



MARKETING | BRANDING | STRATEGY

GROWTH STRATEGY DEVELOPMENT GUIDE



CHOOSE A GROWTH STRATEGY FOR YOUR BUSINESS

Growth strategies of a business:

Market Penetration - to sell in an existing market to existing customers, sell more, serve faster, sell for a higher price, sell more often;

Product Development - investing in product range expansion;

Market Development - adding new markets (foreign or niche);

Diversification - simultaneous development of new products in new markets.

HOW TO USE THIS GUIDE

This guide contains a set of sectioned prompts to plan a company's growth.

Each section will help to determine who, when, where, why, and what they think of your corporate growth strategy to justify the project goal, engage stakeholders, and put your plans on paper.

[Insert the company's logo]

[Insert the company's name]

GROWTH PLAN AND STRATEGY

Made by: [Full name]
[Author's e-mail address]
[Author's department]
[Date, month, year]

SUMMARY

This section serves as an introduction and is a quick overview of your growth strategy. The summary outlines the main objectives of the project, including:

The type of growth strategy.

Justification for choosing this particular strategy.

The goals that the company plans to achieve through growth.

Timing, for what period do you set growth goals?

Required funds and expected return on growth.

This section should be 1-2 pages long, and give a clear answer regarding why you are starting this project and what you expect from its successful completion.

[Text of the summary]

JUSTIFICATION OF BUSINESS DEVELOPMENT

Precondition

This section is the basis for this draft growth strategy. Explain how the idea came about, and why the company decided to develop the business.

[Text of the precondition]

Research

To tie the initial idea of a business development project to your end goal, explain what research was used to develop this project. As justification, citing market research, customer surveys, financials, and industry trend reports.

[Text of the research]

Hypothesis

What will the project's results be if this growth strategy is successfully implemented? The hypothesis should be structured as an "If...then..." statement, for example: "If we add this new division to the company and successfully enter the market, we predict a 40% increase in revenue, a 15% increase in profits, and the addition of 40 new employees to the company."

[Text of the hypothesis]

GROWTH GOALS

This section explains what you are building up.

Choose a few items from the list below or write your business development points:

- Growth (improvement) of points of contact.
- Expansion (improvement) of sales channels (for example, selling in new stores or launching an online store).
- Expansion of existing office, retail and/or warehouse space.
- Adding new locations or branches to the business.
- Expansion to new regions, locations, cities or countries. Adding new products and/or services.
- Growth in customer base and/or rate of customer acquisition.

Specify how much you are going to grow. Define your growth points with clear goals and objectives for each of your areas of focus.

Main growth goal(s)

Outline the main growth goals for this initiative. This section should highlight the most important end goal of your project and indicate the desired outcomes.

[Text on main growth goal(s)]

Secondary growth goal(s)

Outline any results that can be achieved if you achieve your main goal. These are not the main goals of the project, but they can be achieved along with the main goal. For example, if your primary growth goal is to increase sales, your secondary growth goal might be to increase your staff to support new demand.

[Text on secondary growth goal(s)]

ACTION PLAN FOR GROWTH

This section explains how you grow and identifies the key tasks and responsibilities of the project.

Schedule

In the table below, indicate what tasks need to be completed and their deadlines in order to achieve the desired level of growth.

Deadline	Task	Responsibility	Comments
What is the end date to accomplish the task?	What is the task?	Who is the person responsible for the task?	Does the task require an explanation or additional links?

Growth team

Provide a list of parties involved in this growth project.

Name	Team	Role	E-mail

REQUIREMENTS TO ACHIEVE GROWTH

This section explains what you need to grow.

Financing

Indicate how much capital will be required to implement this project. If known, explain where the money will come from.

[Text on financial requirements]

Tools and software

What tools, software, and related technical resources are needed to complete this project? How specifically will each of these tools help the team achieve its goals?

[Text on tools and software requirements]

Services

Explain what services you will need to support your growth, such as external consultants, designers, and/or planners in a specific area of expertise

[Text on additional services]

Additional resources

If additional means, equipment, technology, personnel or related resources are required, list them here in addition to explaining why they will help you achieve your goal.

[Text on additional resources requirements]

GROWTH RESULTS

This section will describe the data before and after your expected growth. In the table below, indicate your baseline, growth goal, and the increased amount. We offer you an example to display in the results table.

[Example results table]

Growth sphere	Baseline	Post-growth goal	Net increase	% increase
Number of locations				
Number of employees				
Number of employees				
Annual income				

ATTACHMENTS

Attach any additional resources to this section to better illustrate your growth plans.

Attachment examples may include:

Visualizations of new locations.
Comments from potential suppliers or contractors.
Spreadsheets to support your financial forecast.
A more detailed task schedule or task explanation.
Results of marketing research.

Need help with filling this template?

Contact us and get the consultation!