



SCOTTISH ENTERPRISE

WEBSITE INFORMATION NEEDS - QUALITATIVE RESEARCH

FINAL REPORT

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DATE: JULY 2008

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APPENDICES (UNDER SEPARATE COVER)

- 1.0 Discussion Guides
- 2.0 Survey Questionnaire

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1. SUMMARY OF FINDINGS

- 1.1. This report presents the findings of a qualitative research project involving depth interviews and focus groups. The project involved the participation of 66 different Scottish Businesses from a wide variety of sectors and locations. All of these businesses plan to grow or had grown in the last few years and had been in operation for more than one year.
- 1.2. The purpose of the project was to determine the needs of customers from the SE website; determine whether the identified “core tasks” already prepared by SE match customer expectations for the SE website and identify any other tasks customers would like.
- 1.3. The findings of the research suggest that the information and tasks on the website broadly match the needs of Scottish Businesses. Participants agreed with the new structure of the website and believe the task based approach is appropriate.
- 1.4. The most important information businesses want is related to their sector, Scottish Enterprise contacts, support available from SE and funding available. Specifically the most important elements of the website from the interviewed businesses perception includes:
 - 1) Networking opportunities with other businesses & organisations in my sector
 - 2) The support SE can offer and what advice is available
 - 3) Contact details to speak to someone at SE for advice
 - 4) Up-to-date developments in my sector
 - 5) Who to contact within SE about my sector
 - 6) How to apply for funding
 - 7) Research & background information about my sector
 - 8) Funding and grants available for my business
- 1.5. The participants report high use of the internet. They use it to research, gather news, look for funding, communicate and network.

- 1.6. The consistent perceptions of good websites are that they are easy to use, navigate, have clear & simple content design & function. are user focused with jargon free language and up-to-date information.
- 1.7. Participants in the research all knew of Scottish Enterprise and were aware of its role. They consider SE to be a trustworthy source of information and would be more likely to trust information from SE's website than other internet sources.
- 1.8. The information expected by participants to be included in the SE website includes a wide range of topics under the following broad categories:
 - SE Support & Advice
 - SE Work & history
 - Sector Specific information
 - Legislation
 - SE Contacts
 - Networking
 - Funding & Grants available
 - Information links
- 1.9. Participants suggested a wide range of services and expectations but the common strand amongst these are that the website contains:
 - What SE offers in terms of support and advice?
 - Who to contact about this?
 - Where to go for this?
 - How this can be accessed?
- 1.10. Participants were asked their views on e-marketing, they stated advantages and disadvantages to e-marketing and traditional hard copy materials and whilst both are seen to have their place. E-marketing is generally seen to be the most appealing. The key for those interviewed is that the direct marketing is not unsolicited. E-marketing should be personalised, targeted and relevant i.e. no mass e-marketing.

2. BACKGROUND, OBJECTIVES AND METHODOLOGY

A. PROJECT BACKGROUND

- 2.1. Following a Scottish Government review, on 1st April, 2008 Scottish Enterprise changed its structure and refreshed and refocused its remit as Scotland's enterprise, innovation and investment agency supporting business growth and developing the business environment.
- 2.2. To take account of these changes, a new and updated SE website has been launched. The high level structure of the re-launched website is:
 - Grow your business
 - Start your business
 - Investment opportunities
 - Your Sector (Aerospace, Defence & Marine; Chemicals; Tourism etc)
 - About us
- 2.3. The SE web team have structured the information contained in the website using a "task based approach".
- 2.4. This means that rather than manage the content or applications of the website, they will instead manage the things that customers come to the site to do - thus making it easier for customers to achieve their "tasks".
- 2.5. In all 57 core tasks have been identified across the infrastructure of the new website. These tasks represent SE's initial approximation to what its customers want to do when they visit the website.
 - 1 of the tasks falls within the "Start Your Business" section of the website
 - 1 of the tasks falls within the "News & Events" section of the website
 - 8 of the tasks fall within the "Investment Opportunities" section of the website
 - 8 of the tasks fall within the "Grow Your Business/ Innovation" section of the website
 - 9 of the tasks fall within the "Grow Your Business/International" section of the website

- 12 of the tasks fall within the “Your Sector/Industry” section of the website*¹
- 18 of the tasks fall within the “About us“ section of the website.

2.6. The Customer & Marketing Intelligence Team want to ensure that all SE customers can access the website with ease and obtain the information they need from the website when they visit.

2.7. To ensure this SE appointed IBP Strategy & Research, a market research consultancy, to conduct a series of customer consultations to determine whether the “tasks” that have been identified are indeed the things that SE customers want to do when they visit the website.

¹ SE work with 11 industry sectors: Chemicals; Construction; Energy; Financial Services; Food & Drink; Forest Industries; Life Science; Textiles; Tourism; Aerospace, Defence & Marine; Digital Markets & Enabling Technologies and the same 12 tasks are applicable to each of these 11 industries.

B. OBJECTIVES

2.8. The overall requirement of the project was to conduct a series of consultations to ensure that the information on the website matches customer needs and that the identified core tasks are appropriate and comprehensive. This project did not include any usability testing.

2.9. The specific objectives of the project included:

- To engage with a broad range of customer types across Scotland
- Determine the needs of a range of customers from the SE website
- Discover if the identified “core tasks” already identified match customer expectations for the SE website
- Identify both new tasks not identified and irrelevant tasks which could be eliminated

C. METHODOLOGY

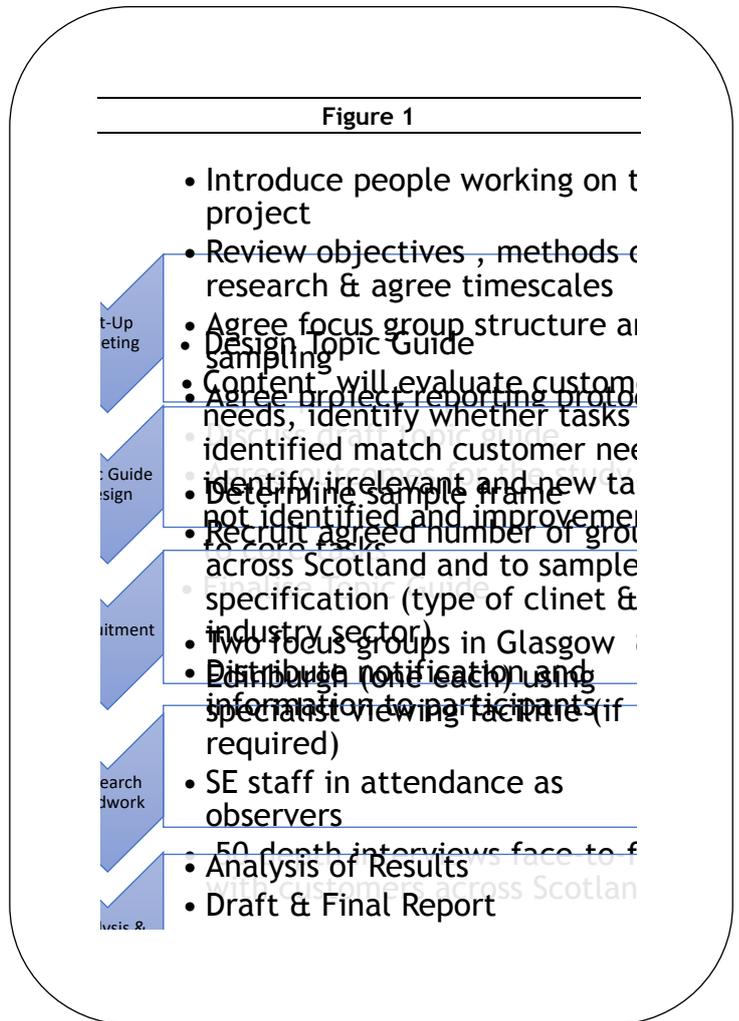
2.10. A diagram summarising the various stages of the project is presented on the right.

2.11. The topic guide was designed in partnership between IBP Strategy & Research and Scottish Enterprise staff. In total the topic guide went through three drafts before being finalised. A survey was also designed to be completed as part of the consultations. A copy of the topic guide and the survey is included as appendices to this report.

2.12. The participants for the focus groups and depth interviews were recruited according to some agreed sampling criteria. These included things such as:

- Business in operation more than one year
- Business had access to the internet
- Business had grown or planned to grow
- Business belonged to one of Scottish Enterprise’s target sectors

2.13. The participant contacts were sourced from a range of sources including SE itself, Info-disk and Yell.com.



- 2.14. Recruiting business focus groups can be challenging as business people can be busy and are subject to late or non-attendance due to other demands for their time. For example, in the Edinburgh focus group there were 85 refusals (with almost all due to lack of time or lack of interest) to recruit 10 people. Of these 6 turned up. In Glasgow there were 121 refusals with 12 recruited and 5 participants turning up at the group and in Stirling there were 102 refusals with 21 recruited and again 5 turning up.
- 2.15. Those refusing to participate were asked why they did not want to take part. Their reasons were mostly due to lack of time and perceived lack of interest or relevance of the subject to them.
- 2.16. The focus groups took place at specialist focus group facilities in Edinburgh and Glasgow² and in a non-specialist facility in Stirling on the 10th 12th and 25th of June 2008. These were observed by Scottish Enterprise staff.
- 2.17. Those refusing to participate were also given the option of taking part in the depth interviews.
- 2.18. A total of 50 depth interviews took place by telephone or face-to-face according to respondent's preference between 16th and 30th of June, 2008.

D. QUALITATIVE RESEARCH

- 2.19. The reader should be aware that the findings of this research are based on qualitative discussions with 66 businesses and therefore should not be considered as representative of all Scottish businesses.

² User Vision in Edinburgh and The Glasgow View

3. USE OF THE INTERNET

Using the internet

- 3.1. Participants were asked about their use of the internet. As would be expected business use of the internet is very high.
- 3.2. Almost all companies who took part in the research report having a broadband internet connection, a website, networked computers with just under half having an intranet.
- 3.3. Participants reported that they use the internet “all the time” and that it has become an essential tool for their business.
- 3.4. The things that participants use the internet to do include:
 - Research (competitors, their sector, clients, legislation and specific business projects)
 - Gathering sectoral news (both from sector specific and general websites)
 - Looking for funding
 - Financial exchanges (banking, paying bills, invoicing,)
 - Communicating and networking (via email, webchat and online meetings)
 - Receiving information (newsletters, website discussion groups, blogs, emails)
 - Online Storage (off-site file storage and retrieval)

Examples of good websites

- 3.5. Participants were asked for examples of “good” and bad websites. Some participants found it difficult to name sites, however, a list of those mentioned are included in Figure 2, below. Participants were much more likely to recall the names of good websites than bad ones.
- 3.6. The consistent perceptions of good websites include the following elements:
 - Easy to find
 - Easy to use/ navigate
 - Clear and simple in their design
 - Functional & user-focused
 - Up-to-date (both design and content)
 - Jargon free language.

3.7. A website element which is particularly liked and was mentioned in two of the focus groups was having personalised and tailored content like Amazon.com where a customer who has an account is presented with content which matches their preferences and where content is personalised based on their profile and activity.

3.8. Another example of a good web-tool is the Microsoft.com web seminars with events taking place virtually.

3.9. Overall, the suggestion is that good websites get the user to the right type of information as quickly as possible without having to “trawl” or search the site for relevant information.

3.10. Bad websites are in contrast seen to have:

- Cluttered and busy layout
- Difficult to navigate
- Difficult to find information
- Having too many “pop-ups” or adverts
- Essential registration
- Too much multi-media (e.g. flash content)

Figure 2: Participants’ views of good or bad websites

Good websites	Bad websites
5pm.co.uk	argos.co.uk
acas.org.uk	easyjet.com
amazon.co.uk	hmrc.gov.uk/
BBC.co.uk	ryanair.com
Bt.com	scottishfoodanddrink.com
cipd.co.uk	tesco.com
companieshouse.gov.uk	Graysfields.org.uk
facebook.com	rogerart.com
flyglobespan.com	Yahoo.com
Google.com	falkirk.gov.uk
Microsoft.com (web seminars)	
nationaltrust.org.uk	
nationwide.co.uk	
visitscotland.com	
Yell.com	

4. KNOWLEDGE OF SCOTTISH ENTERPRISE

4.1. Participants in the research all knew of Scottish Enterprise and were aware of its role. Both those who have engaged with SE and those who have not engaged at all were aware of SE and its broad purpose.

4.2. Participants stated they consider SE to be a trustworthy source of information. They said they would be more likely to trust information from SE's website than other internet sources.

"I would be more likely to trust Scottish Enterprise because I know them and have used them. They have a credible website" - Focus Group participant

4.3. When talking about their perceived role of Scottish Enterprise, participants used similar words. The most common words used to describe Scottish Enterprise and its role include (in no particular order):

- Advice
- Encouragement
- Growth
- Networking
- Support
- Development
- Funding
- Information
- Promotion

4.4. Some of the quotes from participants about the role of Scottish Enterprise include:

"Scottish Enterprise helps Scottish businesses develop to their full potential"

"It supports and promotes Scottish Businesses at home and abroad"

"Funding of Scottish businesses for specific sectors. They offer advice and support to business"

"The promotion, development, improvement and expansion of Scottish Business both in Scotland and across the world"

5. EXPECTATIONS FROM THE SCOTTISH ENTERPRISE WEBSITE

- 5.1. Participants in the focus groups and depth interviews were asked what kind of information they would expect Scottish Enterprise to provide on their website. This information was not prompted by an explanation of the current or former site structure or content, so participants based their responses on their own views of their requirements from Scottish Enterprise.
- 5.2. The information expected to be included in the SE website by participants includes a wide range of topics (listed in Figure 3) under the following broad categories:
- SE Support & advice
 - SE Work & history
 - Sector specific information
 - Legislation
 - SE Contacts
 - Networking
 - Funding & grants available
 - Information links
- 5.3. Participants suggested a wide range of services and expectations but the common strand amongst these are:
- What SE offer them in terms of support and advice?
 - Who to contact about this?
 - Where to go for this?
 - How this can be accessed?
- 5.4. The information from the groups and depth interviews suggests that Scottish Businesses want Scottish Enterprise to be a source of information both as a direct source of support and advice and as a “portal” or “gateway” to information and access to other organisations.
- 5.5. The key for businesses is information that is up-to-date, easy and quick to access and relevant to their business. The information should also be in plain English with jargon limited.
- “I want basic advice and information displayed simply in an easy to understand language - limit the jargon” - Depth participant*

Figure 3: Kind of information expected of Scottish Enterprises Website by participants (unprompted)

Networking	Sector Specific	Funding	SE Support & Advice	SE Contacts	Legislation	SE Work	Information
Information about networking events	Directories of industry contacts	Available funding for business growth	What SE offer businesses and what they do not offer	Who to contact in SE for different queries or sectors Clearly stated (name, email, telephone)	Business Start-up legislation	What SE actually does. Its role in simple terminology	Links to industry and market statistics
Directories of companies	Sector specific guides	Sources of funding (links & directory)	What SE can offer in terms of support and advice	Where they are located regionally (address)	Health & Safety information	What SE is prioritising and examples of projects	Links to sector specific bodies
	Sector specific news, events and legislation	Private investors	Regional variations in available support		HR legislation	SE's history & track record of success	Market research information
	Case studies	How to get funding/ make business more attractive to funders	Specialist advice on exporting and marketing overseas		Export & Import legislation		Links to other websites and agencies that can help
		Applying for grants/funding	Available training and seminars		Tax, PAYE & VAT		FAQs the layman would ask
			Business Planning & growth				
			Marketing & Promoting your business				

- 5.6. Participants suggest they would not necessarily consider the SE website as a source of information, particularly about information related directly to their business. They would be more likely to think of it for information about contacts, support and funding rather than routes to other agencies and sources of information.

“You know I did not even think of the SE website as a source of that kind of information. I should maybe look at it” - Depth interview participant

“I wouldn’t think about the SE website as a source of market information. I would go there if I was looking for a name to call at the local office” - Depth interview participant

Visiting the website

- 5.7. Whilst there is very high awareness of the SE website with over 90% of participants stating they knew SE had a website, there was much lower awareness that the SE website had been re-organised.
- 5.8. There is a much lower proportion of participants who can recall visiting the SE website. Just under half of the focus group and depth participants remembered visiting the site with around 1 in 10 having visited it since it was re-launched.

“Websites are a great way of communicating but you need to know that it’s there in the first place. It needs to be promoted. It’s about the content not the website itself” - Focus group participant

- 5.9. Those who had visited the SE website were asked if they had found what they were looking for. These people had been looking for sector news, contact information and funding. As shown in the next section these are mentioned as the most important kinds of information. Some quotes about the participants’ visit to the website include:

“I found it difficult and I found myself getting lost. Should be simpler” - Focus Group participant

“I visited the site quite recently went on to find basic financial information about my sector and it took a bit of finding and I thought I haven’t got time for this” Focus group participant

“I found it too general and not specific enough for my business. There was not enough headings in your sector” - Depth Participant

“Quite limited information but I managed to get in touch with someone who could help” - Depth Participant

“I found it useful and easy to use” - Depth participant

“The search facility was good. I found what I wanted” -- Depth Participant

6. VIEWS ON THE AREAS OF THE SCOTTISH ENTERPRISE WEBSITE

Most important information

6.1. As shown in Figure 4, the most important types of information that participants would like to see on the SE website include:

1. Networking opportunities with other businesses & organisations in my sector
2. The support SE can offer and what advice is available
3. Contact details to speak to someone at SE for advice
4. Up-to-date developments in my sector
5. Who to contact within SE about my sector
6. How to apply for funding
7. Research & background information about my sector
8. Funding and grants are available for my business

6.2. This information falls into three broad categories:

- Support and advice from SE
- Information about their sector
- Information about funding and grants

6.3. In the survey distributed at the end of focus groups and depth interviews people were asked whether they would use each element of the website, whether others in their business would use

Figure 4: Participant views of 5 most important elements of the SE website (32 respondents)

Website Element	%	Count
Networking opportunities with other businesses & organisations in my sector	52%	16
The support SE can offer and what advice is available	48%	15
Contact details to speak to someone at SE for advice	42%	13
Up-to-date developments in my sector	42%	13
Who to contact within SE about my sector	42%	13
How to apply for funding	35%	11
Research & background information about my sector	32%	10
Funding and grants are available for my business	32%	10
Funding and grants for businesses in my sector	23%	7
Details of Scottish companies operating in my sector	19%	6
Grants available to help my business innovate	19%	6
Laws and regulations which are particularly important for companies in my sector	16%	5
Contract / tender opportunities for my business	16%	5
Initiatives SE is taking to support my sector	13%	4
Workshops and/or other events to learn more about innovation	10%	3
How to influence SE's policy for my sector	6%	2
Potential partners and investors to help my business innovate	6%	2
Information to find out more about Scottish Enterprise	6%	2
OTHER INFORMATION NOT LISTED	6%	2
Help to export my goods / services	3%	1
The best countries to do business in for my industry	3%	1
Find business opportunities in other countries	3%	1
Contact details for investment companies who are likely to be interested in investing in my business	3%	1
How to make my business more innovative	3%	1
Feedback to SE about what I think about them	3%	1

them, other businesses would use them or whether they felt the element was not useful.

6.4. The results are presented in Figure 5 and again show the importance of the participant's sector to them and the support, funding and advice SE can offer them. There are no elements of the website which are considered of no use.

Figure 5: Views about use of each element of the SE website (ordered by participant use)

Answer Options	I would use	Others in my business would use	Maybe Useful to other businesses	Not useful
Networking opportunities with other businesses & organisations in my sector	74%	32%	32%	6%
Details of Scottish companies operating in my sector	70%	30%	30%	7%
Initiatives SE is taking to support my sector	68%	32%	35%	0%
Who to contact within SE about my sector	68%	32%	35%	3%
Up-to-date developments in my sector	65%	35%	29%	6%
Funding and grants are available for my business	65%	29%	39%	0%
How to apply for funding	61%	35%	39%	0%
Contact details to speak to someone at SE for advice	61%	29%	45%	0%
Laws and regulations which are particularly important for companies in my sector	61%	29%	23%	6%
Funding and grants for businesses in my sector	61%	23%	45%	0%
Research & background information about my sector	58%	39%	35%	3%
Information to find out more about Scottish Enterprise	58%	26%	32%	0%
Grants available to help my business innovate	57%	33%	37%	0%
Partners & investors with expertise and experience in the my sector	50%	33%	43%	7%
Contract / tender opportunities for my business	50%	23%	30%	17%
The support SE can offer and what advice is available	45%	29%	58%	0%
Feedback to SE about what I think about them	43%	27%	27%	10%
Potential partners and investors to help my business innovate	40%	30%	47%	7%
How to make my business more innovative	32%	32%	48%	10%
How to influence SE's policy for my sector	31%	34%	41%	14%
Contact details for investment companies who are likely to be interested in investing in my business	31%	28%	52%	17%
Workshops and/or other events to learn more about innovation	29%	39%	52%	0%
Find business opportunities in other countries	29%	13%	48%	23%
The best countries to do business in for my industry	26%	13%	55%	23%
More about my industry in a specific country	23%	17%	50%	23%
Who to contact within SE about importing / exporting	19%	10%	58%	23%
Help to export my goods / services	16%	13%	55%	29%
Up-to-date developments in importing/exporting	13%	10%	63%	27%
Help to import goods / services into Scotland	13%	16%	58%	23%

6.5. Whilst amongst all participants information about exporting or entering a new market is not seen as useful as other information, those who export do consider it as useful as information about their sector and the support and finance available to them.

6.6. Those participants who have looked for funding or who are considering growth are more likely to consider all the listed elements as more useful.

Participants agree with the task based approach

- 6.7. There is general broad agreement that the SE website should be organised in a task-orientated basis with different sections relating to different stages of a business.
- 6.8. Some participants suggested, unprompted, that the website should be organised to match the broad stages of a business. Their rationale is that this is how businesses would look for information. The participants also suggested that this should be chronologically presented as follows:
- Business Start-up
 - Developing the business
 - Maintaining your business
 - Funding growth
 - Internationalise the business
 - Exit/ trade partnerships

“They [SE] should provide information on the whole business process from start-up to exit strategies - From the cradle to the grave” - Depth Respondent

“It’s about from the initial idea, moving into offices, growing the business, and then expanding at home and abroad, then what do you do next exit etc” - Focus group participant

“Having the website organised in this way makes sense to me, it is definitely the right way to go” - Depth Participant

- 6.9. The interviews and focus groups also highlighted the importance of sectoral information and contacts as highlighted in Figure 4 above.
- 6.10. The areas listed above broadly match the SE website areas of:
- Growing your business
 - Starting your business
 - Investment opportunities
 - Your Sector
 - Information about SE

7. THE INFORMATION THAT SHOULD BE IN THE SCOTTISH ENTERPRISE WEBSITE SECTIONS

7.1. Focus group and depth interview participants were asked their views of the kind of information they believe should be contained in each section of the SE website.

7.2. In general participants want the website sections listed below to offer clear simple information written in plain English with little jargon and acronyms.

A. START YOUR BUSINESS

7.3. The kind of information expected in this section is shown in the table below. Participants suggested that this section should be motivational, encouraging, upbeat and friendly:

Figure 6: Participants views of what should be in the “Start your business” section

Support	Contacts	Advice	Networking	Information	Case Studies	Finance
What is available in terms of guidance, advice and finance	Contact information to talk to someone in SE	“How to Guides”	Company directories	Legal status of businesses	Examples of what others have learnt from starting their own business	Funding/ Grants available
Who is eligible for help		Where to go for advice	Events & Seminars	Market Research		What is available lists
Training		Government initiatives		Statistics		How to apply for funding
		Marketing		FAQs		
		Tools for assessing your business				

B. GROW YOUR BUSINESS

7.4. Participants offered the most suggestions for the “Grow your business” section of the website, this maybe because they were all either growing or considering growth in the near future. The suggestions for this section of the website are presented below:

Figure 7: Participants views of what should be in the “Grow your business” section

Support & Advice	Market Information	Reaching new markets	Networking	Funding & Grants	SE Contacts
What support is available for SE	Market Research	Statistics	Events & seminars	What is available	Contacts within SE
Directory of business support organisations	Statistics & Market trends	Specific country information	Company directories	How to apply	Contacts in other organisations who can help growth
Projects & Initiatives	Analysis Tools - Grow your business	Case studies		Where to look for investment and grants	
Tailored advice & mentoring	“How to Guides”	FAQs		Directory of investors	
Good Practice	Case studies	Contacts both in SE and in countries		List of funding and grants available and conditions	
HR & Legal advice	Marketing help				

C. INVESTMENT OPPORTUNITIES

7.5. Four of the participants interviewed found the term “Investment Opportunities” difficult to understand. In their view investment can mean time, money and resources; it can mean investing in other businesses or getting finance from others.

7.6. Despite this most participants did understand the term and had a range of suggestions for what should be included. This is shown in the table below:

Figure 8: Participants views of what should be in the “Investment Opportunities” section

What is available	Contacts	Businesses looking to Invest	Businesses looking for investment	Advice & Guidance
Grants	Who to contact in SE about funding	Support available from SE	What Investors expect in return for investment	Directories of advisors (e.g. accountants and lawyers)
Finance	Links to advice in SE	Directory of sectors and businesses looking for investment	Where to go for finance grants	Training
Investments	Links to other organisations providing advice	Market trend information	How to fill in application forms	Case Studies
Directories of investors			Directories of investors	“How to guides”
Source of advice and information			List of what is available and eligibility	Online tools “are you ready for investment”

7.7. There were a few suggestions for section headings within this area of the website. These include using terms such as “Invest in Scottish Business”, “Get advice about Investment” and “Find investors for your business”.

D. YOUR SECTOR

7.8. Participants see their sector section as the most important (see Section 5). The types of information they would like to see in this section is shown in the table below:

Figure 9: Participants views of what should be in the “Your Sector” section

News	Support available	Contacts	Funding	Events	Sector Information
What is new in the sector	How SE can help	SE Contacts for Sector	SE Funding	Training & Seminars	Statistics
New developments and initiatives	Support for Growth & New Markets	Sector and industry bodies	Links to other funding sources	Networking	Market Research/Trends
Industry news	SE Projects & Initiatives	Other companies in sector (Directory)			Case Studies
Legislation					

E. ABOUT SE

7.9. Participants suggested that information about Scottish Enterprise should be presented in plain English with limited acronyms and jargon. The information participants would like to see in this section is shown in the table below:

Figure 10: Participants views of what should be in the “Your Sector” section

What SE does	Structure	How it helps businesses	Contacts	History
Aims & objectives	Departments & Sections	Case Studies	Who to contact at SE	Purpose
Sectors it works with	Links to subsidiaries	What projects & initiatives are in operation		Annual Reports
What support is offered		Targeted sectors		

8. RESPONDING TO E-MARKETING

- 8.1. Participants in the research were asked whether they receive and respond to e-marketing. The common view is that where it is relevant they feel that e-marketing is a good thing. However, generic emails are not read and are seen as not useful or helpful.

“Email can often be treated as spam and you never get it in the first place” - Focus Group Participant

- 8.2. Participants stated advantages and disadvantages to e-marketing and traditional hard copy materials and whilst both are seen to have their place. E-marketing is seen to be the most appealing, especially from an “environmental” or “green” perspective.

- 8.3. The key for those interviewed is that the direct marketing is not unsolicited. Any e-marketing should be personalised, targeted and relevant i.e. no mass e-marketing. Where an email is personalised and relevant to a specific business need (e.g. a relevant seminar) it is more likely to be read.

“Emails would have to be genuinely relevant to me and from a credible source for me to read it. You need to build trust with emails. I know that if it comes from a named person it has more credence with me” - Depth Participant

“I hate unsolicited e-marketing but don’t mind getting information I’ve signed up for” - Depth Participant

9. KNOWLEDGE OF KEY WORDS: INNOVATION, ENTERPRISE & INVESTMENT

9.1. Participants were asked for their views on the meaning of specific key words. These words included: Innovation; Enterprise and Investment.

Innovation

9.2. “Innovation” is defined by the Chambers 21st Century dictionary as:
“noun 1 something new which is introduced, e.g a new idea or method. 2 an act of innovating”.

9.3. Participants see “Innovation” as a genuinely new way of dealing with issues. It was suggested by some interviewees that this word has become overused in business and has therefore lost some of its meaning.

9.4. “Innovation” was described using the following words

➤ Presenting new ideas	➤ At the fore-front	➤ Ahead of the game
➤ New developments	➤ Big picture thinking	➤ A research and development phase of a project
➤ Continuous improvement	➤ Best Practice	➤ The right solution to the right problem
➤ New business x4	➤ Doing something in a new way	➤ To excel in new ideas and development
➤ Doing something differently	➤ Re-designing old ideas or developing new ideas	➤ Adventurous
➤ Different ways of tackling issues	➤ New and exciting	➤ Different approaches
➤ Forward thinking	➤ New and exciting business ideas	➤ New markets and products and new ways of reaching them
➤ Something different - new twists on old ideas	➤ Something new	➤ Unique - setting people and products apart from the crowd
➤ Something fresh and lateral		

Enterprise

9.5. “Enterprise” is defined by the Chambers 21st Century dictionary as:

“noun 1 a project or undertaking. 2 a project that requires boldness and initiative. 3 boldness and initiative. 4 a business firm.

ETYMOLOGY: 15c: from French enterprise, from entreprendre to undertake”.

9.6. Participants view “Enterprise” as a combination of good ideas and hard work with an entrepreneurial spirit. It is suggested that participants view enterprise as a natural progression and partner of innovation and some interviewees felt that these two words were quite similar and inter-related.

9.7. “Enterprise” was described using the following words

➤ The very act of doing business	➤ New enterprises	➤ Promoting new business and new ideas
➤ Planning and achieving set-goals	➤ Being brave and daring and doing something in a different way	➤ Being entrepreneurial
➤ Looking forward and developing	➤ Good ideas, creativity	➤ Industrious
➤ Spirit of having good ideas and work ethic	➤ Industry and work	➤ A positive step in business
➤ Moving the business forward	➤ Business developing	➤ Using skills to be entrepreneurial
➤ Going that extra mile	➤ Pro-active	➤ Getting new business
➤ Doing something entrepreneurial	➤ Looking for a new approach	➤ Someone getting up and doing it by themselves

Investment

9.8. “Investment” is defined by the Chambers 21st Century dictionary as:

“noun 1 a sum of money invested. 2 something, such as a business, house, etc in which one invests money, time, effort, etc. 3 the act of investing”.

9.9. As the reader will see from the list of definitions below, “Investment” is seen in a broader context than financial or funding assistance. Participants view it as money, time and human resources being committed to ensure development and growth.

9.10. “Investment” was described using the following words:

➤ Contributing and commitment	➤ Broader than financial commitment	➤ Allocation of time and other resources
➤ Grants and finance available	➤ Money for business growth	➤ Growth
➤ Financial stability	➤ Money and training - resource allocation	➤ Financial help x3
➤ Utilising resources	➤ Beyond boundaries - money and help for businesses	➤ Funding
➤ Investing time and/or money x5	➤ Finance and investment of money, funding, people time and equipment	➤ Investment of money and people
➤ Availability of money	➤	➤

9.11. In the focus groups there was some ambiguity about what “Investment” referred to. For example does it mean the investment the business would put into its own business, investors for their business or businesses they could invest in. Or is it all three? These people felt that when used a term like investment should be clearer using terms like “Companies wanting to invest in your business” or “Investing in your own business”.

9.12. Some interviewees feel that “investment” quite often referred to big business development and not necessarily growth of smaller companies.