



Growing a business – how Exceptional can help

Our offer is to grow business profits rapidly, in ways which can be repeated year on year. This is based on a real strategic understanding of what products or services are to be offered, and to whom – then extending the products, services, markets, and customer groups involved.

Step 1 Preparation

- Understanding of client strategy
- Review customer and product profitability, where profits made, where costs incurred
- Review marketplace – competition, customers, suppliers

Step 2 Reasons For Growth

- Improving business value
- Protection against competition
- Income for re-investment or dividends
- Preliminary to eventual exit
- Protect/ grow share price

Step 3 Business Growth Options

- Product/ service offer development
- New market entry
- Strategic alliances
- Licensing/ intellectual property exploitation
- Acquisition/ divestment

Step 4 Assessing Options

- Benefits/ upside potential
- Costs/ downside risk
- Resource requirements – people, cash, other assets
- Likelihood of success
- Timescale

Step 5 The Business Growth Plan

- Ensure plan covers business strategic development
- Sales, marketing, customer conquest and retention
- Operations
- Administration
- Organisation Structure
- Financial projections – sustainable profits

Step 6 Project Plan

- Create specific action plan
- Ensure linked to resources
- Establish measurement criteria for success
- Promote company-wide involvement and stakeholder buy-in
- Carry out commercial business plan to maximise results

Who we are:

An **experienced, professional** team with experience of operating at all business levels, including Chief Executive/Board positions within various industry sectors in the UK and overseas. We have experience in virtually **all disciplines** gained with **small enterprises and major PLCs**.

For further information or for a confidential discussion, please call us or email enquiries@exceptionalbusinessresults.com