**

- While some prioritize affordability due to budget constraints, others are willing to invest in higher-quality services if the value is clearly demonstrated.
- A balance between price and quality is essential, as trust and reliability are key to long-term partnerships.

#### 4. **Geographical Proximity:**

- Most interviewees indicated that location is not a decisive factor as long as communication is effective. However, some preferred in-person interactions for trust-building, particularly during initial engagements.

#### 5. **Decision-Making Factors:**

- Trust, clear communication, and the ability to demonstrate quality through testimonials or case studies significantly influence decisions.
- Brand recognition or referrals also play a role in establishing credibility with potential clients.

#### 6. **Addressing Business Challenges:**

- Small businesses value solutions that simplify complex tasks, save time, and reduce the need for hiring additional personnel (e.g., financial or administrative staff).

## Recommendations for GO-IT

Based on these findings, GO-IT can implement the following strategies to better attract and retain small business clients:

- **Develop Targeted Solutions:** Create packages tailored to small businesses, focusing on affordability, usability, and addressing specific needs like financial planning and automated administration.
- **Emphasize Communication and Trust:** Establish clear communication channels and build trust through transparent processes, customer testimonials, and industry certifications.
- **Flexible Pricing Options:** Offer tiered pricing models to cater to different budget levels while showcasing the long-term value of quality services.
- **Showcase Expertise:** Demonstrate reliability and quality through partnerships, client success stories, and case studies to attract businesses that prioritize trust and performance.
- **Remote-Friendly Services:** Ensure seamless online onboarding and support to appeal to clients who are indifferent to location.

By focusing on these strategies, GO-IT can position itself as a reliable and appealing partner for small businesses, meeting their diverse needs while aligning with their budget and operational challenges.