

# How to Grow Your Business

**Sandy Watson**

# Support services

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CVS  
And  
Voluntary Sector

Third Sector Intermediaries

Prospecting Managers

First Port

Aspire to Enterprise

Business Gateway

Scottish Enterprise  
Account Managers

Mentoring

- Scottish Enterprise / Chambers of Commerce
- SE / Fusion
- Scottish Business in the Community
- Scottish Government

Social Entrepreneurs Fund

Third Sector Enterprise Fund

Scottish Investment Fund



## WHY do you want to grow your business?

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- Increase profits
- Expand services
- Increase output
- Increase productivity
- Increase income streams/trading capacity

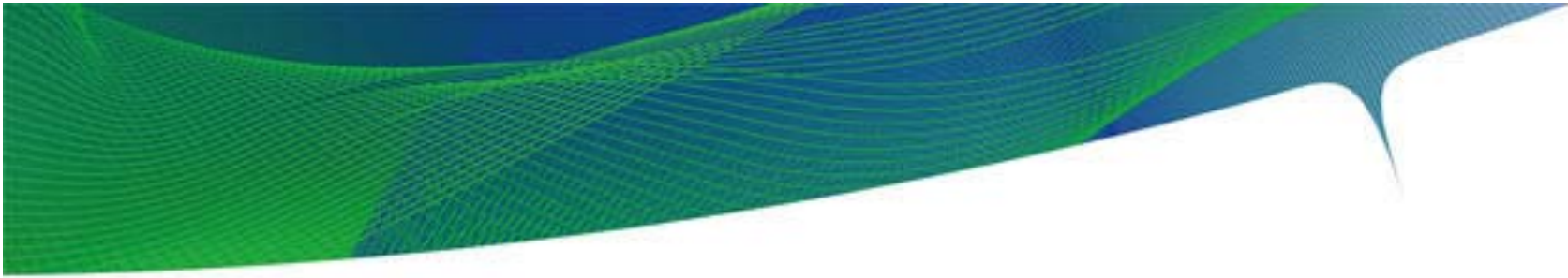
Or

- Not making a profit
- Not getting work / sales
- Not enjoying it



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- WHAT      HOW      WHEN
- Disadvantages as well as Advantages
  - Complexity
  - Cashflow
  - Loss of direct control
- Be aware of pitfalls



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Know what you do well.....

.....and do more of it



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## **Assess current performance**



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## **Set a vision for growth**



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## Plan how to grow



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## Financing growth

# Scottish Government

<sup>9</sup> Scottish Investment Fund (contact Social Investment Scotland)  
<http://www.scottishinvestmentfund.co.uk/>

Third Sector Enterprise Fund (contact Scottish Government)  
<http://www.scotland.gov.uk/Topics/People/15300/funding/enterprising-skills-fund>

Social Entrepreneurs Fund (contact First Port)  
<http://www.socialentrepreneursfund.co.uk/>



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## **Growth through product development**



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## **Growth through sales**



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## **Growth through international trade**



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## **Growth through technology**



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## **Growth through strategic sourcing**



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## **Growth through strategic partnering**



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## Staff



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## **Manage risk**

# Support services

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# Scottish Enterprise Support

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- **Scottish Enterprise:**  
[www.scottish-enterprise.com](http://www.scottish-enterprise.com)  
  
0845 607 8787 (Scottish Enterprise Helpline)
- **Website**  
[www.nowsthetimetoask.com](http://www.nowsthetimetoask.com)
- **Facing the Challenge** - a series of events to help you through the downturn. These are free of charge and in various locations across Scotland
- **Business Gateway:**  
[www.sbgateway.com](http://www.sbgateway.com)  
  
0845 609 6611 (Business Gateway)