Needs > Service Mapping

Service mapping - phase 2

KEY: Existing; Existing - TBC; Gap/Opportunity

Element	User needs	SE services (online)	SE services (offline)	SE supporting content (online)	Other services
Motivation; Increase my profit (A1); Find new suppliers (A2); Reduce my costs (A3); Reduce my risks (A4)	Stay ahead of the competition (A5); Expand outside crowded markets (A6); Compete with peers (A7); Capitalise on my business' value (A8); Access new ideas (A9); Access unskilled labour (A10); Access skilled talent (A11)	Market awareness webinars; GlobalScot (webinars); Workplace Innovation	Support from EFRS; Market awareness events	Case studies; Video case studies	
Skills	Get the skills I need to work with an intermediary (L5); Get the skills I need to conduct good sector market research (N4); Get the skills I need to conduct good marketing and communications (O2); Get the skills I need to successfully apply for investment (Q2); Get the skills I need to understand the legal aspects of my business (P2); Get the skills I need to conduct competitor research (R4); Get the skills I need to research, understand and plan for risks (S4); Get the skills I need to understand cultural and linguistic factors that might affect me (T1); Feel confident doing business anywhere in the world (T6); Be fluent in one or more languages other than English (T7); Get the skills I need to understand the immigration rules, processes and policies (U2)	Prepare to Export; International market research; Financial readiness webinars; Export champions project; Export champions project; Market awareness webinars	EFRS market research guides; International market events; Financial readiness team	Tips for international market research; Financial readiness guides; Benefit of language skills in an international business	Export is Great; Export is Great; Open to Export; Open to Export; Prepare for Brexit webinars; Business Gateway Digital Boost; Chartered Institute of Marketing; DIT; DIT; TalentScotland
Information and resources		GlobalScot; GlobalScot; Market awareness webinars; International market research; Prepare to Export; Financial readiness webinars; Export champions project; Export champions project	Field office research; EFRS research service; Market awareness events; Overseas market visits	Market opportunities guides (TBC); Sales and marketing; Financial readiness guides; Tips for international market research; International market research case studies; Managing risk; Prepare for Brexit; Benefit of language skills in an international business	Export is Great; Export is Great; Market visits (DIT, Chambers, etc); Open to Export; Open to Export; DIT business risk service; Prepare for Brexit webinars; Prepare for Brexit resources; TalentScotland
Risk management	Manage risks associated with my chosen route to market (B3); Manage risks around TTQIs (C4); Manage financial risks (J5); Manage risks around marketing and communications (O3); Manage risks around legal issues (P5); Manage risks around visas and immigration (U5)			Managing risk; Prepare for Brexit	Overseas business risk; Coface; Open to Export; Export is Great; Prepare for Brexit webinars; Prepare for Brexit resources
Opportunities	Find intermediaries (L3); Access new opportunities via an intermediary (L4); Connect with a wide range of networks (M1); Get opportunities to connect with my networks (M2); Find new investors and investment opportunities (Q4)	GlobalScot; SIB	P2P network	Accessing finance for your business	
Compliance	Comply with rules and regulations around route to market activities (B4); Use TTQI compliance systems easily (C3); Comply with financial rules and regulations (J4); Use financial compliance systems easily (J6); Comply with rules and regulations around marketing (O5); Use legal compliance systems easily (P3); Comply with relevant laws, rules and regulations (P4); Comply with language and cultural regulations (T2); Use language and cultural compliance systems easily (T3); Use visa and immigration compliance systems easily (U4)				Customs agents; Customs agents; HMRC; HMRC; SPIRE; SPIRE; Export control joint unit; Export control joint unit; Prepare for Brexit resources; Prepare for Brexit resources; TalentScotland
Logistics	Travel so I can conduct activities associated with my chosen route to market (B5); Travel to meet new buyers (E4); Travel to meet new sellers (F4); Travel to meet new intermediaries (L1); Travel to explore new markets (G4); Travel to meet with people in my sector (N2); Travel to conduct marketing and communications activities (O4); Travel to meet new investors (Q1); Move swiftly across borders (U1)			Visit markets	FCO travel advice; Embassy websites; Prepare for Brexit resources; Market visits (DIT, Chambers, etc); Scottish Chambers of Commerce; TalentScotland