
NURTURING SMALL BUSINESS INTO BIG ONE



**"Growth is a spiral
process, doubling
back on itself,
reassessing and
regrouping."**

**"The growth and
development of
people is the highest
calling of
leadership."**



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Founder & Director

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"There are no great limits to growth because there are no limits of human intelligence, imagination, and wonder."

01

INTRODUCTION

GROWTH IS NEVER BY MERE CHANCE; IT IS THE RESULT OF FORCES WORKING TOGETHER

"Find your niche. Big businesses tend to appeal to wide, general customer bases."



BIG BUSINESSES

NUMEROUS GOALS

GROWTH MILESTONES

WORTHY GOAL

Most of big businesses started out small in the past. They weren't always the juggernauts that they are at present. At one point, they also belonged to that relatively obscure but promising group referred to as "small businesses".

Unfortunately, it is also a reality that only a handful of an entire slew of small businesses will actually grow to join the ranks of the most prominent names.

The dream of every entrepreneur is to grow their business with time and new business owners have numerous goals when they're starting out, including rapid growth and recognition for their fledgling venture. But overnight success isn't often the standard. However, there are ways to reach growth milestones that can catapult a business to success.

Learning how to grow your business isn't just a worthy goal; growing your business is often a necessity for your business's survival and your economic well-being. However, you may wonder how you can make it against large companies that seem to have the people and resources to do the things you can't do.

What eventually makes small businesses break out of that group and charge ahead of their contemporaries? The likeliest answer, aside from determination and good business practices, is the application of business growth strategies. We are going to discuss these strategies in this section.

02

KEY FACTORS OF
BUSINESS GROWTH

PUT YOUR EFFORTS INTO INNOVATING.
ONE WAY TO INNOVATE AN INDUSTRY IS
TO FIND A PROBLEM THAT MOST
BUSINESSES ARE IGNORING

"growing your business is often a
necessity for your business's survival
and your economic well-being."



GROWTH OF A BUSINESS

SUCCESSFUL PRODUCT DEVELOPMENTS

FUNDING SOURCE

EMPLOYEE PERFORMANCE

BUSINESS SUCCESS

Below are the six major factors which impact the growth of a business.

a)Market

Marketing isn't simply an important part of business success – it is the business. Everything else in the business depends upon marketing. Owners of small and medium-sized businesses need to be keenly aware of the importance of promotional and marketing strategies. It is vital to the success of the organization that you implement a marketing plan that aims for growth and positive change in the bottom line.

b)Product

Product development, is the life-blood of companies and societies. The product could be a physical product such as an automobile, smartphone, or coffee maker. It could also be services such as new IT solution, new manufacturing process, or a new real estate marketing concept. Successful product developments and expansions provides new value for customers and enable continued existence and growth of the company.

c)Funding/ Finance

A business without a funding source will flounder under the weight of its own debt. Funding is the fuel on which a business runs. Every business owner has a vision for his company, and that vision is frequently manipulated by managing and prioritizing the use of financial resources. A business can take different avenues to attain funding, and more than one option can be used.

d)Employees

Employees are the key to satisfied and motivated customers, and, therefore, growth. Successful employees meet deadlines, make sales and build the brand via positive customer interactions. When employees do not perform effectively, consumers feel that the company is apathetic to their needs. Business owners need employees that are able to get the job done, which makes employee performance is critical to the overall success of the company.

e)Networking

Business networking is the process of establishing a mutually beneficial relationship with other business people and potential clients and/or customers. Business networking is a really valuable way to expand your knowledge, learn from the success of others, get new clients and tell others about your business and eventually attain business growth and increase the profits.

f)Customer Service

A business can never place too much emphasis on its customers. The customer is the foundation of any business' success. Customer service isn't just about being courteous to your customers – it's a vital element of business operations that can impact your bottom line and affect how your company is viewed in the public eye, which makes customer service and the success of a business codependent.

03

THE MARKET

HAVING GOOD PRODUCTS AND GREAT CUSTOMER SERVICE AND JUST ASSUMING THAT YOUR CUSTOMERS ARE PASSING THE WORD ABOUT YOUR BUSINESS ISN'T GOING TO DO MUCH TO INCREASE YOUR CUSTOMER BASE

"Discovering and promoting new uses for your products or services is a great way to attract existing customers to buy more and attract new customers."



GROW THE SCALE OF YOUR BUSINESS

GROWTH STRATEGIES

MARKET RESEARCH

IDENTIFY OPPORTUNITIES

Understanding your market and developing the appropriate strategies to make the most out of it is the first thing that you need to do if you are looking to grow the scale of your business.

Small businesses have several options to choose from, depending on various factors and circumstances. We will look into seven of the growth strategies that are applicable to small businesses hoping to expand their operations and occupy a larger share of the market.

Market Research

Market Research is defined as "The process of gathering information which will make you more aware of how the people you hope to sell to will react to your current or potential products and/or services."

Market research can be a major factor in helping you

- Understand your customers and their preferences
- Identify opportunities to grow and increase profits
- Recognize and plan for industry and economic shifts
- Identify/Monitor the competition in your market
- Mitigate risk in your business decisions

Market research can be performed by:

Gathering existing information assembled by government agencies, industry and trade associations, labor unions, media sources, chambers of commerce, and so on.

If you feel that the pre-existing information available to you has not helped you in enough in answering relevant questions, you can conduct research of your own. You can target desired groups and tailor your research to answer specific questions. This involves collection of data often resulting in statistical analysis to understand trends in the data.

Contrary to beliefs, it is not a one-time activity you need to do at the time of commencing your business. Fun fact is that, market is ever-changing and ever-evolving in this era. All large business, including the top players such as Amazon and Apple, spend fortunes in a bid to keep up with the knowledge of the market. If you lose touch with your market, your business is already set to fail sooner or later.

LEARNING HOW TO GROW YOUR BUSINESS ISN'T JUST A WORTHY GOAL; GROWING YOUR BUSINESS IS OFTEN A NECESSITY FOR YOUR BUSINESS'S SURVIVAL AND YOUR ECONOMIC WELL-BEING

"Of course, attracting new customers to your business is never a bad approach."



MARKETING OBJECTIVES

PRODUCT/SERVICE STRATEGY

EXISTING PRODUCTS OR SERVICES

IMPLEMENTING VARIOUS STRATEGIES

Formulation of Marketing Strategy

Generally, marketing strategy involves the accomplishment of marketing objectives through the determination of target markets, the setting of competitor targets and the creation of a competitive advantage. In order to attain objectives, marketers must engage in marketing decision-making which indicates where resources (e.g., marketing funds) will be directed. The marketing strategy needs to define the following:

Product/Service Strategy: Product related marketing decisions involve choices regarding brand names, features, quality and design, packaging, warranties, and the services that will accompany the product offering.

Pricing Strategy: How will company set its price for products/services relative to competitors, and what impacts will that have on volume of sales. Pricing decisions involve choices regarding list price, discounts, credit terms and payment periods.

Place/Location Strategy: How will the proposed or current location of business best meet the needs of customers and/or create an advantage over competitors. Place decisions involve choices regarding the distribution channels to be used and their management, the location of outlets, methods of transportation and inventory levels to be held.

Promotional Strategy: How will company promote business and how will that make customers aware of business and motivated to buy products/services.

Promotion decisions involve choices regarding advertising, personal selling, direct and Internet marketing, sales and promotions and public relations.

Positioning Strategy: What values do company wants potential customers to relate with business, and how will they set apart from the competition.

Market Penetration

Market penetration is probably the first – almost default – option of small businesses hoping to grow and expand their operations. This works best in a scenario where there are no new products, and there are no new markets to enter. Left with no choice, the small business will then look at what it currently has, right where it currently is. That means the focus will be on the current products or services, in the current market.

It is pretty straightforward: the small business will market its existing products or services in the same market it is in, with the aim of increasing its market share. This is a competitive way of doing things, because the small business will be facing its competitors head on, implementing various strategies in order to increase its market share. Some of the market penetration strategies employed by small businesses are:

03

THE MARKET

IF YOUR NEW MARKET CONSISTS OF A YOUNGER DEMOGRAPHIC, YOU MAY WANT TO USE SOCIAL MEDIA FOR ADVERTISING

"Most of big businesses started out small in the past."



REDUCE THE
SELLING PRICE

INCREASING
PROMOTION

MARKET
DEVELOPMENT

MARKET
EXPANSION

Educating the selling prices of the products or services, with the intention of attracting consumers with the lower price. This works best in a market with very little differentiation.

Increasing promotions for products or services to improve their pull strategy. Aside from both conventional and non-conventional forms of advertising, small businesses can also employ other means to attract customers. Examples are special offers, special promotional events, offering trade and sales discounts, rebates and similar schemes.

Expanding distribution channels to widen your reach. Usually, this is done by looking for more distributors, retailers and dealers, making the distribution channel wider. A wider distribution channel means greater chances of reaching your customers, and staking a claim on a bigger market share. Zeroing in on the competition's customers and distribution channels. Naturally, if small businesses can win over the customers of their competitors to their side, they will gain a larger market share, and make their rival's smaller. In this strategy, the efforts are focused specifically on the customers of the competitors.

It is important to note that, in market penetration, the size of the target market is fixed or unchanged.

Market Development

Growth can be achieved even without a change in the size of the market, and that is demonstrated by the Market Penetration strategy. However, businesses can also grow when they seek to expand their market, and that is Market Development.

Market development, also referred to as "market expansion", is another popular growth strategy that is applicable to small businesses, especially those that are having problems finding solid footing in the current market they are in. Faced with too many and too stiff competition, small businesses will be hard-pressed to look elsewhere.

There is also the possibility that a product reassessment reveals new usage for the product, which will take it beyond the current market.

03

THE MARKET

A NURSERY, FOR INSTANCE, MIGHT SPECIALIZE IN ROSES WHILE A HOME DESIGN BUSINESS MIGHT FOCUS ON WINDOW TREATMENTS

"Segmentation is performed using the usual bases that were utilized by the business when drawing up its marketing plan."



BUSINESSES UNDERTAKE EXPANSION

CUSTOMER CHANNELS

MARKET SEGMENTATION

GATHERING DATA

In this scenario, there is no new product, but there is a new market, and it is in this new market that the business will be able to gain more market share, more sales, and definitely more profits. The potential market is expanded either through identification of new users or new uses for the product.

This is often seen in how businesses undertake expansion to new geographical markets, such as other states, regions, countries or continents. Possibly, the most recognizable practice of this growth strategy is by adopting the franchise model, which is how several multinational brands of consumer products grew.

Small businesses have to be careful when using this as a growth strategy, however. Since this involves entry to an entirely new market, market research must be conducted properly, and the business should gain more than adequate understanding of the new market and the customer base within it. What worked in the current market may not have the same results in the other market due to inherent differences in culture and other factors.

Market Segmentation

This is another big business growth strategy that may also be adapted by small businesses, especially those that find themselves in an industry and market dominated by larger companies.

In market segmentation, the small business would have to undergo the process of dividing the market into segments, with each segment characterized by distinct groups of customers with their own needs and preferences. Once the pie has been divided up, it is time to identify which slice of the pie seems to be the most receptive to the strategies of the business.

Segmentation is performed using the usual bases that were utilized by the business when drawing up its marketing plan: demography, geography, market and customer behavior, and even the psychographic profiles of the market.

The major stumbling block that small businesses often encounter when applying market segmentation as a growth strategy is in conducting the necessary market research for segmentation purposes. These researches can be very costly, and should not be a problem for big businesses. Small businesses, however, do not have the same luxury. Therefore, instead of investing in an expensive market research, small businesses need to be more creative when it comes to gathering data for market segmentation.

04

THE PRODUCT

THE PRODUCT IS OFTEN CALLED THE MOST IMPORTANT PART OF THE MARKETING MIX

"Employees are the cornerstone of business. They're the primary point of contact with customers and as such, can make or break company brand and customer experience."



GATHERING INFORMATION

MARKETING MIX

PRODUCT MIX

PRODUCT QUALITY

Now, more than ever, the world is awash with hundreds of different products to choose from. As consumers, we're spoilt for choice. But in this day and age, the best marketing in the world can't mask a bad product. That is why the product choices we make have drastic marketing implications for the business.

The product is often called the most important part of the marketing mix. We are assuming that you have already tested your idea and zeroed in on your product or at least a prototype, which is why we are talking about business growth. By now, you should be confident that your product satisfies needs which aren't currently being met in the overcrowded marketplace. Therefore, we shall be talking about subsequent product related aspects. Product Mix Decision

Product mix decision refers to the decisions regarding adding a new or eliminating any existing product from the product mix, adding a new product line, lengthening any existing line, or bringing new variants of a brand to expand the business and to increase the profitability. The concept of creating a product mix is important to companies that don't want to rely on one product only – which you should generally avoid too, if you are hungry for aggressive growth.

Product mix is an important consideration for businesses that have large product or service lines. The proper product mix can increase sales by offering a product or service that will meet the demands of almost any consumer.

Product Quality

Regardless of what industry you're involved in, your customers aren't going to choose you solely based on price, but often on quality. In fact, studies have shown that customers will pay more for a product or service that they think is made well or exceeds the standard. Your customers expect you to deliver quality products.

04

THE PRODUCT

QUALITY PRODUCTS HELP TO MAINTAIN CUSTOMER SATISFACTION AND LOYALTY AND REDUCE THE RISK AND COST OF REPLACING FAULTY GOODS

"Successful exploitation of new ideas is crucial to a business being able to improve its processes, bring new and improved products and services to market, increase its efficiency and, most importantly, improve its profitability."



MAINTAIN CUSTOMER SATISFACTION

PRODUCT EXPANSION AND INNOVATION

IMPROVEMENTS IN TECHNOLOGY

SUCCESSFUL EXPLOITATION

Quality products help to maintain customer satisfaction and loyalty and reduce the risk and cost of replacing faulty goods. Companies can build a reputation for quality by gaining accreditation with a recognized quality standard. If you fail to meet customers' expectation, they will quickly look for alternatives. Quality is critical to satisfying your customers and retaining their loyalty so they continue to buy from you in the future. Quality products make an important contribution to long-term revenue and profitability. Quality is also key differentiator in a crowded market. In today's age of social media, word of mouth can be a persuasive factor in purchasing decisions. This makes continuous focus on product quality a necessity to survive and grow in the market.

Product Expansion and Innovation

Product development, or product expansion, means exactly what the phrase implies. There is no new market, but there is a new product, and that new product will be introduced to the existing market to gain a bigger market share.

However, not all businesses can churn out entirely new products & services every now and then. Thus, businesses may simply adopt the strategy of product innovation by:

Adding new features to existing products

Updating features of products when the old ones become obsolete

This is a strategy adopted in industries with fast-paced technological developments.

Manufacturers of mobile phones are prolific in churning out new and updated models of their products to the market in order to keep up with the changes and improvements in technology.

Innovation can also be a series of small, incremental changes.

Whatever form it takes, innovation is a creative process. The ideas may come from:

inside the business, e.g. from employees, managers or in-house research and

development work outside the business, e.g. suppliers, customers, media reports,

market research published by another organisation, or universities and other sources of new technologies

Success comes from filtering those ideas, identifying those that the business will focus on and applying resources to exploit them.

Thus, successful exploitation of new ideas is crucial to a business being able to improve its processes, bring new and improved products and services to market, increase its efficiency and, most importantly, improve its profitability.

THE KEY TO TRACK THE FINANCE REQUIREMENTS AND ANALYZE YOUR SPENDINGS IS EXTENSIVE BUDGETING

"The process of budgeting requires you to ask yourself a lot of questions, and make forecasts on the basis of realistic factors driving your expectations and judgment."



IMPORTANT AND INEVITABLE FUNCTION

SUFFICIENT CAPITAL

BUSINESS CYCLE

Finance

Corporate/ business finance is an important and inevitable function in any business and efficient financial management is crucial for success and sustenance since it involves the management of financial resources and financial activities of the organization.

Even though a strong vision and a great product are the central needs of a business, one cannot ignore the importance of finance and its efficient management.

Therefore, efficient finance management is indispensable for survival & growth of business.

Fund Requirements

A business can require funds for: Initial Capital: For ideas to materialize and become products/ services, groundwork for sales, product testing, marketing, etc. seed capital is essential.

Meeting operational expenses: In the short-term, businesses require finance in the form of working capital to meet operational expenses such as remunerative payments, raw materials, inventory, interest payments, etc. Proper short-term financial planning and maintenance of good working capital flow including adequate cash is crucial to keep the operations going.

Scaling up and asset creation: Scaling up production will create assets, help the business grow and penetrate existing markets. The business must have sufficient capital budget to do so and cannot depend on short-term finances for this. They need to be able to raise and infuse capital investment through debt or equity financing.

New products and markets: Without finance and proper financial management, even an established organization will not be able to explore newer markets or develop and test newer solutions/ products. Finance is required for testing and research purposes as well as for marketing and advertising purposes.

Business cycles: Business cycles of growth, boom, recession, depression and renewal caused by changes in the economy and other external factors are a reality. The financial plans must be foolproof and should include plans for when the business takes a hit due economic downturn. Revenues supply some of the money needed, but sometimes revenues are seasonal, and months go by with lean revenues that affect the operations of the company.

Budgeting and Tracking

The key to track the finance requirements and analyze your spendings is extensive budgeting. As such, a budget helps provide a detailed picture of how and where the money will be spent in the upcoming period. Budgets help businesses understand how much capital and funds will be required for different operations and departments in order to achieve the targets.

Hence, financial budgeting can be beneficial in managing the available finances and capital, and how each department should meet the targets in the upcoming period.

The process of budgeting requires you to ask yourself a lot of questions, and make forecasts on the basis of realistic factors driving your expectations and judgment. You will need to estimate your revenues (remember that economic variables should always be taken into account when planning for expected revenues), direct and indirect costs, capital expenditure, etc.

ONCE YOU HAVE DETERMINED WHERE YOU STAND IN TERMS OF FUND REQUIREMENTS, YOU NEED TO PLAN ON HOW YOU WILL RAISE THESE FUNDS

"You will definitely need to spare some time and effort to create a comprehensive and realistic budget, and also ensure to involve the right people."



ROLLING BUDGET

You will definitely need to spare some time and effort to create a comprehensive and realistic budget, and also ensure to involve the right people.

Your cash budget should project your future cash position on a month-by-month basis. Budgeting in this way is vital for small businesses as it can pinpoint any difficulties you might be having. It should be reviewed at least monthly.

When you've made a budget, you should stick to it as far as possible, but review and revise it as needed. Successful businesses often have a rolling budget, so that they are continually budgeting, e.g. for a year in advance.

Comparing your budget period on period can also be an excellent way of benchmarking your business' performance. It helps you determine where you overspent and helps track wastage of funds, which is of prime importance as optimal use of funds is essential for a business to sustain and grow itself.

Fundraising

Once you have determined where you stand in terms of fund requirements, you need to plan on how you will raise these funds.

There are three general categories:

1. Bootstrapping

Bootstrapping refers to funding business with own capital often entails using personal savings, credit cards, promising stock for sweat equity, or borrowing from friends and family. Borrowing from friends and family can also be an option. It sounds ideal, but for most small businessmen, it isn't realistic to depend entirely on them.

2. Debt

Simply put, debt is capital you have to pay back. Generally, debt is easier to come by in terms of funding and can be raised from banks and financial institutions as well as in unorganized form. However, unless there is a clear path for the borrowed money to be converted into revenue with which to repay the loan as per agreed terms, debt should not be incurred.

3. Equity

Equity refers to capital a startup founder receives in exchange for stock in his or her company. Equity investments are most valuable in businesses that involve high risk and normally a longer period for return on investment. The downside to equity is a big one: giving up ownership (and sometimes control) in your company. If equity is available (which is rarer), most entrepreneurs jump at the opportunity because they are not based on his or her personal credit or collateral, nor do they have to be immediately paid back in the form of installments. You need to make your decision considering what is available and suitable to you.

FUNDRAISING

COMPARING YOUR BUDGET

06

THE TEAM

WHILE THERE IS NO WAY TO ENSURE THAT EVERY NEW HIRE WILL WORK OUT PERFECTLY, THERE ARE SOME STEPS EMPLOYERS CAN TAKE TO IMPROVE THEIR CHANCES OF A GOOD MATCH

"Employees are the key to satisfied and motivated customers, and, therefore, they are the holy grail of business."



MOTIVATE
CUSTOMER

TAKE CARE
OF
EMPLOYEE

HIRE A
TEAM

Employees are the cornerstone of any business. They're usually the primary point of contact with your customers and as such, can make or break your company brand and customer experience.

Employees are the key to satisfied and motivated customers, and, therefore, growth; they are the holy grail of business. Taking care of employees, making them a priority and supporting their career paths is one of the healthiest things a growing business can do.

Recruitment Processes

When hiring new employees, employers should consider many factors, including how those employees will fit in with and contribute to the company culture.

The quality of employees does more than simply ensuring a company has enough bodies to handle the work. It can also have a direct impact on a company's culture - and a company's financial worth. While there is no way to ensure that every new hire will work out perfectly, there are some steps employers can take to improve their chances of a good match.

Follow these tips to ensure that you hire a team of people that will help you build something spectacular.

Outline Your Company's Core Values

Carefully define what you want your company to be, what you want the atmosphere at the office to be like, and what the ultimate mission of your company is. Once you've defined these core values, look for people who reflect them.

Develop Staff Structure and Job Specifications

By developing a list of specific employees that your company needs to find, you can narrow the focus of your search as well as better understand the type of employees that you ultimately want to find.

Think carefully about each of these positions and the role that they will play in growing the company. Determine which positions are most important for your company, and focus on filling those first with talented candidates.

Designing the Interview Process

While it's vitally important that the employees you hire for your startup have the right skills on-paper, it's equally important that their attitude and behavior is in-line with the mission of your company as well.

Being a start-up, every position within your new company is likely going to come with a set of challenges and obstacles that must be overcome, and you need to hire people who will respond to these challenges in a positive way.

YOU NEED TO DEVELOP A FRAMEWORK FOR YOUR EMPLOYEE TRAINING PROGRAM AND FILL IN THAT FRAME WITH THE RIGHT CONTENT

"You can create a careers page on the site that details the positions you have open and invites interested candidates to contact you."



CONSIDER FREELANCER

Consider Freelancers as Well as Employees

Many positions within a new startup will not require enough day-to-day work to justify hiring a full-time employee, and many freelancers have experience working with a wide range of large companies and new startups alike, and that experience can often offer a lot of value to your company.

Find the Right Places to Recruit

Instead of going for giant career sites, narrow your search to more niche career sites and approach candidates directly using platforms such as LinkedIn. You can create a careers page on the site that details the positions you have open and invites interested candidates to contact you. Work to expand your connections however you can, and always be on the lookout for talent.

Training & Development

With business growth comes the need to find and recruit new people to the team, and it becomes an increasing challenge. What every business aims for is someone who is well suited, not only to the job but also to the organizational culture.

Training increases employee productivity and reduces costs in recruitment, onboarding, turnover, and absenteeism. Training also improves employee engagement, satisfaction, and their performance in adapting to an advancing competitive landscape.

But, in order to achieve those goals, your employee training program must be suitable. It must offer multiple pathways to meet the diverse needs and learning styles of your employees. When company training programs fail to grow along with the company, knowledge becomes outdated and needs are no longer met.

You need to develop a framework for your employee training program and fill in that frame with the right content. This involves assessment of training needs, defining the budget, setting of objectives and development of a training program. The program includes:

TRAINING AND DEVELOPMENT

INVOLVE ASSESSMENT

GENERATING NEW BUSINESS BY GROWING YOUR CUSTOMER BASE IS IMPORTANT TO YOUR BUSINESS SUCCESS

"Have strategies in place to nurture existing customers, such as staying in contact with them via an e-newsletter or letting them know about promotional events ahead of time."



MULTIPLE OPTION

Topics and contents of the program

Types of training and methods and techniques to be used

Location where the training shall be imparted

Monitoring and control mechanisms to ensure that the training is executed as per plan and is desirably effective

You can choose from among multiple options to enable execution of training programs. These include:

On-the-job training : This includes both onboarding training for new employees and training to improve technical skills of existing staff.

Online learning platforms : Online learning has really become a viable, convenient, and affordable way to expand employee skills necessary for their job or career.

Mentorship and apprenticeship programs: The transfer of tacit knowledge is a critical component of workplace training, which can only be learned on the job, through apprenticeship, mentorship, and direct experience.

Books and additional training resources: Books and other employee training resources can be a great resource to introduce employees to new concepts, literacies, and leadership styles.

Staff Retention

Because small businesses typically have limited resources, retaining quality talent is crucial to business success. Effective employee retention strategies can not only improve office morale, they also ensure that your best workers will continue to work for you, not your competition.

ONLINE LEARNING

STAFF RETENTION

06

THE TEAM

HOSTING YOUR OWN EVENT CAN BE A GREAT WAY TO GET TO KNOW YOUR CUSTOMERS AND BUILD RELATIONSHIPS

"Building brand awareness in
your local community is a great
way to attract new business."



REPRESENT SIGNIFICANT

TRANSPARENT GOALS

DEMONSTRATE YOUR GRATITUDE

Established employees often represent significant value to a company. After someone has been working with your company for a few years, they have acquired knowledge and relationships that may be critical to the continued success of your business. Retention strategies for these workers might include opportunities for advancement, educational support and regular salary increases.

You should create an incentive structure around transparent goals. Also, while everyone loves getting raises, studies have shown that monetary compensation is not the primary motivating factor for employee morale. You can do the following for reducing employee turnover:

Train managers intensively: Giving your managers necessary tools to lead and motivate their teams effectively is a high-leverage way to reduce churn

Encourage employees to keep growing : Enabling employees to continue learning and growing can dramatically enhance the meaning they derive from work and their level of engagement with it.

Show appreciation : Demonstrate your gratitude for the work that they are doing. This shows employees that their hard work is appreciated and it creates stronger loyalty to the organization that employs them.

Promote company bonding : Putting effort into employee bonding leads to happier and more productive workers as they'll enjoy the work environment more.

Offer autonomy : Not every role or employee will be able to shoulder such responsibility, of course, but when you can find ways to grant your employees a little autonomy, it gives them a powerful and productive sense of control.

07

NETWORKING &
PARTNERSHIPS

**BUSINESS NETWORKING IS A REALLY
VALUABLE WAY TO EXPAND YOUR
KNOWLEDGE, LEARN FROM THE SUCCESS OF
OTHERS, GET NEW CLIENTS AND TELL OTHERS
ABOUT YOUR BUSINESS**

**"A strong and active business network
has advantages that can make your
business grow and flourish."**



EXPAND YOUR KNOWLEDGE

PARTNERS AND ANGEL INVESTORS

POSSIBLE STRATEGIC

Business Networking

Business networking is a really valuable way to expand your knowledge, learn from the success of others, get new clients and tell others about your business. Networking works in the favour of small businesses as the owners have to dabble with a variety of job functions in a small set-up. When they meet up with like-minded people, they learn from their experiences and get guidance on important matters. They can even find partners and angel investors through a networking group of experienced business owners. A plethora of networking events take place in every country where entrepreneurs can meet, expand their affiliations, educate themselves and feel empowered. Adopting smart tactics can go a long way in securing partnerships, friendships and acquaintances.

A strong and active business network has advantages that can make your business grow and flourish. It is something that can help you reach more clients, knowledge, and eventually attain business growth and increase the profits.

Leveraging Partnerships

Leveraging partnerships is also a viable growth strategy. Of course, small businesses can enter into beneficial partnerships with its distributors and dealers. However, they can also look further, into other partnership prospects. If you are in the manufacturing business, consider entering into a partnership with the supplier of the raw materials you are using. If you have an excellent technology but you do not have a warehouse, look for someone with warehousing capabilities to share but are also in need of the benefits that your technology can provide.

Briefly, some of the possible strategic alliances that businesses can leverage for growth include:

Shared distribution. Two businesses acts as distributors or dealers of the other in their respective markets.

Technology transfer. Two businesses collaborate in development of new technologies.

Cross-manufacturing. Two businesses make use of the same manufacturing line for their processes. An example is how Ford and Mazda use the same manufacturing and assembly line in their automobile manufacturing operations.

07

NETWORKING & PARTNERSHIPS

ASIDE FROM THE STABILITY OF KNOWING THAT THERE ARE PARTIES OR ENTITIES THAT WILL HAVE YOUR BACK, THE PARTNERSHIP MAY ALSO HELP YOU CUT DOWN ON COSTS, INCREASE EFFICIENCIES AND, ULTIMATELY, HELP YOUR BUSINESS GROW

"small businesses are not going to have it easy, unlike the big businesses who have more than enough resources to be able to pay for these partnerships immediately."



MERGERS & ACQUISITIONS

BIG-BUSINESS GROWTH STRATEGY

ESTABLISH A DOMINANT POSITION

Small business can benefit greatly from these partnerships. Aside from the stability of knowing that there are parties or entities that will have your back, the partnership may also help you cut down on costs, increase efficiencies and, ultimately, help your business grow.

Of course, small businesses are not going to have it easy, unlike the big businesses who have more than enough resources to be able to pay for these partnerships immediately. Since small businesses are usually not as equipped, they'd have to rely on their negotiation skills to convince other companies to partner with them.

Mergers & Acquisitions

Acquisition is primarily considered as a big-business growth strategy, since it is the big businesses that have the resources to acquire other companies.

Generally, small businesses are seen to have a difficult time making acquisitions, considering the large amount that will be required to cover the purchase price. Even if the small business is able to raise the amount and cover the purchase price, the risk that it will eventually turn out to be a bad purchase decision is much too big for a small business to handle.

However, it would be wrong to completely rule out acquisition as a growth strategy just because you are a small company. If the acquisition turns out to be a very good decision, then you can profit greatly from it.

How can a business achieve growth through acquisitions? Let us count the ways. Acquisition helps the small business in securing a larger market share and more revenue.

Acquisition enables a small business to establish a dominant position in the market, made possible by market consolidation.

Acquisition empowers smaller companies to break geographical and even political boundaries, and bring their operations to the world.

The strategy of achieving growth through acquisitions and mergers is definitely not for everyone or, more precisely, not for all small businesses. Indeed, it is the cash-rich small businesses, or those with "extra" unutilized resources that are likely to use this growth strategy. However, if it is feasible for you, there's no harm in considering it.

08

CUSTOMER SERVICE &
RETENTION

BUSINESSMEN NEED TO UNDERSTAND THAT IN
ORDER TO WIN IN THIS CUT-THROAT
COMPETITION, CUSTOMER SATISFACTION IS
ONE GREAT WEAPON TO HELP YOU SUCCEED

"Understanding customers is the
key to giving them good service."



NEVER-ENDING CHALLENGES

Entrepreneurs face constant and never-ending challenges in this highly competitive business market. Those skilled enough will survive and thrive, resulting in market saturation and success. One of the biggest concerns for entrepreneurs currently is the satisfaction of the customers, as they are the ones to boost your sales.

Businessmen need to understand that in order to win in this cut-throat competition, customer satisfaction is one great weapon to help you succeed. Thus, to guarantee your own success, you must deliver sincere value to your customers by treating them similar to your family.

Customer care is about retaining existing customers, selling more to them and attracting new business. It's also about getting more business through referrals and recommendations. All of this activity impacts on the bottom line. This is especially true for small firms that don't have big marketing budgets. Customer care is powerful and cost-effective, especially compared to advertising, which can be costly and have little impact. You can use your reputation to bring in more business.

Understanding the Customers

Understanding customers is the key to giving them good service. To give good customer care you must deliver what you promise. But great customer care involves getting to know your customers so well that you can anticipate their needs and exceed their expectations.

You can try to understand your customers by:

Put yourself in your customers' shoes and take a hard look at the points at which your customers have contact with your business. Collect and analyze data : Investigate the data you hold on your customers, it can tell you a lot. Your database or customer relationship management system (CRM) holds valuable information about your customers that will help you understand their needs.

Asking your customers: Conduct a customer satisfaction survey and you will make your customers feel valued. You will also gain valuable insights.

CUSTOMER CARE

INVESTIGATE THE DATA

08

CUSTOMER SERVICE &
RETENTION

CUSTOMER SERVICE TRAINING IS AN
IMPORTANT TRAINING, THAT EMPLOYEES;
UNDERGO TO IMPROVE CUSTOMERS SUPPORT
AND SATISFACTION.

"Make sure to encourage your
customers for feedback after
using your product or availing
your services."



TRAINING THE STAFF

FOCUS ON SOFT SKILLS

REALISTIC VIEW

Training the Staff in Customer Service

Any employee that interacts and deals with customers is eligible for customer service training. And given how your customers are your best growth opportunity, each and every employee should be working hard to keep them happy. Not only do you need to hire the right staff, you also need to train them well.

Customer service training is the training and teaching that employees undergo to improve customer support and satisfaction. It's an iterative process that involves teaching skills, competencies, and tools needed to better serve customers so they derive more value from products and services. You especially need to focus on soft skills, empathy, clarity, product awareness & technical skills as well as crisis management.

Assessing Customer Satisfaction

Customer satisfaction/dissatisfaction is determined by customers' cumulative experiences at all of their points of contact with a supplier organization. You need to have a realistic view of how your customers perceive you.

Some easy ways of doing this are:

Customer Satisfaction Surveys : These can be online or through e-mail to keep the cost minimum and transparency at higher level. You may use rating based questions.

Feedback Mechanisms : Make sure to encourage your customers for feedback after using your product or availing your services. This shows customers that you value their opinions and helps improve products and services. **Social Media Monitoring :** Social media has had an immense impact on the relationship between business and customer. Where before, a great or poor service experience would maybe be shared with the closest family and friends, social media offered an outlet and reach to potentially millions of people. Because of that, it's the perfect place to hear what your customers are really thinking about you.

09

DO'S AND DON'TS

YOU SHOULD MONITOR WHERE YOUR CUSTOMERS ARE COMING FROM IN ORDER TO MEASURE WHETHER YOUR MARKETING ACTIVITIES ARE SUCCESSFUL OR NOT

"Refine your approach if something is not working and focus more time on the activities that achieve the best results."



MAXIMIZING THE GROWTH

AWARE YOURSELF

UNDERVALUE THE EFFECTIVENESS

Here are few things to remember while you are on your journey towards maximizing the growth of your business.

Do's

Do plan everything extensively.

Do Remember that Your Team Defines Your Business: Hire people who not only bring industry expertise, but also people who have passion and the willingness to learn.

Do Select Investors that Actually Care About Your Mission: Choose investors who align with your values as passionately as you do.

Do take advantage of automating your business using social media tools.

Do Analyze Your Finances Regularly.

Do aware yourself of the legal and tax requirements of running a business. Legal compliance is important.

Delegate Whenever Possible, but also develop control mechanisms.

Do make employee training a priority.

Don'ts

Don't Undervalue the Effectiveness of proper Accounting System

Don't Spend Too Much Time on Low Value Activities

Don't Undercharge Customers: Sure, you want to be competitive, but if your prices are so low that you can barely cover expenses, you might want to re-think your offerings to make everything more sustainable.

Don't focus entirely on bringing in new customers and forget that you can potentially make more profits by focusing on increasing sales to existing customers.

Don't Keep too much Excess Inventory on Hand

Don't Continue Marketing Activities That Show Minimal Results

THE MAJORITY OF THE SUCCESS COMES FROM SOUND BUSINESS PRACTICES AND GREAT MARKETING CAMPAIGN

"To turn a small business into a big one, you have to set goals, diversify and expand."



**BECOME
BIG**

**HARD
WORK**

**REACH ON FULL
POTENTIAL**

Some small businesses become big and some stay small. Some run by solopreneurs never grow beyond the single professional who launched them. But no matter what, many aspects of starting and running a small business successfully are the same. Drive, determination, imagination and hard work are always part of the equation. To turn a small business into a big one, you have to set goals, diversify and expand. As your business gets bigger, you will develop strategies to foster and continue that growth. Eventually, you can even ally and merge with other businesses to ultimately become a large, successful company. The majority of the success stems from sound business practices and astute marketing campaigns

By focusing on the key areas which define and make business success possible, as already discussed in this article, you can maximize the chances of your small business reaching it's full potential.



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