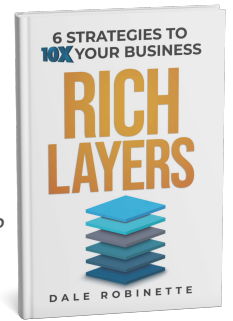


Growth Strategy Review

A review of the business you are running today. Is there room for growth?
Do you have compelling differentiation? Is the competitive environment open for growth?



Current Revenue \$ _____

Stretch Goal \$ _____ Year _____

Why? What is going to motivate you to achieve this target?

Market Penetration

Estimate TAM/SAM/SOM

TAM - Total Available Market <i>Total Market Size</i>	\$ _____
SAM - Served/Serviceable Available Market <i>Technology/Services your company addresses</i>	\$ _____
SOM - Serviceable Obtainable Market <i>Realistic market share can be obtained by considering competition, trends, expected demand/forecast, countries, my sales/distribution or other influences.</i>	\$ _____

Based upon market penetration, is there room for EXPONENTIAL growth? Yes No

Note: If your market share as a percentage of SOM is greater than 30%, growth will start to slow.

Market Positioning

Competitive Advantage

- _____
- _____
- _____

Competitive Sustainable Advantage

Definition: Company assets, attributes, or abilities that are difficult to duplicate or exceed; and provide a superior or favorable long-term position over competitors.

- _____
- _____
- _____

Competition



Product/Service Extension

Definition: Product/Service Extension of existing offering with new features.

Note: Indicators when it's time for new products/services include technology changing or products/services are old and near end of life. Extensions typically cannibalize existing solution, however, may be necessary to defend current position or gain share.

Product/Service Extension Options

1. Name _____ Investment \$ _____ Annual Revenue \$ _____ Probability ____% Profit Margin ____%

2. Name _____ Investment \$ _____ Annual Revenue \$ _____ Probability ____% Profit Margin ____%

3. Name _____ Investment \$ _____ Annual Revenue \$ _____ Probability ____% Profit Margin ____%

New Product/Service

Definition: Product/Service new product family to your company.

Note: Indicators when it's time for new products/services include technology changing or products/services are old and near end of life.

Product/Service Development Options

1. Name _____ Investment \$ _____ Annual Revenue \$ _____ Probability ____% Profit Margin ____%

2. Name _____ Investment \$ _____ Annual Revenue \$ _____ Probability ____% Profit Margin ____%

3. Name _____ Investment \$ _____ Annual Revenue \$ _____ Probability ____% Profit Margin ____%

Market Expansion

Definition: Sell existing products/services for new application/industry/geography

New Market Opportunities (Market Development)

1. Name _____ Investment \$ _____ Annual Revenue \$ _____ Probability ____% Profit Margin ____%

2. Name _____ Investment \$ _____ Annual Revenue \$ _____ Probability ____% Profit Margin ____%

3. Name _____ Investment \$ _____ Annual Revenue \$ _____ Probability ____% Profit Margin ____%

Diversification Strategies

Diversification Strategies

Definition: New products/services to new markets

Note: Market research is essential to determine customer need/interest. Make versus buy decision should be considered.

1. Name _____ Investment \$ _____ Annual Revenue \$ _____ Probability ____% Profit Margin ____%

2. Name _____ Investment \$ _____ Annual Revenue \$ _____ Probability ____% Profit Margin ____%

3. Name _____ Investment \$ _____ Annual Revenue \$ _____ Probability ____% Profit Margin ____%

Acquisition Strategies

Note: An acquisition strategy can be risky, but not as risky as a diversification strategy as the market is already established.

Types of acquisitions

Check all that apply

- Improve the target company's performance**
- Consolidate to remove excess capacity from industry** - Plant, sales, marketing, etc
- Accelerate market access for the targets' (or buyer's) products** - Example: Leverage your sales team to sell the acquired products
- Get skills or technologies faster or at lower cost than they can be built** - Buy versus Make
- Exploit a business' industry-specific scalability** - Leverage economies of scale with combined businesses such as sales, purchasing power, production, etc.
- Pick winners early and help them develop their businesses** - Companies with potential growth that can benefit from your resources and reach
- Roll-up strategy** - Acquire competing companies to achieve scale
- Consolidate to improve competitive behavior** - Leading competitors to focus less on price
- Enter into a transformational merger** - Benefiting not only from cost synergies but also redefine the company's mission, strategy, portfolio, and/or organization, as well as all key processes, from research to sales.
- Buy Cheap** - Opportunistically search for value investments below market

Acquisition Strategy

If applicable, what is your acquisition strategy?

1.

2.

3.

Action: What are your NEW Growth Goals

1.

2.

3.

