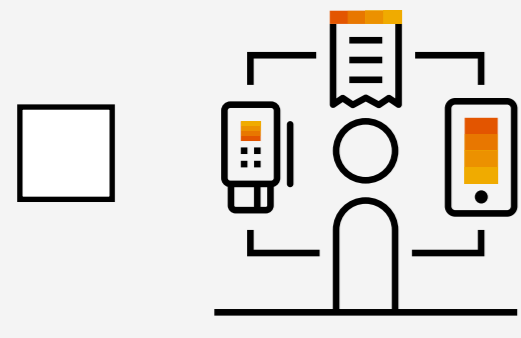


Strategies for Growth

2-pronged approach for SMEs to Survive & Grow

Internal Optimization



Survival

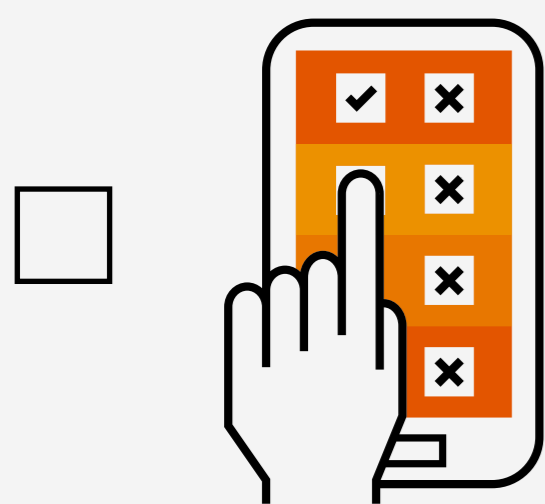
- The first step is to establish the Breakeven Point
- Compare the existing Sales Pipeline with the Revenue required to break even.
- Explore avenues to reduce costs to lower the Breakeven Point.
- Check Inventory Levels. Sell finished goods. Convert Raw Material into finished goods or liquidate to support cash flow.
- Prepare a Cash Flow statement for the next 6 months and understand the Working Capital requirements / Shortfalls, if any.
Arrange the requisite working Capital



Growth

(in addition to the Sustenance)

- Identify High Growth / High Margin Markets for your product / Services
- List Potential Targets / Customers
- Explore suitable Sales Channels for this market
- Estimate required Working Capital / Growth Capital
- Create Action Plan Covering Tasks, Responsibilities and Completion Dates.

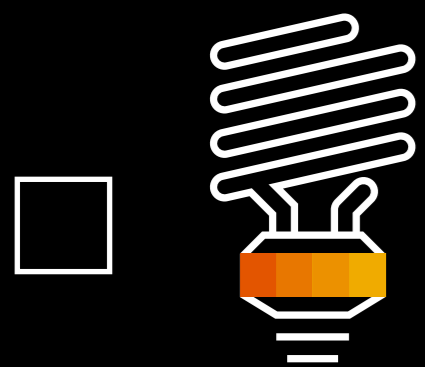


Sustenance

(in addition to the Survival)

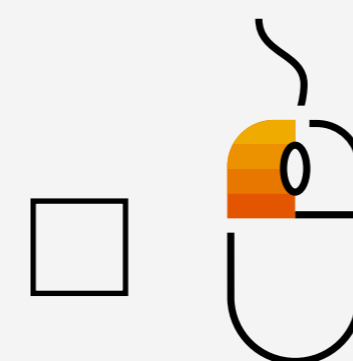
- Once Survival is assured, the company needs to focus on profitability.
- Derive Product / Client-wise profitability to
 - Grow business in high-profit margin Products / Clients
 - Negotiate pricing in low-margin contracts/products.
 - Review Product Mix for each client to improve profitability
- Resource Optimization
 - Align the resources to expected demand
 - Measure Utilization of all the resources including
 - Plant
 - Utilities
 - Equipment
 - Manpower
- Find Alternative work for underutilized resources

Global Outlook



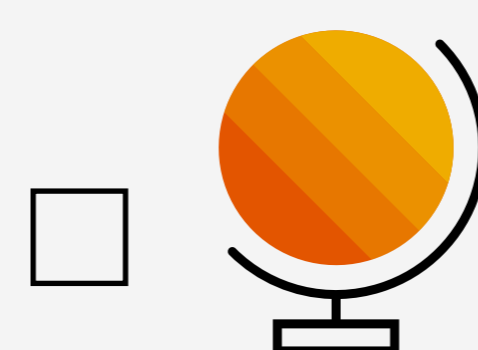
Understanding the Opportunity

- List the following
 - Product / Service offering
 - Global Market for these Products / Services
 - Capacity to deliver
- Tabulate existing Client Base and Product / Service offered to these clients
- Identify the Value created for these clients
- List their Global competitors
- Estimate their procurement
- Check their financial strength



Understanding the Opportunity

- Create Digital Presence
- Build e-catalogs
- Standardize Proposals
- Train Sales resources



Initiating the Global Outlook

- Create Digital Presence
- Build e-catalogs
- Standardize Proposals
- Train Sales resources