

EXPANDING YOUR BUSINESS

Factors used to determine which new Business Segment/ product line or region you should expand to

Criteria	Definition
Scalability	Scalable business model that will increase volume over time and achieve economies of scale
Profitability	Ability of a business/product to produce a return on an investment based on its
Competitive Rivalry	The number and strength of your competitors
Barriers to Entry	How easy it is for competitors to enter the market
Buyer Power	How easy it is for buyers to drive your prices down. How many buyers are there, and how big are their orders? How much would it cost them to switch from your products and services to those of a rival? Are your buyers strong enough to dictate terms to you?
Regulatory Requirements	Licensing, application process, minimum capital requirements
Size of the Market	The potential size of the untapped opportunity in the industry

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New Product or Service/ Geography / Business line	Scalability	Profitability	Competitive Rivalry	Barriers to Entry	Buyer Power	Regulatory Requirements	Size of the Market	Ranking
Option A	●	●	●	◐	◐	◐	●	1 st
Option B	●	◐	●	◐	●	●	●	2 nd
Option C	◐	◐	○	◐	○	◐	●	3 rd
Option D	●	◐	○	●	●	◐	◐	4 th
Option E	○	◐	○	●	○	●	◐	5 th

Legend	
Low	○
Medium	◐
High	●

Translate strategic plan into Action Plans






All company strategic initiatives must have the following:



- Purpose
- Scope
- Person Responsible
- Resource requirement
- Timing
- Established accurate measures and controls

Planning without control has little operational value. A planning program requires a practical control process

Execution Planning

Implementation Plan Schedule

S/N	Action Item 	Accountable Executive 	Responsible Manager 	Timeline 	Priority 
1					
2					
3					
4					
5					

	Priority	Timeline
	High (H)	
	Medium(M)	
	Low (L)	