A woman with dark, curly hair is smiling while looking at a laptop screen. She is wearing a light-colored, patterned blouse. The scene is set in an office with a blurred background featuring a window with blinds and a potted plant. Two white circles are overlaid on the image: one on the left containing the text, and another on the right framing the woman's head and shoulders.

**Understand
scaling
prerequisites**

What is Scaling?

Scaling a business refers to the process of increasing its size and expanding its operations to achieve higher levels of success and profitability. This typically involves increasing the volume of customers, sales, and revenue, while also building a larger team and expanding the company's physical or digital infrastructure.

Different Geography

Different Target

**Different Geography &
Target**

Scaling VS Growing a Business

SCALING

- Rapid, exponential growth by leveraging efficiencies and replicable processes
- Often requires significant investment and the development of a scalable business model that can support growth without sacrificing profitability or quality
- Scaling may involve leveraging technology, automation, or outsourcing to achieve greater efficiency and reach

GROWING

- Organic, incremental expansion of a business over time
- Achieved through a variety of tactics, such as improving marketing and advertising efforts, enhancing customer experience, and streamlining operations
- Involves adding resources or expanding existing operations

Why Would You Want to Scale?

To increase sales and revenue

To increase brand recognition and awareness

To achieve economies of scale

To expand the product line and offer more variety to customers

To build a stronger online presence and expand into e-commerce

To attract investment and funding from investors or venture capitalists

To hire additional employees and build a larger team

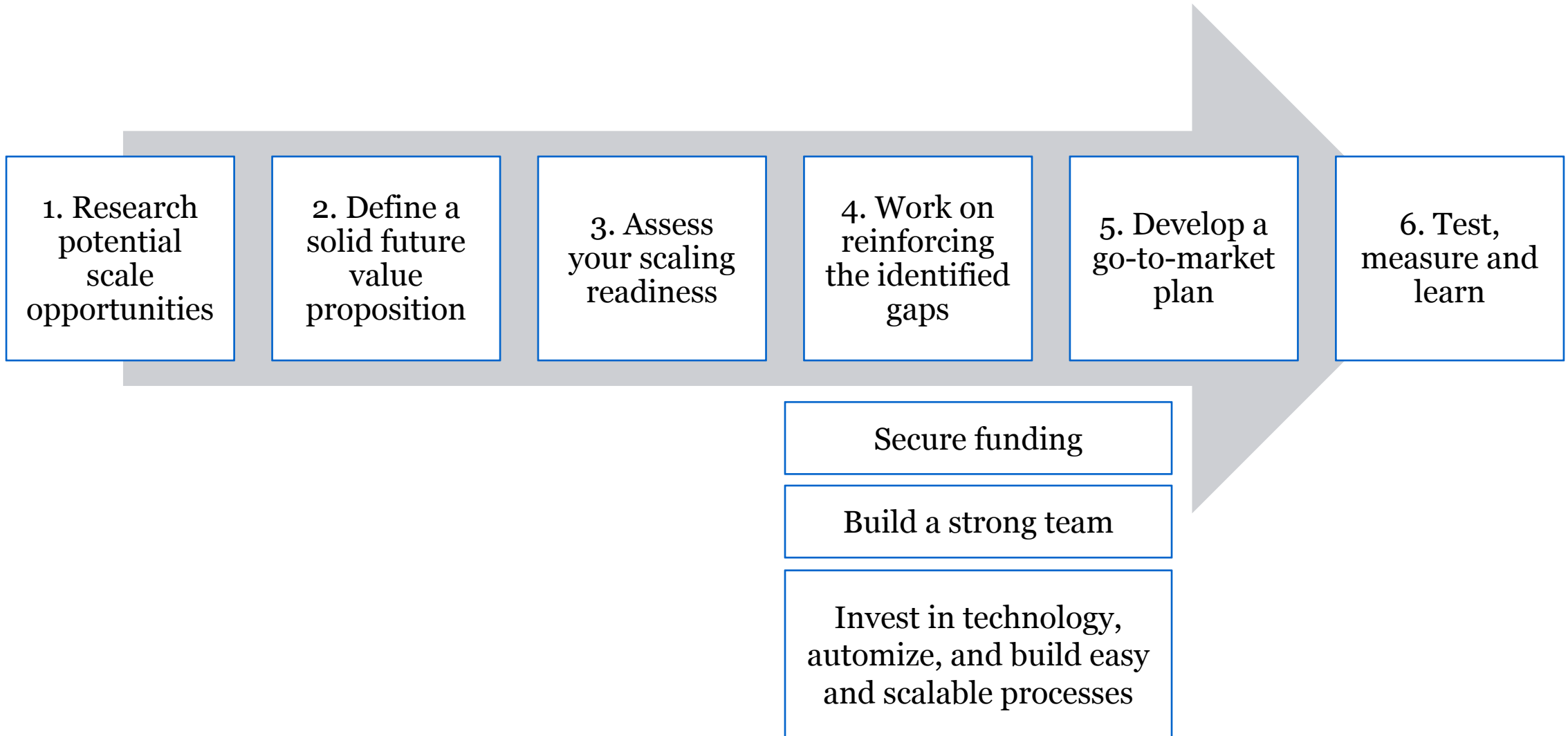
To create a more sustainable business model

To establish the business as a leading brand in the industry and achieve long-term success and profitability

Are You Ready for Your Scale?

		Yes/ No	What to look at?
1	Assess your current value proposition: Have you demonstrated and validated your initial value proposition?		<i>Number of customers, repeat business, turnover, ...</i>
2	Assess your future value proposition: Does this scale bring a solution to an existing problem in an other geography or to another target market?		<i>Qualitative research, market sizing, ...</i>
3	Analyze your financial performance: Do you have the resources and financial stability to support exponential growth?		<i>Revenue, profits, cash flow, ...</i>
4	Evaluate production capabilities: Do you have the capacity, resources and infrastructure to meet increased demand?		<i>Production processes, supply chain management, inventory management, ...</i>
5	Review your organizational structure: Is your current organizational structure capable of supporting growth?		<i>Roles and responsibilities of employees, gaps in expertise or resources, staff or consultants</i>
6	Identify your key stakeholders: Do you have the right partners, suppliers and other key stakeholders that will support your growth?		<i>Current stakeholders interest in expanding with you, ecosystem research, ...</i>

Steps to Plan Your Scale



Scaling Strategies

PRODUCT FOCUSED GROWTH
Developing current or new products

MARKET FOCUSED GROWTH
Expanding into new markets

INTERNAL
Stay within the same structure

Diversification

Vertical integration

Geographic expansion

EXTERNAL
Integrate/partner with other structures

Brand licensing

Acquisitions

Joint ventures

Franchising

The Challenges of Scale

**Supply chain
management**

Quality control

**Cash flow
management**

Brand identity

**Market
saturation**

**Talent
acquisition and
retention**

**Maintaining the
same client
experience**

**Scaling the
production
capacity**

**Policies,
regulations and
lobbies**