



Additional Resources

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Scaling Strategies

Advantages

Disadvantages

Diversification

expanding the range of products or services offered by your business

- Speaks to a wider range of customers
- Reduces the risk of relying on a single product category

- May dilute the brand's identity and confuse customers
- Requires additional resources and expertise to manage new product categories

Vertical integration

expanding your business into new areas of the supply chain

- Allows the business to have greater control over the supply chain and production processes
- Can increase efficiencies and reduce costs

- Requires significant investment and expertise to manage new areas of the supply chain
- May divert resources away from the core business

Scaling Strategies

Advantages

Disadvantages

Geographic expansion

expanding your business into new markets, either domestically or internationally

- Increases the business's potential customer base and revenue streams
- Can provide access to new manufacturing capabilities and cost efficiencies

- Requires significant investment and resources to establish a presence in new markets
- May face challenges related to cultural and regulatory differences in different markets

Franchising

granting other companies the right to operate duplicates of your business model

- Enables a business to expand rapidly by leveraging the investment and efforts of franchisees
- Franchisees pay for their own costs and ongoing operating expenses

- Can be difficult for the franchisor to maintain consistency in brand image and customer experience
- Franchisors must comply with a range of regulations related to franchise disclosure, registration, ...

Scaling Strategies

Advantages

Disadvantages

Brand licensing

granting other companies the right to use your name, logo, or other intellectual property

- Can generate revenue without requiring significant investment
- Enables the company to leverage its brand recognition and increase brand exposure

- Can be difficult to maintain brand consistency across different products or markets
- Requires careful management of licensing agreements

Acquisitions

acquiring other companies or brands in order to expand your operations or products

- Provides immediate access to new markets, products, or technology
- Enables the company to eliminate competition and increase market share

- Requires careful due diligence and management of the integration process
- May result in cultural clashes or other integration challenges

Joint ventures

partnering with other companies to create new products or marketing campaigns

- Enables the business to leverage the expertise of other companies
- Can lead to greater brand exposure and increased customer engagement

- It can be challenging to manage the collaboration process effectively
- Requires careful selection of partners to ensure compatibility and shared values