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EXPERT HELP PROGRAMME

Having a well-developed strategy in place is essential to the success of any business. With Business Gateway West Lothian's Expert Help Programme, businesses can access fully or partly funded consultancy support from a specialist who will provide tailored, expert advice to help develop effective strategies in selected business disciplines.

The Expert Help Programme has been created to help West Lothian businesses looking to grow and develop by increasing their turnover in the next three years.



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Business Development



Our experts can offer comprehensive business development support to help you identify opportunities to grow your business. They can help with:

- **Strategy** – creating a clear and realistic business development strategy for you to follow
- **Product and Process Development** – ensuring your business is working as efficiently as possible
- **Management and Leadership Development** – training and coaching to develop the effectiveness of your Senior Management Team
- **Employee Engagement and Development** – helping you get the most out of your team
- **Productivity/Lean Management** – our experts can identify ways that your business can save time by reducing unnecessary processes
- ***Workshops and strategy sessions are available***

Marketing and Branding



Having a strong marketing strategy is essential to business growth. Our experts can help with:

- **Sales and Business Development** – helping you identify growth opportunities
- **Marketing and Brand Development** – helping create a brand that effectively represents your business
- **Labelling and Packaging for Food and Drink** – creating high quality and effective packaging
- ***Workshops and surgery sessions are available***

Procurement and Quality Assurance



Our experts can help you improve your procurement success rate by:

- **Procurement** – improving your understanding of the procurement process and helping you to identify opportunities
- **Quality Assurance** – supporting you in achieving accreditations that can help you win business (including ISO, CE Mark and SALSA)

Finance



Our financial experts specialise in growing businesses and innovative start ups that are looking to attract investment. Support available includes:

- **Management Accounts** – ensuring that your business is correctly tracking your financial performance
- **Financial Analysis** – an in-depth analysis of your businesses current financial position
- **Financial Business Planning** – our expert will work with you to understand your financial goals and help create a clear and realistic plan to help achieve them
- **Mergers and Acquisitions** – help navigating the process
- **Funding Application Support** – ensuring you have all the figures needed to submit a strong application for funding opportunities
- **Workshops and surgery sessions are available**

Digital and Social Media



In today's highly digital world, it is essential that every business has a strong digital marketing strategy in place. We can help with:

- **Website Development and Reviews** – ensure your website is fully optimised for SEO to increase website visits
- **Social Media** – develop a strong strategy to grow your business's presence on social media
- **Digital and Video Content Creation** – learn how to create high quality content that will engage your audience
- ***Workshops and surgery sessions are available***

Information Technology



Ensure your business is equipped with the best available systems. Our experts can help you throughout your digital journey, including with:

- **Connectivity** – ensure your systems and programmes are running efficiently and in sync
- **Security** – implement strong cyber security procedures to ensure your business is well equipped to deal with increasingly advanced cyber attacks
- **Infrastructure** – ensure you have the hardware and software you need to carry out your daily operations
- **Communications** – ensure you have the tools needed to communicate effectively with internal and external stakeholders
- ***Workshops and surgery sessions are available***

Legal, Property and Human Resources



Ensure your business is compliant with all legislation, with help from our experts in regards to:

- **Contracts** – our experts can review and give advice regarding any contracts that you are issuing or signing
- **Recruitment and Employment Law** – ensure you are meeting all legislative requirements whilst having the right staff for the job to make your business succeed
- **Export/Import Regulations** – ensure your business is meeting all legislative requirements whilst trading internationally
- ***Workshops and surgery sessions are available***

Exporting



Are you ready to access new markets? Our experts can help you grow and refine your trade plan and vision for your business by:

- **Evaluating Your Capacity to Export** – this is done by carrying out a detailed SWOT analysis
- **Identifying Market Opportunities and Routes to Market** – ensure your business is utilising the best support options available
- **International Sales Negotiation Skills** – our experts can help you adapt your sales strategy for different cultures
- **Digital Strategy Development for International Trade** – create a strong digital strategy that will raise your profile worldwide
- ***Workshops and surgery sessions are available***

Environmental Improvements



Our experts can help your business become more sustainable by providing support with:

- **Waste Management and Recycling**
- **Environmental Impact Assessments** – analyse the impact that your business's work will have on the environment
- **Energy Efficiency and Renewables** – identify ways to reduce your carbon footprint, from small adjustments to major changes
- **Net Zero Action Plan** – providing you with realistic and clear guidelines to follow to help your business achieve Net Zero
- **Built Environment** – find out how to decarbonise your workplace
- **Circular Economy and Product Life Cycle** – find out how your business can reduce waste by recycling existing materials
- **Climate Change Resilience** – ensure your infrastructure and supply chain is equipped to deal with changing conditions
- ***Workshops and surgery sessions are available***

Contact Us



For more detailed information about the support available or to book a confidential appointment with a Business Gateway West Lothian adviser, please call 01506 283400 or email invest@westlothian.gov.uk .

You can also find more information on our website – www.investinwestlothian.com