



# EXPERT HELP

Through Business Gateway West Lothian, businesses can access fully or partly funded consultancy support from a specialist who would provide tailored, expert advice in order to develop strategies in selected business disciplines.

The Expert Help Programme is designed to support businesses looking to grow and develop their business by increasing their turnover in the next 3 years.





## Digital Marketing & Social Media

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- Our digital marketing specialist can not only help bring customers onto your website, but can also advice on strategies to take your messages directly to them within the online channels they frequent.
- One thing is a constant when it comes to Google – it's always changing! With that in mind, our SEO services are always evolving.



## Environmental Improvements

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- Carry out resource efficiency reviews primarily focusing on energy, waste, water and raw material use.
- Waste and process mapping
- Calculating the true cost of waste
- Identifying the underlying root causes of inefficiency
- Identifying options for improved efficiency
- Cost/benefit analysis and prioritisation of options



## Exporting

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- Are you ready to access new markets? Our 1-2-1 support will help to support, grow and refine your trade plan and vision for your business.
- Provide specialist advice on getting your goods and services to market and ensuring you have the correct paperwork and certification in place.
- We can provide advice on getting paid and insuring your products.



## Financial Support

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- Our consultants specialise in supporting growing businesses and innovative start-ups that are looking to attract investment from funders.
- Working in close partnership with you to fully understand your ideas and plans for the future and converting these into strong business plans and meaningful projections.
- The tax team can help provide eligible investors with advantageous tax reliefs on their investment. With this support, you will be set up to secure the best chance of attracting investment from potential funders.



## Human Resources

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- Our consultants offer a professional HR Advisory Service providing information, advice and support on a broad range of employment matters.
- Whether you are employing people, or are looking to hire someone for the first time, let us help you ensure you meet legislation and have the right staff for the job to make your business succeed.
- Our expertise covers all areas of employment, from recruitment, working hours, training, legislation, health and safety and payroll.



## Information Technology

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- Full Digital Transformation Review, looking at everything from IT infrastructure, Cyber Security, Hardware and all other IT systems as well as Business Applications and software, Cloud technologies, Automation, ERP's, CRM's, Data Analytics and integration.
- As part of the review the consultant will look deep into your requirements and current set up, highlighting areas that can be improved, help you understand what you are looking to achieve as a business and then prepare a comprehensive requirements document that clearly documents everything you need to achieve your Digital Transformation Journey.



## Leadership Development

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- Create a growth plan to help companies tackle challenges and capitalise on opportunities post Covid.
- Leadership coaching for Owner-managers and Directors to help develop their leadership capabilities and grow their business.
- Leadership and management training and coaching to develop the effectiveness of the senior team.
- Development of leadership and management skills to help managers get the most from their people.
- Assessment of leadership and management capabilities and the creation and implementation of individual development plans.
- Developing skills and mindset to help drive change more effectively.



## Legal

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- Our consultants can offer commercial legal services to assist SMEs on their growth journey from birth to exit or anywhere in between. They are experts at working with businesses, assisting them with all aspects of commercial law and helping them meet their long-term objectives regardless of what they are.
- We can provide one to one support to West Lothian businesses on the following areas:
  - Contracts
  - Export and import regulations
  - Data Protection
  - Intellectual property
  - Recruitment & employment law



## Marketing and Branding

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- Increasing the customer base with more effective sales and marketing
- Developing a marketing plan to generate an ongoing stream of leads and opportunities
- Understand how to measure and improve marketing effectiveness
- Creating a marketing message that works
- Developing products and services with real customer pull



## Procurement

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- Finding opportunities (using Public Contracts Scotland and other UK tender portals), getting asked for Quick Quotes
- Understanding the procurement process
- Completing and winning PPQ's
- Creating high scoring content for tenders



## Quality Management Systems

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- Our consultant can help you implement and/or maintain UKAS accredited ISO 9001, ISO 14001, OHSAS 18001 and BRC Storage and Distribution Management Systems.
- Services include creating policies and procedures compliant to the above systems.
- Undertaking internal audits of the above systems.
- Working with clients to ensure they pass third body (UKAS Accredited Certified Body) assessments.

## Contact Us

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For more detailed information about the support available, call Business Gateway on **01506 283400** to arrange a confidential appointment with a Business Adviser. You can find more information at [investinwestlothian.com](https://investinwestlothian.com)