



**ACCELERATE
YOUR
BUSINESS
GROWTH**

**A Quick Guide for
Business Leader**

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Abstract

When you first launch your business, your main goal is to establish your brand and start growing. Unfortunately, this doesn't happen overnight. Growth is an ongoing process that requires hard work, patience and dedication. There's no special step or secret way to surpass other businesses in the industry or achieve immediate success.

Here are, however, proven ways to reach growth milestones that can catapult a business to success.



Getting Started

Growing your business can bring many benefits. For example, you can take advantage of new opportunities, expand your products or services, attract more customers, increase sales, and employ more staff.

Before taking action to grow your business, we recommend you consider why you want to grow, whether your business is ready to grow, and the many ways that your business can grow.

Growing your business is a big step that you should research and plan to ensure your business is sustainable. It is far better not to take on any new business than to take it on and find that you cannot finish it successfully.

If your business is already experiencing growth, there are still key steps that you can take to plan any future growth.

This guide will help you to understand if your business is ready to grow, and introduce you to some ways that you can do it.



I. Getting Ready To Grow

Assessing the current performance of your business will help you to decide whether you are ready to grow, and where any growth will come from. We recommend that you regularly assess how well your business is operating. Any growth is more likely to be successful if your business is already operating efficiently.

📌 Analyse your business

Answer these key questions before you grow:

- Is your business improving over time?
- How can you improve your performance?
- Can you reduce expenses?
- How will expanding affect current operations?
- Is your product priced right?
- Do you have a reliable supply chain?
- Are staff sufficiently skilled?
- Are you performing better or worse than your competitors?
- Is there anything holding you back?



You can carry out a resource audit to take stock of your financial, staffing, physical and intangible resources.

As part of your overall business plan, you can conduct a SWOT analysis to consider the strengths, weaknesses, opportunities and threats of your business.

You can use our market research kit to analyse your market, competitors and customers.

Compare goals with results

To understand where your business is right now, compare your plans and budgets with actual results. Review your business plan and marketing plan to see if you have met, or are likely to meet, your goals. Inspect your financial records and compare them to your budget. Your business adviser and accountant can help you to analyse your business.

When comparing your goals with your performance, ask yourself:

- What did the business do well?
- What didn't go as expected?
- Where can the business improve?
- What changes are needed to achieve the growth you desire?

Record your answers so you can evaluate your business now and in the future. Keep a record of significant events to assess how they affect your business. For example, did your sales increase after a competing business closed down?

You could also benchmark your business against other similar-sized companies in the same industry to compare your performance.

II. Pros And Cons Of Business Growth

It is essential that you research and plan the growth of your business. If your business grows too quickly, or expands too much, you could experience financial, legal, staffing, resource and supplier problems. For business growth to be successful, it should be sustainable.

Common problems caused by rapid growth

- You could outgrow your premises in the short-term. There may not be enough space for everyone to work efficiently.
- Morale may drop if staff cannot cope with the extra work. Productivity can decrease.

- There may be a shortage of cash to meet expansion costs. Taking on more and more work to generate more income places additional pressure on your premises and staff.
- Management may be under pressure, operating reactively rather than proactively.
- The quality of your products and services could drop, causing an increase in customer complaints. You may even lose customers to your competitors.
- Staff turnover may increase due to heavy workloads. Vital knowledge could be lost as staff leave. Hiring and training new staff takes time and money.
- Your business may lose touch with competitors' activities.



Growing to overcome problems

Do you want to grow your business because you are responding to strong competition, smaller margins or falling sales? Growing your business may help you to overcome these problems and attract new customers if you move to larger premises and increase your resources and stock.

However, growing your business because you are experiencing problems can sometimes make your problems bigger, with more money and risk involved.

✚ Growing because of success

Do you want to grow your business because the cash is flowing in, profits are increasing and all your hard work is paying off? Your business may become a market leader if you take advantage of strong opportunities. You can capitalise on your success, expand into other locations, and employ more staff to cater for increased demand.

But if you expand too quickly you risk your business becoming unsustainable. Growth can put pressure on staff and resources, as well as financial and management structures.



III. Plan For Business Growth

Business growth can take place in many stages. These stages are a cycle, repeating each time you implement a change to your business. Which stage is your business in today?

Start-up

The business idea is created. Plans are put in place to start operating.

Commence

The business plan is complete and targets are established.

Operate

The business is operating and coping with any problems that arise. Systems are in place and, ideally, profits are made.

Expand

The business matures and needs to expand. Management changes or expands to deal with the size or complexity of the business.

Review

The business is very competitive. Activities are regularly reviewed and changed to achieve ongoing success.

Diversify

The business diversifies into new markets, products or alliances.

Whether your business has just started or is ready to diversify, it is important to plan growth so that it is controlled and properly managed. The following can help you plan for growth:

Set goals for growth

Establish what you want your business to achieve. Create a plan of short and long-term goals to grow your business.

Involve management and staff

Meet frequently with management and staff to review results and to monitor current performance. Encourage and motivate your staff to be involved in the growth of your business.



Control costs

A bigger cash flow does not always mean that you are making a profit. Controlling costs is critical for successful growth.

Regularly review targets

Schedule a monthly review of how your business is performing. Compare actual results with your goals, plans and budgets. If your plan for growth is not working, or you are experiencing financial or operational problems, ask for help immediately.

Develop good systems

Build good reporting systems into your business. You want information to be accessed quickly and easily so you can compare business projections with business performance. A good reporting system can keep you informed and enable you to make prompt decisions when necessary.

IV. Options For Growing Your Business

There are many different ways to grow your business. Before you decide which option is best for you, we recommend you identify new opportunities or revisit any ideas that you may have for your business.



Here is an introduction to some of the ways you can grow your business.

Apply for grants and assistance

Australian, Queensland and local governments can help your business to expand, commercialise, research, develop, innovate and export. You will need to successfully apply for a grant, rebate, subsidy, incentive scheme, research fellowship or other assistance.

Expand

There are many ways to expand your business. For example, you could move to larger premises, buy or lease other premises, hire more staff or increase the products or services that you offer. Another option is merging with, or acquiring, another business.

Export

Exporting gives you access to a large pool of customers. If you can produce your goods and services at a stable and internationally competitive cost, and increase your sales through exports, your business can enjoy improved economies of scale. Learn more about exporting or attend an exporting workshop.

Import

Importing goods into Australia is an effective way to increase your products and services to meet market demand. Learn more about importing.

Franchise

Becoming a franchisor can help you to capitalise on your existing customer base, as well as attracting new customers to an established brand. Learn more about buying a franchise.

Go online

Selling your products or services through an online shop is another way to grow your business.

Sales can go up and down without following a set pattern. It is challenging to move the graph upwards when the demand is low or provide ample stock for an unprecedented high sales period. Since consumer behaviour is unpredictable and market conditions evolve without warning, business owners have to make data-based predictions to determine future sales. It is a significant metric for financial management and business goal accomplishment.

Therefore, entrepreneurs on the Sunshine Coast rely on seasonal forecasting, which helps estimate sales in different seasons based on historical data and market trends. It involves analysing the high-demand periods and the low phases and identifying the similarity in patterns during the same time of the year. It helps them to prepare strategies for these seasons accordingly and avoid losses. Here is how entrepreneurs can use seasonal forecasting to grow their businesses. It helps them make informed decisions based on verified data and analysis.



What Is Seasonal Forecasting?

Seasonal forecasting predicts the sales figures for upcoming quarters based on past data and consumer behaviour trends. It helps to identify the periods with maximum and lowest demand. Thus, the sales strategy is prepared according to the expected ups and downs in the seasonal forecast. It helps entrepreneurs who purchase a business for sale Sunshine Coast to plan for the expected demand and stay prepared for the unexpected.

Stocking sufficient inventory for high-growth phases and maintaining an appropriate supply chain in low-demand phases helps to increase return on investment. With seasonal forecasting, businesses can ensure consistent income throughout the year. Preparing for seasonal demand is the best way to stay financially stable even in dry spells. The data analysis aids in identifying new opportunities that require offering services that help fill gaps in the market. Entrepreneurs can keep improving by adapting their processes according to changes in demand.

📊 How to Use Seasonal Forecasting to Grow Your Business?

Using seasonal forecasting for business expansion requires following the steps given below.

1. Gather and Analyse Sales Data

Business owners must begin forecasting by collecting sales data and organising it for analysis. It involves removing duplicate entries and identifying missing records that need to be retrieved. The next step is determining internal problems responsible for low sales, such as employee inefficiency or supplier disputes. Entrepreneurs need to eliminate these problems that can create hurdles in achieving goals. They must determine market trends and seasonal changes that impact profits, such as high inflation or technological advancements. All the data must be assessed to prepare the seasonal forecast.



2. Accomplish Business Goals with Forecasting

Seasonal forecasting helps achieve goals easily by understanding the expected sales level. For example, retail businesses make the maximum profits during the holiday season. Thus, they can set the business goal of increasing sales by 30% in the last quarter of the year, according to the estimates and data. Entrepreneurs can prepare for high sales by increasing efficiency and stock management in the period. Entrepreneurs can allocate resources and budget to departments according to the expected sales forecast and make sure they are not overspending or unprepared for the upcoming seasons.

3. Prepare Employees For Seasonal Demand

Entrepreneurs can anticipate the high growth periods in advance and staff up for the season. They need to hire skilled employees and train them effectively for the busy months ahead. They must be informed and educated about the challenges that can affect their tasks and given the autonomy to handle them. Also, entrepreneurs who buy a Sunshine Coast business for sale must offer the perfect work-life balance to workers in the off-season. It helps to keep them motivated for the tiring and long days ahead.

4. Increase Cross-Departmental Collaboration

Business owners must ask for suggestions and feedback from all departments during seasonal forecasting. They must provide data from their logs that help to make the predictions more accurate and comprehensive. They can also provide their insights to identify obstacles and overcome them. It does not leave room for missed information and keeps the teams involved in the process. Entrepreneurs who acquire Sunshine Coast businesses for sale can use this tactic to improve collaboration and cooperation between different departments.

5. Adopt Tech Tools to Manage High Demand

Artificial Intelligence (AI) and Machine Learning (ML) can help businesses identify seasonal patterns and prepare robust forecasts. The utilisation of tech tools and advancements allows the automation of data collection and analysis, which is a time-consuming activity. In addition, entrepreneurs can use the latest software to manage inventory and supply chains. It helps to adjust these processes according to the fluctuations in demand. Similarly, the Point of Sale (POS) system used by retail businesses helps record every transaction and send out invoices consistently during high sales periods. These tools can also help monitor the current strategies and improve them for better results.

6. Align Marketing With Seasonal Demand

The seasonal forecast helps entrepreneurs create a marketing strategy that works in tandem with the demand and sales targets. For example, if the

business is about to experience a peak in demand, the marketing must be directed at attracting the attention of the audience to the new products and features. Conversely, if the upcoming period is expected to bring a downfall in sales, the marketing campaigns must be directed at retargeting existing and interested customers. The campaigns related to discounts and special offers must be displayed during the holiday season, and the timing must help in maximising conversions.

7. Enhance Customer Satisfaction with Forecasting



Seasonal forecasting helps to identify consumer behaviour patterns and demand cycles during different seasons. For example, customers will stock up on products during the holiday season due to discounts. They require gift items and decorative pieces, along with apparel and appliances. Thus, businesses can have sufficient stock of all these items to match the demand. It helps to meet their expectations and increase loyalty through optimum satisfaction. Aspiring entrepreneurs looking for business opportunities in Sunshine Coast can take advantage of these forecasts to retain their customer base.

If you are planning to grow your business, you must refer to the seasonal forecast prepared by the sales team. It will help you plan your employment

and marketing strategy and manage inventory and supply chain effectively. Use the tips above to use the data for optimal growth.

Raise more capital

If you raise more capital for your business, you can invest in premises, stock, marketing, staff and other resources as you expand. Your accountant, financial adviser and business mentor can help you to decide how to raise more capital for your business.

Innovate

Innovating and commercialising an idea can help grow your business. Innovation can be as simple as product improvement or creating a new product or service.

Find a mentor

An experienced business person, or a mentor, can help you develop your business skills and achieve success earlier than you may have on your own. You might choose a friend, family member or business contact as an informal mentor, or participate in a formal mentoring program run by a government agency or industry association.

Improve customer service

Improving your customer service can help you to sell more to your existing customers and find new customers. Happy customers will refer your business to others providing you with free, favourable word-of-mouth advertising.

V. How to Measure Business Growth

There are a few factors to examine to gauge your business's growth. Depending on your goals, you may prefer one factor over another, but analyzing them in context with one another can give you the clearest picture of how well your business is scaling.



- **Revenue:** Revenue is a go-to metric in establishing business growth; after all, it's the amount of money your company is bringing in. Revenue growth over time can be good, as it generally means you're making more sales or higher-value sales. However, it's important to balance revenue with expenses, because making more often means spending more.
- **Profit:** A more important indicator than revenue is profit, which is what your company has netted over the course of a given period. When it comes to profit, a positive growth rate is great, but it doesn't always tell the whole story. If your profit margin is healthy, even a flat profitability year over year might not be bad. But for new businesses, quick profitability growth should be a key focus.
- **Market share:** Market share describes how dominant your business is in its space compared with competitors. For new companies breaking into an industry, growing market share rapidly is a major concern. Without gaining a significant foothold against your competitors, it will be hard to drive sales to grow revenue.
- **Customer acquisition:** One of the best ways to grow market share is by focusing on lead generation and sales volume. By getting your brand in front of potential customers and then converting them to make a sale,

you can grow your company's market share and revenue at the same time.

- **Customer retention:** Acquiring new customers helps you gain market share only if you retain those customers, so focusing on customer retention and improving this metric over time is also key to monitoring the growth of your business.
- **Team size:** Growing your team is a significant expense, but the size of your team also represents how much you can do. Balancing a team that can meet operational needs with the payroll budget is a key challenge for every entrepreneur, so monitoring the growth of your team over time is particularly important.

HOW TO CALCULATE BUSINESS GROWTH RATE

Did you know there's a mathematical formula for calculating business growth? Best of all, it's fairly simple! First, pick a metric, such as revenue. Then, examine two periods: the starting value and the end value. Divide the end value by the starting value, and multiply the quotient by 100. The result is your growth rate. This formula can be expressed as follows:

$$(\text{End value}/\text{starting value}) \times 100\% = \text{Growth rate}$$

For example, if your annual revenue in year one of opening your business was \$10,000 and has grown to \$50,000 by year two, your formula would look like this:

$$(50,000/10,000) \times 100\% = 500\% \text{ revenue growth rate year over year}$$

Understanding the growth rate of any given metric can show you how your business is performing in each area, and comparing these results in different areas can give you critical context. If your revenue has grown significantly but your profitability has declined, for example, it means your expenses have outpaced your income and your business may be headed in the wrong direction.

Final Words

Growth is important for any business, but it's important to be smart about how you scale. Growing too quickly can leave you with a sizable payroll burden or customer demands you can't meet, thereby setting you up for failure in the long run. Incremental growth and deliberate decisions about how to expand your operations and team are the best methods for establishing a business that's set up for success well into the future. Keeping the tips above in mind is a great way to do just that.

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