



10 Essentials for Planning Growth



1: Defining Growth

Growth can take many forms:

- Starting a website
- Increasing sales, orders or bookings
- Employing staff or outsourcing
- Expanding premises or equipment
- Changing structure (e.g. VAT or Ltd)

Growth should ultimately:

- Increase net profit

Growth comes from:

- Doing more (scale) = increased revenue
- Doing better (efficiency) = decreased costs



2: Why Manage Growth

Growth planning is useful when:

- Expanding or improving the business
- Aiming for new locations, team or exit

It may be necessary when:

- Busier but not more profitable
- Facing rising costs or competition
- Feeling overwhelmed or losing control

Growth planning helps:

- Develop the business deliberately not accidentally.
- Ensure the owners time is valued and counted.

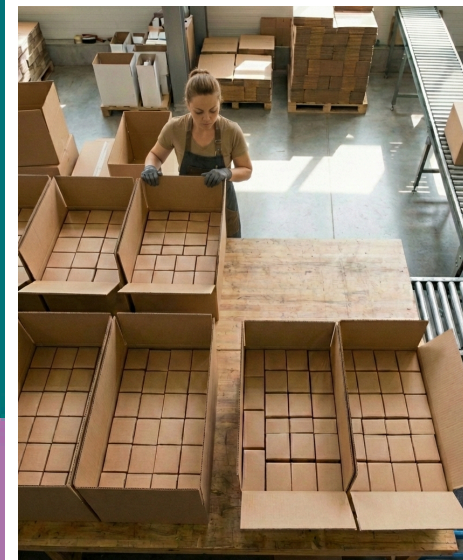


3: Increasing Scale

Doing **more** of what?

- Selling more products or services
- Reaching more customers
- Increasing prices or average order value
- Introducing new products or services
- Expanding into new markets or sales channels
- Increasing capacity (hours, staff or delivery)

Scale means increasing the volume or value of sales to generate higher revenue.





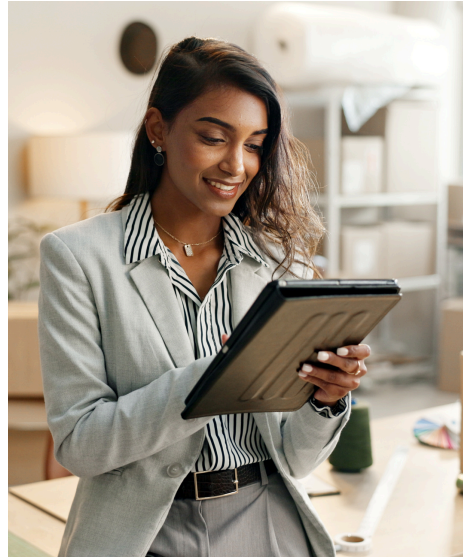
4: Increasing Efficiency

Doing **better** at what?

- Minimising costs across the business
- Improving processes or systems
- Reducing waste or duplication
- Managing overhead costs

Efficiency means reducing costs and earning more profit from sales.

If efficiency is already poor then tackle this before growing your sales.



5: Profit v Margin

Growth should increase 'take home' profit

Two key measures:

Profit (£) – Money retained from sales (driven by scale)
Profit margin (%) – Percentage of sales retained (driven by cost savings and efficiency)

Example:

Business A makes £10k profit from £40k sales (25% profit margin)
 Business B makes £10k from £200k (5% profit margin)

Remember

Do more (scale) to maximise revenue

Do better (efficiency) to maximise profit from that revenue



6: Where do I start?

Gather baseline data

- Understand where the business stands today
- Use this to plan and measure growth
- Baseline data can include
 - Financial
 - Customer
 - Operational
 - Time/ capacity
 - Other
- Record feelings, observations as well as facts



7: Insights & observations

- Once baseline data has been gathered, review it carefully.
- Look for:
 - Patterns and trends in performance
 - Products, services or activities generating the most value
 - Costs, inefficiencies or constraints affecting profitability
 - Areas where effort feels wasted or repetitive
- These insights help identify priorities for growth and improvement.





8: Direction and goals

Use insights from your baseline data to set goals:

- What do you want to do more of?
- What do you want to do less of?
- What do you want to achieve next?
- Example goals might include
 - Improve net profit margin
 - Increase website traffic
 - Increase average transaction value



9: Targets & actions

Goals help with overall direction and strategy but;

Targets should be:

- Specific
- Measurable
- Time-based

Actions should:

- Be clearly defined
- Be realistic and achievable
- be broken down into smaller steps
- Monitored closely

Goal	Improve Net Profit Margin	Increase Website Traffic	Increase Average Spend
Target	10% to 20% in 6 months	500 to 1,000 visits/month	£30 to £40 per sale
Action 1	Raise prices by 5% on your top 3 sellers.	Ask 3 happy customers for a Google Review.	Create a £45 "Starter Kit" or product bundle.
Action 2	Cancel two unused monthly subscriptions.	Swap a social media shoutout with a local business.	Add a £5-£10 impulse buy at the till/checkout.
Action 3	Call your main supplier to negotiate a better rate.	Improve SEO by adding 5 priority key words throughout the website .	Offer a freebie or free shipping on £45+ orders.



10: Managing performance

Monitor performance regularly:

- Set your timeline
- Track key numbers (weekly/ monthly)
- Compare against targets
- Identify gaps or issues
- Adjust actions where needed

Remember:

- Growth is ongoing
- Plans should evolve
- Use this process to see ahead and be prepared



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