Needs > Service Mapping

Service mapping - phase 1

Element	User needs	SE services (online)	SE services (offline)	SE supporting content (online)	Other services
Motivation	Increase my profit (M1) Find new suppliers (M2) Reduce my costs (M3) Reduce my risks (M4)	Market assessment - additional GlobalEnter - confirmed Workplace - confirmed	Support from ERRS Market assessment - events SuccessSport conference	Case studies Strategic - confirmed Website - confirmed	
Skills	Get the skills I need to contend and covering market research (S1) Get the skills I need to identify, ensure, MAR and verify potential opportunities (S2) Create a - post business plan/business development strategy (S3) Get the skills I need to manage the financial aspects of my business (S4) Get the skills I need to access potential new buyers (S5) Get the skills I need to get my consignment across relevant borders (S6) Get the skills I need to understand the TTCs relevant to me (C1) Get the skills I need to access potential new sellers (C2) Get the skills I need to understand the different rules and regulations (C3) Get the skills I need to understand what's involved with bank taking responsibility (C4) Get the skills I need to manage my businesses logistics (R1)	International - Trade - confirmed Financial - readiness - webinars Export Accelerator - Project Export Accelerator - Project Prepare to - Develop - strategy Prepare to - Develop - strategy	International market events International strategy workshops Financial readiness team Ecommerce workshops International sales programme ERRS market research guides International Trade Up Digital transformation - Trade - support	Site visits - confirmed - events Create an - export - plan Financial - readiness - guides Input on - exports - video	Export is Great Export is Great Open to - Export Open to - Export Prepare - for Brexit - resources Prepare - for Brexit - resources UK Customs Academy Institute - of Export DIT DIT Business - Services - Portal - Beta
Information and resources	Understand the rules and regulations relevant to my business (I1) Manage - my business (I2) Manage - my business (I3) Manage - my business (I4) Understand the rules and regulations relevant to my business (I5) Understand the rules and regulations relevant to my business (I6) Get - information - on exporting to specific markets and sectors (I7) Get - information - on exporting to specific markets and sectors (I8) Get - information - on exporting to specific markets and sectors (I9) Manage - my business - (I10) Manage - my business - (I11) Manage - my business - (I12) Manage - my business - (I13) Manage - my business - (I14) Manage - my business - (I15) Manage - my business - (I16)	International - Trade - confirmed Prepare - for Exporting - confirmed Personal - assistance - confirmed Scotland - Trade - Hub Market - assessment - additional Productivity Scottish - Enterprise - Hubs Scottish - Enterprise - Hubs	Investment - support - Support - Scotland - Hub - confirmed Market - assessment - events Scotland Hubs PSS database International - strategy - programme ERRS research service SE IP specialists Field - office - research Overseas - market - visits International - Trade Up International - strategy - workshops Ecommerce - workshops International - Technical - Support	Leadership - in the EU - Hub Guide - on - exporting - to Scotland Find the - right - Partner Setting - up - your - business Business - assessment - tool Sector - specific - tools Create an - export - plan Prepare - for - Brexit - in the - EU Get your - online - sales	DIT field - office - network Market - info - DIT - Scotland - and Data - Analytics Property - consultants Partner - University - in - CEEC Open to - Export Prepare - for Brexit - resources Prepare - for Brexit - resources Prepare - for Brexit - resources Export is Great Export is Great Business - Services - Portal - Beta Job - Seekers - Service Public - Contracts - Scotland Bid - Services - Scotland Business - Gateway - Scotland SNIB Business - Gateway - Scotland RGF Banks' - trade - portals Business - Gateway - Scotland Business - Gateway - Scotland Chambers - of - Commerce Business - Gateway - Scotland OJEU HMRC
Risk management	Manage - risks around systems (R1) Assess - risks around building an opportunity (R2) Manage - risks around compliance (R3) Manage - logistical risks (R4) Understand - why customers don't - succeed (R5)			Managing - risk Prepare - for Brexit	DIT - business - risk service Open to - Export Prepare - for Brexit - resources Prepare - for Brexit - resources
Opportunities	Find new - sellers quickly (O1) Find new - buyers quickly (O2)	GlobalEnter	International - Trade Up Prospecting - support from field teams ERRS - research - service	International - Trade - Hub	Business - Gateway - Scotland - Hub Banks' - trade - portals Export is Great OJEU
Compliance	Use - customs compliance systems easily (C1) Comply - with rules and regulations around - opportunities (C2) Use - compliance and processes systems easily (C4) Use - strategy and operations compliance systems easily (C5)				Customs - agents Prepare - for Brexit - resources HMRC SPIRE Export - control - joint unit
Logistics	Travel - in I can secure and fulfil opportunities - (R1) Move - consignments across quickly and easily (R2)				ERRS travel - advice Embassy - websites Prepare - for Brexit - resources Customs - agents Freight - forwarders UK - Customs - Academy