



Scaling your Business - Strategies and Techniques for Growth

ABSTRACT

Entrepreneurs and business owners who scale up earn higher revenue at lower investments. Effective scaling improves your profit margin and increases revenue while reducing costs. Once you have determined that you are ready, the next question is how to scale your business. Below are seven ways you can successfully scale your startup.

INTRODUCTION

Building a successful company is about much more than increasing sales and revenue.

When scaling a business, an organization also needs the right strategy, team, and processes in place to support new customers, products, and services.

While any business leader dreams of becoming an overnight success, successful scaling involves building and executing a long-term, sustainable strategy. No matter the size of your business, understanding what it means to scale and identifying actionable steps you can take to do so are both key to reaching your goals.

I. How To Start A Business In 11 Steps (2023 Guide)



Starting a business is one of the most exciting and rewarding experiences you can have. But where do you begin? There are several ways to approach creating a business, with many important considerations. To help take the guesswork out of the process and improve your chances of success, follow our comprehensive guide on how to start a business. We'll walk you through each step of the process, from defining your business idea to registering, launching and growing your business.

[Before You Begin: Get in the Right Mindset](#)

The public often hears about overnight successes because they make for a great headline. However, it's rarely that simple—they don't see the years of dreaming, building and positioning before a big public launch. For this reason, remember to focus on your business journey and don't measure your success against someone else's.

Consistency Is+ Key

New business owners tend to feed off their motivation initially but get frustrated when that motivation wanes. This is why it's essential to create habits and follow routines that power you through when motivation goes away.

Take the Next Step

Some business owners dive in headfirst without looking and make things up as they go along. Then, there are business owners who stay stuck in analysis paralysis and never start. Perhaps you're a mixture of the two—and that's right where you need to be. The best way to accomplish any business or personal goal is to write out every possible step it takes to achieve the goal. Then, order those steps by what needs to happen first. Some steps may take minutes while others take a long time. The point is to always take the next step.

1. Determine Your Business Concept

Most business advice tells you to monetize what you love, but it misses two other very important elements: it needs to be profitable and something you're good at. For example, you may love music, but how viable is your business idea if you're not a great singer or songwriter? Maybe you love making soap and want to open a soap shop in your small town that already has three close by—it won't be easy to corner the market when you're creating the same product as other nearby stores.

If you don't have a firm idea of what your business will entail, ask yourself the following questions:

- What do you love to do?
- What do you hate to do?
- Can you think of something that would make those things easier?
- What are you good at?
- What do others come to you for advice about?

- If you were given ten minutes to give a five-minute speech on any topic, what would it be?
- What's something you've always wanted to do, but lacked resources for?

What Kind of Business Should You Start?

Before you choose the type of business to start, there are some key things to consider:

- What type of funding do you have?
- How much time do you have to invest in your business?
- Do you prefer to work from home or at an office or workshop?
- What interests and passions do you have?
- Can you sell information (such as a course), rather than a product?
- What skills or expertise do you have?
- How fast do you need to scale your business?
- What kind of support do you have to start your business?
- Are you partnering with someone else?
- Does the franchise model make more sense to you?

2. Research Your Competitors and Market

Most entrepreneurs spend more time on their products than they do getting to know the competition. If you ever apply for outside funding, the potential lender or partner wants to know: what sets you (or your business idea) apart? If market analysis indicates your product or service is saturated in your area, see if you can think of a different approach. Take housekeeping, for example—rather than general cleaning services, you might specialize in homes with pets or focus on garage cleanups.



STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • What is our strongest asset? • What knowledge do we have on our team that is beneficial or unique? • What are all of the assets we have? • What unique resources do we possess? • What is our competitive advantage? • What's our unique selling or value proposition? • Can we easily get additional capital, if we want to? • What business processes work successfully? 	<ul style="list-style-type: none"> • Do we have gaps on our team? • What do we not have that we need to be competitive? • What tangible assets do we not have but currently need? • What business processes need improvement? • What knowledge or assets do our competitors have that we do not? • What technology needs to be updated? • Does one customer make up more than 10% of our business? • What expertise do we lack?

OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Is there a current need in the market that we could be addressing? • What trends might positively impact us? • What talent is available that we could hire? • Are there products our customers ask for that we could provide? • Can we offer something that our competitors don't? • Can we increase our pricing in some way? 	<ul style="list-style-type: none"> • Are there any upcoming law or regulation changes that will impact us? • Are our competitors offering new products now or in the near future? • Are we dependent on a single manufacturer or supplier? • What happens if a natural disaster strikes either where we do business or where we get products/materials from? • How easy is it for someone to poach key employees?

3. Create Your Business Plan

A business plan is a dynamic document that serves as a roadmap for establishing a new business. This document makes it simple for potential investors, financial institutions and company management to understand and absorb. Even if you intend to self-finance, a business plan can help you flesh out your idea and spot potential problems. When writing a well-rounded business plan, include the following sections:

Executive summary: The executive summary should be the first item in the business plan, but it should be written last. It describes the proposed new business and highlights the goals of the company and the methods to achieve them.

Company description: The company description covers what problems your product or service solves and why your business or idea is best. For example, maybe your background is in molecular engineering, and you've used that background to create a new type of athletic wear—you have the proper credentials to make the best material.

Market analysis: This section of the business plan analyzes how well a company is positioned against its competitors. The market analysis should include target market, segmentation analysis, market size, growth rate, trends and a competitive environment assessment.

Organization and structure: Write about the type of business organization you expect, what risk management strategies you propose and who will staff the management team. What are their qualifications? Will your business be a single-member limited liability company (LLC) or a corporation?

Mission and goals: This section should contain a brief mission statement and detail what the business wishes to accomplish and the steps to get there. These goals should be SMART (specific, measurable, action-orientated, realistic and time-bound).

Products or services: This section describes how your business will operate. It includes what products you'll offer to consumers at the beginning of the business, how they compare to existing competitors, how much your products cost, who will be responsible for creating the products, how you'll source materials and how much they cost to make.

An exit strategy is important for any business that is seeking funding because it outlines how you'll sell the company or transfer ownership if you decide to retire or move on to other projects. An exit strategy also allows you to get the most value out of your business when it's time to sell. There are a few different options for exiting a business, and the best option for you depends on your goals and circumstances.

The most common exit strategies are:

- Selling the business to another party
- Passing the business down to family members
- Liquidating the business assets
- Closing the doors and walking away

4. Choose Your Business Structure

When structuring your business, it's essential to consider how each structure impacts the amount of taxes you owe, daily operations and whether your personal assets are at risk.



Sole Proprietorship

If you start a solo business, you might consider a sole proprietorship. The company and the owner, for legal and tax purposes, are considered the same. The business owner assumes liability for the business. So, if the business fails, the owner is personally and financially responsible for all business debts.

Pros

- Sole proprietorships are easy to form
- There's no need to file additional paperwork with your state
- You're in complete control of the business

Cons

- You're personally liable for all business debts
- It can be difficult to raise money for a sole proprietorship
- The business may have a limited life span

5. Register Your Business and Get Licenses

There are several legal issues to address when starting a business after choosing the business structure. The following is a good checklist of items to consider when establishing your business:

Choose Your Business Name

Make it memorable but not too difficult. Choose the same domain name, if available, to establish your internet presence. A business name cannot be the same as another registered company in your state, nor can it infringe on another trademark or service mark that is already registered with the United States Patent and Trademark Office (USPTO).

6. Get Your Finances in Order

Open a Business Bank Account

Keep your business and personal finances separate. Here's how to choose a business checking account—and why separate business accounts are essential. When you open a business bank account, you'll need to provide your business name and your business tax identification number (EIN). This business bank account can be used for your business transactions, such as paying suppliers or invoicing customers. Most times, a bank will require a separate business bank account in order to issue a business loan or line of credit.

Determine Your Break-Even Point

Before you fund your business, you must get an idea of your startup costs. To determine these, make a list of all the physical supplies you need, estimate the cost of any professional services you will require, determine the price of any licenses or permits required to operate and calculate the cost of office space or other real estate. Add in the costs of payroll and benefits, if applicable.

II. 7 Ways To Scale Your Startup or Business

Scaling is very rewarding, but the process itself is stressful. These seven steps will help businesses scale with less stress and better results.

Did you know that Quibi launched in April 2020 and imploded six months later? It shut down in October 2020, despite receiving funding of \$1.75 billion. This article should motivate others to start scaling, so why did I start so dismally?

1. You meet and exceed business targets: As a new business, your sales forecasts and action plans cannot predict how your business fares. Use exact time frames, expenses and average revenue for accurate sales predictions and increased profitability. Document met (and exceeded) targets to assess your statistical data. Next, set attainable, higher goals; if you still beat those, it may be time to scale.

2. Your long-term business goals are challenging: If you are meeting revenue targets, why would the long-term goal of increasing profits be an issue? Your monthly returns may be great because you are fulfilling existing demand. Your long-term success may seem challenging because you currently lack people or resources. Refusing sales orders as your demand increases makes extended goals look challenging. This lack indicates that your business is growing quicker than you expected.



3. Your supply is insufficient for your demand: Rising demand for your products or services is precisely what you aimed for, right? You will lose customers if you lack inventory, employees, or time to keep up with surging demand. The hype and brand image you build will also dissipate. Your revenue and expansion depend on your customer base. Improving customer handling ensures that they remain satisfied with your brand. If your startup is ready to grow, reinforce your infrastructure first.

Successfully scaling a startup

Data helps predict the resources required to scale. While scaling, it is crucial to maintain productivity and efficiency. A successful business handles spikes in workflows without losses like employee turnover. The following strategies make scaling up less stressful and improve efficiency and productivity.

1. Create a business plan

Create a durable strategy and include a monthly sales projection and milestone deadlines. List your target audience, ways to approach them and marketing strategies for conversions. These guidelines will help you track your progress.

Do not forget to log known and expected expenses. Your current expenditure will be the baseline to measure how much it will cost to scale up. Make sure you document all the relevant details, or you may run into cash flow problems.

2. Build a team

Hire employees or contractors, or embrace a franchise model as your operation scales. Work towards developing a cohesive team of people with diverse skill sets and talent.

Inform your team members about all expected goals and objectives. Look after your team, and encourage regular meetings to understand their pain points. Brief them on key performance indicators to improve their performance. Do not foster employee burnout by expecting employees to take on added roles as you grow.

3. Reduce costs of products or services

Reduce material costs and buy used equipment. Hire inexpensive labor and reduce wastage. Compare vendor services and choose the most cost-effective ones. Use effective online marketing strategies that are often free.



Negotiate for lowered rent or equipment expenses with vendors. Ask shippers for special rates to reduce shipping charges. Find ways to lower energy consumption and switch to green energy, which will cost less in the long run.

4. Optimize your product (or service) for buyers

Identify your target market and learn how to reach and sell to them before you scale. Keep building your brand image on established online platforms. Create value additives, such as blogs, DIY articles, press releases and industry publications. Ask customers for reviews to build credibility.

Track sources you get the most traction from to identify and fix issues in your lead funnel. Use the money saved by reducing costs to augment your product or service. Invest in customer service and functionality improvements, add new features and train your employees.

5. Streamline processes

Processes and procedures should be in place before companies scale up. Break tasks down and assign priorities. Automate because it saves you time and money and boosts employee productivity.

Automated billing invoices your customers or adds any applicable surcharges. Automated customer support boosts your customer experience.

6. Assess finances and funding

Scaling costs money. It uses lesser investment but yields better returns. Scaling by using only reinvested profits may be difficult. You may choose to bootstrap to be self-sufficient, but that is not always possible.

Apply for a business loan or line of credit from banks or lenders, or approach investors to fund your growth. The money you borrow will cost less than equity if you manage repayments well. Carefully choose repayment schedules, interest rates or investor control options.

7. Improve your marketing

Small businesses often rely on referrals or free online social media campaigns. You may need to supplement your marketing efforts as you scale.

Focus on organic marketing channels such as search engine optimization and content marketing. Optimize your campaigns to control budget spending if you run paid campaigns on any platform, and set realistic goals to track campaign performance.

Any business growth requires elaborate planning for short-term and long-term business goals. These goals will guide you on the need for investors, recruitment and automation and their relevant solutions. Scaling is attractive because of its returns, but you will face challenges.

Stay efficient and avoid errors by keeping data and processes streamlined. Increased customer retention helps; use your customers' feedback and suggestions for improvement. You can do this.

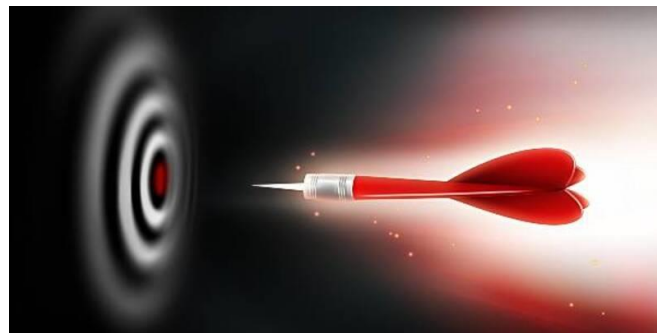
III. 10 Expert Tips To Take Your Business To The Next Level

Running a business is like going through a roller coaster ride. Sometimes it is smooth sailing, and at others, you have to face the choppy waters. As the entity

moves past the initial hurdles of introduction and brand awareness, scaling up becomes the next significant milestone. Businesses must keep progressing in the uncertain economic landscape of Sydney, or they may cease to exist.

Thus, **business owners must follow expert tips to take their ventures to the next level to outperform competitors and grow rapidly.** These proven methods ensure that the business keeps generating wealth and achieving its short-term goals while expanding its reach and profits. Let us help you gain insight into these innovative guidelines by listing them here.

1. Set Short-Term Business Goals



Most entrepreneurs set long-term goals for the company and forget to break them down. Every quarter should have goals and a plan to accomplish them without fail. The plan must be prepared after considering the required resources and capital and must be realistic, time-bound and measurable.

Align the key performance indicators of the employees with these short-term goals and assess their output. If the business cannot meet the desired results, it must eliminate the weaknesses and change the strategy to stay on the path to success.

2. Improve the Customer Experience

Customers are the end users of the products and services and the provider of revenue. They are the most vital part of the business machinery. Thus, they must be satisfied with the offerings of the company and feel the urge to buy from it again and again. Entrepreneurs in New South Wales can ignite this loyalty by making them feel valued and heard during their interactions with employees and the sale process.

Whether the buyer is using the company website, communicating with the customer support team on the phone or email or meeting them in person, they must have a delightful experience. It can be ensured by personalising the interaction and understanding their needs effectively. Also, their problems and grievances must be resolved immediately with a smile. These efforts go a long way in building solid relationships and profits through customer retention.

3. Enhance Your Business Reach

Sell your products through every platform possible to help prospective customers find you with ease. Besides the physical store, the company should have an e-commerce-enabled website that can take orders from across the globe. Partner with a shipping company to transport your products worldwide and boost your sales with access to a 24/7 global marketplace.

Use social media scheduling and planning to highlight your brand and promote your products to targeted buyers. Whether you are starting up or have purchased a business for sale Sydney, it will help take the message to the right buyers at the right time. Spend on paid advertising through Google and social media platforms to increase your visibility and generate a higher recall value among the target audience.

4. Manage Your Business Finances Efficiently

A simple way to keep the business going strong is to stay on top of the finances. Hire professional bookkeepers and accountants to manage the incomings and outgoings. They will help identify projects that are incurring losses and help to get rid of them quickly. Also, they assist in finding growth opportunities to make giant leaps in the field through sound investment advice.

These professionals can reduce the debt burden by getting it paid off quickly and making changes in the budget to reduce unnecessary expenses. They work on reducing business taxes, building cash reserves for unexpected challenges, and surviving cash flow crises.

5. Rejuvenate Your Marketing Strategy



Dragging the same marketing tactics for the long term does not evoke the same response they did the first time. As a marketer, it is essential to keep reinventing the strategy to add freshness to your campaigns and assess their performance.

Businesses need to take an integrated marketing approach that combines both online and offline activities to grab the attention of the buyers. It boosts visibility and

helps to reach customers through multiple channels. So, if you have been planning to purchase any high-growth Sydney businesses for sale, you must revamp their old marketing techniques and tactics.

6. Be Ready to Adopt the Latest Technology

Technological advancements can alter the way businesses function and users consume products. Thus, entrepreneurs must build flexible organisations that are ready to adapt quickly. They must follow the latest industry trends and keep innovating to meet the needs of the customers in Sydney, NSW.

Technology aids in reducing the costs and time spent on traditional methods and increases productivity. For example, automation tools like project management software and accounting software have decreased the workload and possibility of errors.

7. Acquire Small Businesses to Grow

Acquisitions help you gain expertise in a domain that may not be your company's forte until now. Integration helps acquirers to enhance their offerings and workforce with the help of a new perspective and creative thinking. It considerably improves market share and boosts the business's image as a stable company.

It helps diversify products and services and expand the customer base without making much effort. Buying businesses for sale in Sydney helps the acquirer to secure revenue through the new customer base, equipment, professionals and proven success formulae.

8. Build A Team of Motivated Professionals

The business owner has to go out and meet people to build connections that benefit the company. To promote your entity, it is necessary to interact with other entrepreneurs, industry veterans, thought leaders, investors, venture capitalists, and other like-minded people.

Focus on recruiting people with the required skills and problem-solving attitude. Also, create a positive work culture and offer incentives instrumental in attracting a talented workforce. Next-generation professionals can help bring new ideas to the table and accelerate processes with their modern thought processes.

9. Business Networking for New Opportunities



The business owner has to go out and meet people to build connections that can benefit the company. It is necessary to interact with other entrepreneurs, industry veterans, thought leaders, investors, venture capitalists, and other like-minded people to promote your entity.

A strong and wide network ensures that you can get expert advice from experienced professionals at times of uncertainty, acquire financing from investors and get referrals for talented employees, reliable suppliers and prominent clients.

10. Improve the Company's Image

Positioning the business as a trustworthy and progressive brand is vital to make customers come back for more. Online reputation management and public relations should be an ongoing activity that monitors customer feedback and other discussions about the brand.

The business should engage with customers regularly, resolve their problems at the earliest and provide them with high-quality products that are ethically manufactured and packed. All these efforts help improve the image of the brand and make it stand out.

Businesses cannot stay in the same stage forever, or they may become stagnant. Entrepreneurs need to keep pushing themselves to move ahead and take the entity to the next level with the help of the development tips mentioned above.

IV. Helpful Strategies for Increasing Sales in Any Business



In this article, we share 13 ways to increase sales in businesses of all sizes across various industries.

1. Understand your customers

A business's most important asset is its customers. Learning their challenges, desires, fears and concerns can help you sell a product or service that meets their needs. When you address your customers' concerns and needs, you build their loyalty and trust because you served them well. One way to better understand potential and current customers is to send a survey that asks them to share their thoughts and opinions. You might also use a consumer research firm to perform this task.

2. Use the sales funnel model

Many companies use a sales funnel model to map the customer journey from lead to purchase. Understanding the steps that a consumer takes when they're shopping for a specific product or service can help sales managers and company leaders to create sales processes that increase conversion. This model also allows companies to segment customers based on their level of interest and past purchases, leading to more effective marketing and sales pitches.

3. Interact with customers online

Many companies have social media accounts and websites that allow employees to communicate directly with potential customers. Some consumers prefer to research companies online instead of contacting a corporate office or sales representative over the phone. Sales employees can work with the company's marketing team to respond to comments on third-party review sites or social media posts. They might also add a chat tool to the company's website, allowing them to answer consumer questions quickly. Increased interaction can lead to more sales.

4. Give a variety of payment options

Offering customers different ways they can pay for their purchases might persuade more customers to buy from the company. Sales managers might work with company leadership teams to identify their target audience's preferred payment methods. They might also send a survey to current customers asking them what type of payment method they prefer.

For example, an online boutique might ask customers whether they prefer to use credit cards or an online payment app. Also, offering mobile-friendly payments can increase the number of customers who choose the company.

5. Offer discounts

Companies often offer discounts to encourage customers to make larger purchases. Here are some examples of discounts and special deals they may offer:



- Two for the price of one
- Buy one, get one free
- A free gift with a purchase

Offering periodic specials and discounts can also encourage repeat purchases. For example, a furniture company might offer several yearly promotions to increase sales during key periods.

6. Bundle products

Some companies sell products that require additional items to use, such as video game consoles or computers. They may sell these products in bundles to add more value to a customer's purchase. For example, if a customer buys an expensive flat-screen TV, a store might provide a wall mounting kit for free or sell a sound system at a discounted rate.

V. 7 Popular Marketing Techniques for Small Businesses

When you don't have a big budget, marketing can be challenging, but there's plenty a small business owner can do to attract and maintain a customer base. The rise in digital marketing has made it easier for small business owners to find a way to create a presence and attract informed buyers.

Before your business starts marketing a product, it helps to create a buyer persona whom you want to reach with your promotional materials. Once you have your ideal customer, you'll have a wide choice of marketing methods. Most of these are low-cost or no-cost tactics (sometimes called guerrilla marketing). You may use different ones at different stages of your business cycle—or you may utilize them all at once from your business' inception.

1. Flyers

This is the carpet-bombing method of cheap advertising. You find an area where you would like to do business and distribute flyers to all the mailboxes within reach. Your flyer should be brief and to the point, highlighting the services you offer or products you sell and providing contact information. Offering a free appraisal, coupon, or discount can help attract your first customers.

Flyers shouldn't be mistaken for posters. Flyers are more informative, listing services or products provided, contact information, addresses, and specialties.

2. Posters

Most supermarkets, public spaces, and malls offer free bulletin board space for announcements and advertisements. This method is hit-or-miss, but you should try to make your poster visible and have removable tabs that the customers can present for a discount.

Traditional marketing methods like radio, print advertising, and billboards shouldn't be overlooked. The more channels you use, the more exposure you have.

3. Value Additions

Value additions (or value-ads) are powerful selling points for any product or service. On the surface, value additions are very similar to coupons and free appraisals, but they aim to increase customer satisfaction and widen the gap between you and the competition.



- Common value additions typically include:
- Guarantees
- Discounts for repeat customers
- Point cards
- Referral rewards

The deciding factor for a customer choosing between two similar shops might be the one that offers a point card or preferred customer card. You don't have to promise the moon to add value—instead, point out something that the customer may not realize about your product or service. It's important to highlight the value additions when creating your advertising materials.

4. Referral Networks

Referral networks are invaluable to a business which often include customer referrals. These can be encouraged through discounts or other rewards per referral. However, referral networks also include business-to-business referrals. If you have ever found yourself saying, "We don't do/sell that here, but X down the street does," you might want to introduce yourself to X's owner and talk to them about referral quid-pro-quo.

5. Follow-Ups

Advertising can help attract customers, but what you do after they come in can often be a much stronger marketing tool. Follow-up questionnaires are one of the best sources of feedback on how your ad campaign is going. Some questions you could ask are:

- Why did the customer choose your business?

- Where did they hear about it?
- Which other companies had they considered?
- What produced the most customer satisfaction?
- What was the least satisfying

Also, if your job involves going to the customer, make sure to slip a flyer into nearby mailboxes, as people of similar needs and interests tend to live in the same area.

Search Engine Optimization

Search engine optimization (SEO) is top dog when it comes to marketing. It involves structuring your website and content so that it ranks as high as possible on Google search engine results pages. Google uses a technique called web crawling that finds web pages to add to its index. When creating or adjusting your webpage or site for SEO, there are several factors to consider, such as following Google's best practices and spam policies.¹

Content Marketing

Content marketing is a technique used to promote interest in your brand without explicitly promoting a product or service. You'll find examples of this on many companies' websites where a blog or article discusses a topic and how the company relates to it or works to help people do something. Generally, there is a call to action towards the end of the article, like "if you need help with XYZ, contact us today" or something similar.



Content marketing establishes expertise and gives potential customers a brand to remember.

Email Marketing

It's been predicted that more than 4.5 billion people will have an email address by 2025.² To gain access to this ocean of people, you'll need an email marketing application. You can find hundreds of email marketing applications that will allow you to create email marketing campaigns.

Social Media Marketing

We've all seen advertisements on our social media pages that seem to target us by what we've been shopping for. It's no secret that using social media increases brand exposure and generates interest, so it is in a small business's best interest to, at a minimum, create a social media profile for itself and begin posting content.

Influencer Marketing

Influencers are people with a large viewer and follower base on their platform of choice. For instance, someone who regularly posts content on Instagram could have millions of followers. This person then becomes an influence in the lives of their followers—giving businesses another exposure outlet. Chances are you've seen someone talking about a product or service on their social media platform—they've been sponsored by a company to talk about that business's services. Influencers can help you generate tons of interest.

What Is Small Business Marketing?

Small business marketing is creating a campaign for your small business to generate interest and a consumer base. It involves using traditional and modern marketing techniques to develop a marketing campaign.

Which Marketing is Best for Small Business?

The most effective marketing combines social media, networking, and traditional methods like flyers, posters, and cold-calling. However, social media advertising reaches the most people the quickest.

CONCLUSION

Companies rely on increasing sales and reducing costs to provide capital for growth. Sales directors and managers use a variety of methods to increase the sales revenue for companies. If you're pursuing a career in sales, learning some strategies for encouraging customers to make purchases can help you drive revenue and bring value to your employer.

REFERENCES

By Kathy Haan | How To Start A Business In 11 Steps (2023 Guide) | Forbes, Retrieved 28 March 2023 from <https://www.forbes.com/advisor/business/how-to-start-a-business/>

By Asin Altaf | 7 Ways To Scale Your Startup or Business | Entrepreneur, Retrieved 8 February 2023 from <https://www.entrepreneur.com/growing-a-business/7-crucial-ways-to-scale-your-startup-or-business/443794>

By Liam Walker | 10 Expert Tips To Take Your Business To The Next Level | Business 2 Sell, Retrieved 15 February 2023 from <https://www.business2sell.com.au/blogs/evaluation/expert-tips-to-take-your-business-to-the-next-level>

13 Helpful Strategies for Increasing Sales in Any Business | Indeed, Retrieved 27 February 2023 from <https://www.indeed.com/career-advice/career-development/increasing-sales>

By Andrew | 7 Popular Marketing Techniques for Small Businesses | Investopedia, Retrieved 29 November 2022 from <https://www.investopedia.com/articles/financial-theory/11/small-business-marketing-techniques.asp>