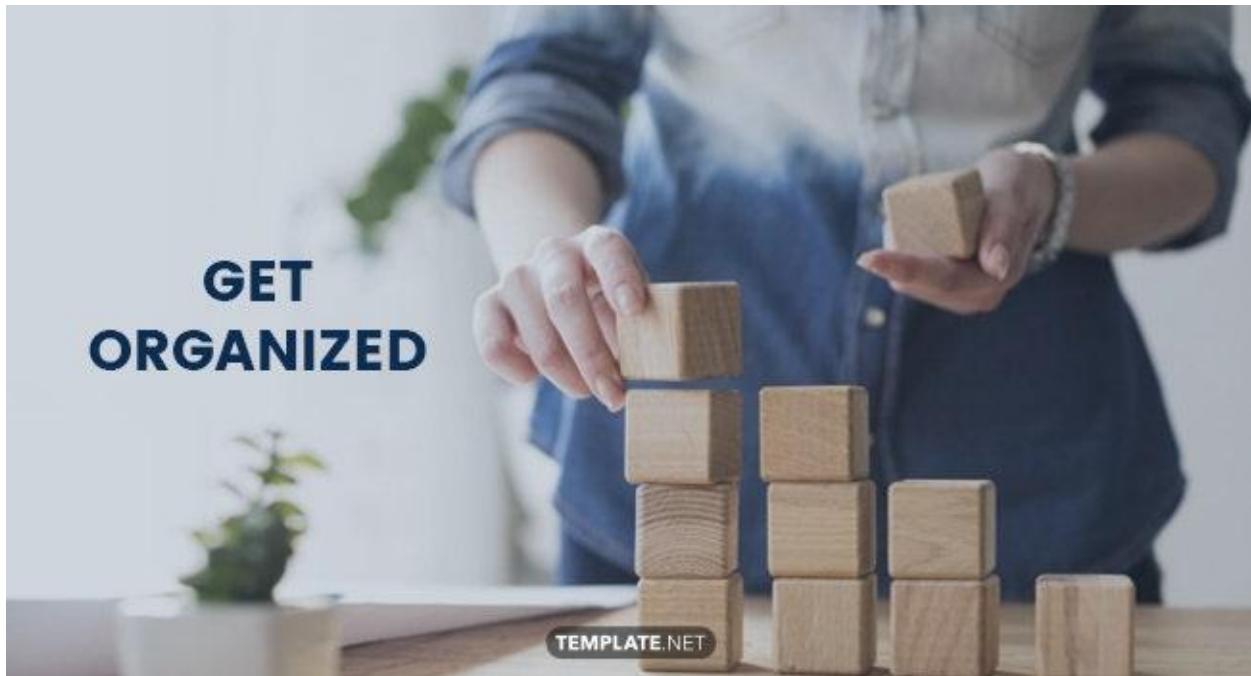


Top 12 Ways to Grow your Business

Some people believe that the beginning of a journey is always the hardest. And then others think otherwise. But in most cases, it's never the start or end that's the most demanding part—instead, it's the in-betweens and little pauses in the venture. However, if we talk about business, it's another story. From the commencement of the business operations to the [creation of business plans](#), the company undertakes many challenges to become a strong competitor in the industry. After the launch, business owners have to continue expanding the enterprise and increasing the figures. If you have a growing business, this article is perfect for you. Grab your notebooks and take some pointers.

Get Organized



According to an article published by Entrepreneur in 2017, employees waste one hour of their work time looking for documents because of clutter. Indeed, the never-ending problem of disarray can affect the [productivity](#) of companies. So, the first step in growing the business is to have an organizational structure. Besides keeping things tidy in the office, having an outline of the business management and the hierarchy of directors makes it easier to plan the processes of the enterprise. You have to use a business checklist to write down the necessary steps in organizing the whole business system.

Keeping Detailed Records and Reports



Expanding the business means giving time to look at past records and reports. By examining the contents, your team can analyze the financial challenges of the company and create [budget charts](#) to address the situation. When a company keeps track of these things, it can detect the ongoing issues within the enterprise. If the problem lies in weak marketing ways or HR management, then better [business plans](#) should be created for the company. With this procedure, you can see the progress or decline of the company. Most companies hire bookkeepers to monitor the listings. However, you can opt to train your staff to do bookkeeping for the business.

Research About Your Competition



The concept of competition comes naturally in different aspects of life. From human beings contending for job opportunities to animals struggling to get food, the cycle of competition is something we can't take away. Competition, in economic standing, is essential for the continuation of the industry. But what's the importance of knowing your competitors? Firstly, being informed about your business' competitions enables you to create better plans. Secondly, you can match or lower the prices of your products. And thirdly, you can avoid having the same advertisements. Conducting research about business competitors is one of the efficient growth strategies that you can apply to your business.

Better Risk Management Plans



Tara Duggan, a writer for [smallbusiness.chron](#), talked about the necessity of having [risk management](#) plans in business projects. She remarked how risk management plans help businesses prepare for the worst cases in the industry. Truth be told, companies can still experience different forms of dilemmas despite being careful. From insufficient funding, ineffective agreements, and faulty contracts, the enterprise has to protect itself from problems both big and small. With that, you have to formulate risk management plans that address the various concerns of the company. Risks are not limited to dangerous work areas and uncertain investments. It includes anything that can be a threat to the company in the future.

Stay Focused on a Goal



When developing the business, refrain from jumping through separate goals. Instead, keep your focus on interconnected goals. For instance, if the objective of the enterprise is gaining more clients, that should be the concentration of employees in the business. In some cases, companies revise their personal [vision statement](#) and [mission statements](#) to encourage employees to strive hard. However, keep in mind that you can proceed to other business goals while other objectives are still ongoing—but be cautious.

Utilize a Customer Management System



Statista did a national survey in 2017 and reported that more than 60% of Americans had contacted customer service at least once. In the same year, Microsoft released an article that says 96% of clients comment that excellent customer service management is a way of gaining loyalty among consumers. With that, businesses must earn the trust of customers by making sure that their representatives are approachable and informed. Moreover, there should be a quality control specialist to monitor the calls between clients and spokesperson. The company has to generate a customer service management plan to align goals and processes.

Using Social Media Platforms



Right now, more than three billion people have social media accounts—the number close to half the current population of the globe. If you want to promote your business and increase its visibility and recognition, using social media platforms is the best way to go. Through [social media marketing](#), you can attract new customers and encourage them to try the products and services of your enterprise. With only a few dollars, your promotional ad can reach thousands of potential clients.

Choosing the Right Tools for Your Business



Whether it's [productivity tools](#) or [marketing tools](#), you have to be attentive about acquiring these instruments. Before deciding the materials to get, do a SMART goals analysis to know which ones work best for your company. For emerging businesses, employment retention plans, coupled with business and management plans, are crucial for the growth of the enterprise. Using marketing and sales strategy plan guides or templates are also helpful for companies.

Host and Attend Networking Events



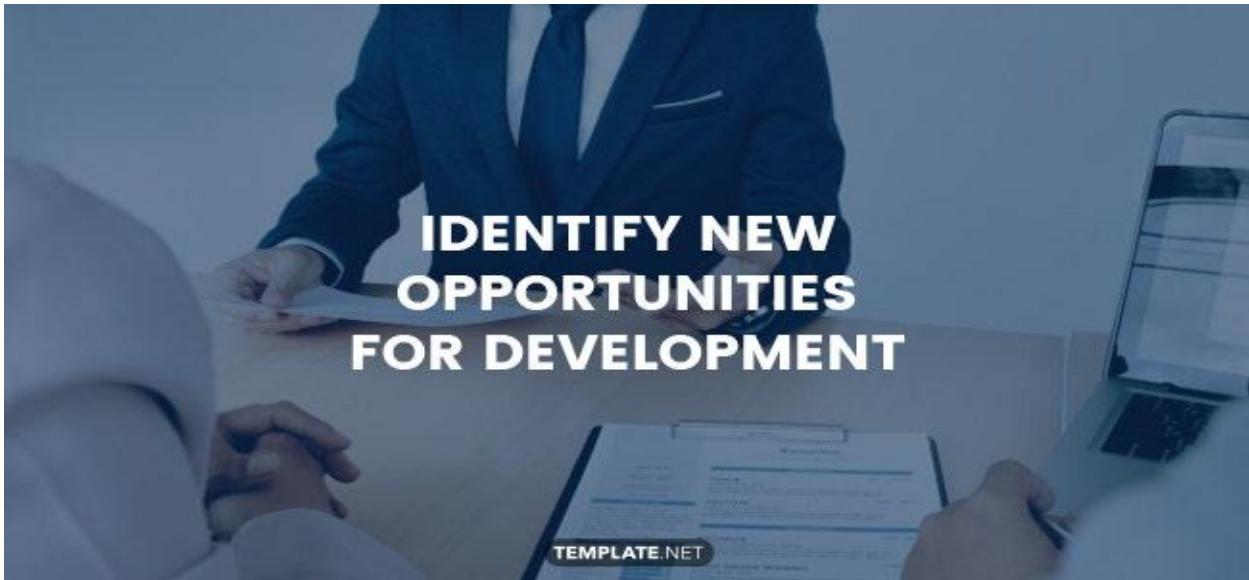
Networking works in two ways for a business. One, it is an effective way of getting the attention of prospective business partners and clients. And second, you can meet professional individuals that you can hire for your company. The results of a LinkedIn survey in 2017 reveals that 70% of new hires in 2016 got the job because of connections and networking. Whether you host or attend these functions, you can build relationships with various people and organizations. However, it's best to create success strategy plans when making or attending these events to ensure higher chances of a favorable outcome.

Customer Loyalty Programs



Everyone loves receiving discounts and promotions when they visit their favorite stores. Customers often take the effort to browse through websites or go to the physical retail outlets whenever there are ongoing deals. In fact, a survey from Invespcro showed that 69% of shoppers choose businesses that offer loyalty programs or plans for their patrons. The reward system, which provides freebies and advantages for the customers, can spike their interest in the enterprise. In creating loyalty programs, you have to look at sales reports and determine the products that are popular among clients. The project plan should also include a distribution plan for the advertisements and notices, as well as a competitive analysis of what other companies are doing for their loyalty programs.

Identify New Opportunities for Development



Companies have different opportunities. It is then the prerogative of the business owner to identify and decide which ones will be good for the business. For instance, investments open floodgates of chances for the enterprise to move forward. You can try investing in various projects or be the co-owner of business ventures. You have to consider any market opportunity that improves the standing of your company. Besides that, new possibilities for your enterprise include training programs for the development of the workers and better technologies.

Consistency in Branding



The branding of an enterprise makes it unique from other companies. Without a well-defined and effective [branding plan](#), the business will be one with the crowd—nothing distinct and memorable. So, you have to come up with a catchy branding theme and scheme that will attract the eye of clients. Of course, start with a [market analysis](#) to get a clearer picture of the market and present a [business budget](#) to make sure the branding plan will have sufficient resources. The rewards of consistent branding are high customer satisfaction and better revenues.

A company's growth is measured not only by its business efficiency but also its ability to provide excellent services to the customer and the whole community. All in all, a lot of factors affect how an enterprise is succeeding in its field or not. Nevertheless, it is important to applaud the efforts of these businesses. After all, continuing the advancement of new companies demands time and resources. And little steps can go a long way. With that, you have to learn many things and apply them to your business if you want improvements. Lastly, progress is still progress, no matter how small and insignificant they look at first glance.