Scottish Enterprise: Export Advisory Service Landscape | Draft 0.62 09/10/2015 | Created by Digital Services

External users

The end users of export services and those who act in their support

<- Awareness

Business owner
- Finding customers and knowing what they want.
- I need to know the right opportunities for my business.
- Succeed with minimal resources. I rely heavily on advice from networks, intermediaries and suppliers.
- Keep the company solvent. I need help with considerable investment and need to mitigate my losses. I want to do a proper cost benefit analysis.

Business executives
- Logistics – I want my stuff delivered on time, how it gets there, what forms to fill in and what do I do in a crisis.
- Admin & compliance – process efficiency is important and I need to comply with the right laws and complete the right paperwork.
- Business development – identifying prospects and winning business is my priority. Need to know about opportunities, detailed market information, and introductions to potential customers.

R&D production
I need information on competitor landscape, customer tastes and nuances in the market. I need to know how to differentiate and package an offer. I need to know if there are restrictoins or compliance relevant to my products or services.

Peers
- I see my competitors doing well and I want to understand how to achieve that success myself.
- Through networking I have been made aware of potential opportunities, services, networks and advice and I want to learn more.
- My peers in the supply/value chain have made me aware of opportunities.

Trusted supplier
I trust you because I have worked with you for a period of time and I am confident that you wouldn't set out to harm my business.

Business owner / exec
Business owner and business executive have either self-served or guided to the activity in the discovery phase.
They are now armed with enough information, analytics and support to go beyond the tipping point.
They are more confident and convinced of the direction to take and are now committing time and/or resource to a detailed analysis of potential opportunities.

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Business owner / exec
- Initial enquiry/application for service provision successful
- Awaiting service provision – i.e. signposting, initial engagement with adviser, market research support within the respective SLAs– N.B. the customer should be advised on waiting times depending on service requested and in the meantime, signposted to relevant events, information and tools.

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Business owner
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Intermediaries
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Business owner
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Intermediaries
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Banks
Banks may be involved when customers seek loans to match SE funding

Customer of the business
They are

Business owner
They are not yet aware of what help they need or what we can do for them

Business Owner
They are not yet aware of what help they need or what we can do for them

Intermediaries
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Activities

The activities that deliver export services

Discovery

Examine metrics
Insights on demand from web metrics. May discover overseas demand. Researching supply chain. (Is it International?) (Can more value be derived from it?)

Referral
May be referred from peer, partner or a variety of other sources.
Reacting to targeted outbound marketing activity from SE or other agencies

Receive enquiry from overseas customer
Many customers start exporting in response to an international request from potential customers

Seeking advice
Seeking sources of trusted / strategic advice via professional intermediaries, economic agencies & Govt departments. Seeking tactical/technical timeous advice and information e.g product stranded in customs

Search
Use search engines and other info sources to explore opportunities & support around finance, regulations, opportunities, markets, geography, sectors, networking, events, branding, marketing and Intellectual Property

Have an idea
Product, markets, sectors, international, rebrand, collaboration, joint venture, finance sources, licensing and franchising

Networking
Networking through events, groups, peer and social networks

Tipping Point Convince

Conviction

Research
Prioritise. What can I do for myself and what support is available. How long is it going to take and how much cost? I'm ready to undertake specific markets/sector/product/service/technical/regulatory research and finance.

Engagement
Next steps around people, finance, opportunities and who I need to work with to take this forward. Channels, peers, intermediaries and specific sector market research

Events + Exhibitions
Networking, sector opportunities, market research, collaboration / consortium opportunities How to?

Analyse Opportunities
Get an idea of opportunities, scale, steps, capability, capacity to exploit. networks

Tipping Point Apply

Act

Enquiry / Apply for support
General enquiry or specific support application

Baseline
Non obligatory baseline information can be gathered should the customer choose to provide

Assess application

Signpost Elsewhere
Send unsuccessful applicants to other services, service providers or recommend additional steps required to gain support from this service

Check/ Update CRM

Assign Adviser

Signposted Elsewhere

Tipping Point Passed Assesment

Support

Prepare for meeting

Agree action plan

Initial Meeting

Baseline

Contact Company

Establish financial details

Product Delivery

Advice on services to take up

Training courses

Contact adviser for ad-hoc advice

Research

Go to events

WAIT for response

Tipping Point L2 support approval

Continuing Product Delivery

Take up service

Re-engagement

Advice on further service to take up

Mini action plan

Internal users

The types of people who deliver export services and are granted some power or authority within the system

Account manager
Body text

Trade teams (Member)
Body text

Marketing team (Member)
Body text

High growth team (Adviser)
Body text

Innovation adviser
Body text

ITA + export advisers
Body text

EENS - Euro Ent.
Body text

SMAS adviser
Body text

UKEF adviser
Body text

CDS excecutive
Body text

SDI - field officer
Body text

Web + social media (Member)
Body text

Marketing team (Member)
Body text

Web + social media (Member)
Body text

EFRS team (Member)
Internal Research as well as external research such as UKTI OMS

EFRS - International Advisor ?
Body text

EFRS - Advisor
Body text

Scot Exporter - Advisor
Body text

Marketing team (Member)
Body text

Scot Exporter - adviser
Body text

Account manager
Body text

SE specialists
Body text

Marketing team (Member)
Body text

Scot Exporter - adviser
Body text

Sector team (Member)
Body text

Marketing team (Member)
Body text

SE service provider (Consultant)
Body text

Trade team (Member)
Body text

Scot Exporter - adviser
Body text

Marketing team (Member)
Body text

Supporting bodies

The organisations that deliver and support export services

Business Gateway

HIE
Highlands and Islands Enterprise

Chambers of Commerce

Scottish Enterprise

UKTI

MyGovScot

Professional intermediaries
- Banking business advisers, accountants, lawyers, consultants – They have identified opportunity for their business but it's not in their sphere of influence or of service area of support.
- They want to help the business manage the risk profile and recommend additional support.
- They provide technical expertise for their specialism and are able to support the business with assessing opportunities & encouraging the business to take action on the basis of managed risk.
- They might consider our support and services as complimentary to their own or indeed might validate the need for their specialist area, which we do not provide.
- They have independent tools, e.g. e-learning, services and support that compliment the services and support that SE offer.

Universities
- Potential users of export services and may see collaboration opportunities.
- SMEs to upskill and improve capability
- Access to sources of world class research
- Align their academic offer to business opportunities, i.e. graduates with skills that business needs and their commercial departments.

UK trade bodies
Work with agencies, government etc to promote international opportunities, bolster their membership and achieve UK wide targets of increasing UK international sales. Includes bodies such as: Federation of Small Businesses, British Council of Scotland etc...

Scottish trade bodies
Well linked with national agencies and involved in trade fairs, missions and exhibitions. Linked with secondary and tertiary education.

Local trade bodies
Promote opportunities within their locale and encourage business collaboration in their local areas. They may signpost to our services and support.

Sector trade bodies
Promote sector opportunities within their specialist sector area and encourage business collaboration in their sectors. They may signpost to our sector services and support.
Includes bodies such as: Textiles Scotland, Life Sciences Scotland, Visit Scotland, Scottish Food & Drink, Women into Business etc...

Scottish Enterprise
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- Banking business advisers, accountants, lawyers, consultants.
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ESIF Euro Funding Body
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