

upflip

GROWTH STRATEGY

TEMPLATE AND EXAMPLES

What is a Business Growth Strategy?

A growth strategy helps a company grow its business through hiring more people, marketing, adding new locations, buying competitors, or expanding its product lines.

The strategy should explain what you are trying to achieve, how you are trying to achieve it, and how you will measure its success.

How to Use This Template

Answer all the questions included in this template then delete the first two pages and any italicized writing. After that, your growth strategy is complete!

Your Business Logo

Your Company Name

Growth Plan & Strategy

Drafted by: *Writer Name and Position*

Writer Email

Department (if applicable)

Date

Executive Summary

Summarize the following sections

- *Growth strategy rationale*
- *Goals*
- *Plan and timeline*
- *Resources needed*
- *Projections*

Keep the executive summary under two pages long so people can get a quick overview of what the business growth strategy will include.

Add Executive Summary Here

Rationale

Explain why you are trying to grow.

Background

Provide background, context, and information that will help people understand the reason for this growth project.

Research

Explain the market research, financials, customer surveys, and industry trend reports that were used to develop your hypothesis.

Hypothesis

Write an "If...then" statement that states something similar to "If implementing a customer loyalty program is successful, we will experience an X% increase in revenue and a Y% increase in the number of return visits."

Goals

Your goals are what you will use to measure success. Complete the following to document them in as much detail as possible.

Explain what this growth plan will focus on and how you will know it is successful. Growth targets might include:

- *Adding a specific number of new locations*
- *Increasing the number of employees*
- *Adding additional space in the same location*
- *Expanding to new cities, states, or countries*
- *Increasing profit or revenue*
- *Offering a new product or service*
- *Increasing your customer base*
- *Expanding to retail or digital stores*
- *Lowering the cost of customer acquisition*

Make sure to include numeric or percentage changes in goals.

Primary Growth Goal

What is your primary growth goal?

Secondary Growth Goals

What other goals would you like to achieve in addition to the primary goal?

Growth Plan and Timeline

Explain the timeline you'll need to achieve the goal, what the company needs to do, who will do it, and any other information that is needed to understand the process.

Timeline

What tasks need to be done to achieve these growth goals? When will they be done? Who will do them? What do others need to know to accomplish the task?

Due Date	Task	Responsible Party	Notes
What is the projected due date?	Describe the task	Who will complete the task?	What information is needed to complete the task? You may need a link to another document here.

Growth Team

Who will be part of this project?

Name	Team or Company Name	Project Role	Email Address

Resources Needed

What resources do you need to achieve these growth goals? Complete the following to document them as comprehensively as possible.

Funds

How much money will the company need to achieve the goals? How will the money be secured? How will the money be spent?

Software and Tools

What equipment or software will be needed to achieve the goals?

Services

Do you need any external service providers? If so, what kind and what roles will they play?

Additional Resources

How much money will the company need to achieve the goals? How will the money be secured? How will the money be spent?

Results

What are you trying to achieve? Make sure to include the baseline and the level needed for success after the project. The example below will help you get ideas of what success might look like.

Example Results

Goal	Baseline	Success	Increase From Baseline	Percent Change
Annual Revenue	\$10,000,000	\$25,000,000	+\$15,000,000	+150%
Locations	3	7	+4 Locations	+133%
Number of Employees	45	105	+60 Employees	+133%
Number of Customers	450	1050	+600 Customers	+133%

Results

Goal	Baseline	Success	Increase From Baseline	Percent Change

Appendix

The appendix should include any additional information that people may need to evaluate the growth plan including

- Market research studies
- Financial projection spreadsheets
- Quotes for services
- Renderings for locations
- Timeline and task detailed explanations.