TENDRING4 GROWTH TRAINING SUITE.

Business Growth Strategy Planner

Introduction

A structured growth strategy is essential for scaling a business successfully. This planner will help you define key growth objectives, outline strategies and track progress in achieving sustainable business expansion.

1. Define Your Growth Goals

- **What are your short-term and long-term business growth objectives?**

Short-term (Next 6-12 months):

1. .....
2. .....
3. .....

Long-term (Next 3-5 years):

1. .....
2. .....
3. .....

2. Identify Key Growth Strategies

Choose one or more strategies to focus on:

- ☐ Expanding product or service offerings
- ☐ Increasing sales and customer base
- ☐ Entering new markets
- ☐ Strengthening brand presence and marketing
- ☐ Improving operational efficiency
- ☐ Securing funding or investment
- ☐ Hiring and developing talent
- ☐ Forming strategic partnerships

Market Research & Competitive Analysis

- **Identify target market segments and customer demographics:**

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- **Research competitors and industry trends:**

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- **Define your Unique Selling Proposition (USP):**

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Sales & Marketing Strategy

- **What channels will you use to attract and retain customers?**
  - ☐ Social media marketing
  - ☐ Search engine optimisation (SEO)
  - ☐ Paid advertising (Google Ads, Facebook Ads, etc.)
  - ☐ Content marketing (blogs, videos, guides)
  - ☐ Networking and partnerships
  - ☐ Email marketing and CRM systems
  - ☐ Public relations and influencer collaborations
- **Describe your marketing strategy:**

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Financial Planning & Revenue Growth

- **Current annual revenue:** £ .....
- **Revenue target for the next 12 months:** £ .....
- **Revenue target for the next 3-5 years:** £ .....
- **Funding sources required:**
  - ☐ Self-funding
  - ☐ Small business loans
  - ☐ Government grants
  - ☐ Angel investors or venture capital
  - ☐ Crowdfunding
  - ☐ Other: .....
- **Budget allocation for growth initiatives:**

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Operational Improvements

- **What internal processes need to be improved for efficiency?**
  - ☐ Automating workflows and systems
  - ☐ Enhancing customer service
  - ☐ Expanding supply chain and logistics
  - ☐ Implementing better inventory management
  - ☐ Reducing operational costs
  - ☐ Other: .....

Team & Talent Development

- **Do you need to hire more staff for growth?**
  - ☐ Yes
  - ☐ No
- **Key roles needed:**

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- **Training and development plans:**

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Monitoring & Performance Metrics

- **How will you measure success?**
  - ☐ Revenue growth
  - ☐ Customer acquisition and retention rates
  - ☐ Website traffic and social media engagement
  - ☐ Customer satisfaction and reviews
  - ☐ Operational efficiency improvements
  - ☐ Profit margins
  - ☐ Other: .....
- **Set key performance indicators (KPIs):**

KPI 1: .....

KPI 2: .....

KPI 3: .....

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Action Plan & Timeline

Task	Responsible Person	Deadline	Status

Review & Adjust Strategy

- **Set quarterly review dates to assess progress and make necessary adjustments:**

  Review Date 1: .....

  Review Date 2: .....

  Review Date 3: .....

  Review Date 4: .....

Published March 2025