GrowBiz Business Expansion – Proposal

Company Name: [your company name]

Written by: [your name]

Date: [date]

The purpose of this document is to outline your proposal for expanding and growing your business. **Please keep your proposal to a maximum of 1,000 words (you can erase all of the questions and body text).** After you have completed this proposal, please submit it to growbiz@linkacross.org by January 15, 2021. The preferred language for the application is English; however applications in Macedonian and Albanian will also be accepted.

Please email growbiz@linkacross.org with any questions.

Examples of business expansion and growth include:

* To expand the customer base
* To enter new markets, including international markets
* To evaluate the potential for adjacent market expansion
* To purchase equipment for a new product line
* To add new services and/or products
* To evaluate the possibility of acquiring or merging with another company

# Company Description:

Describe your company. How long have you existed? What do you do? What industry are you in? What are your main products and/or services you sell or offer? How many employees do you have? Who are your customers/clients? Are you business-to-business, business-to-customer and/or business-to-government?

# Mission, Vision and Values:

If your company already has written these, please describe your company’s mission, vision and values. If not, answer the following questions:

1. Mission: What does your company do?
2. Vision: What future does your company want to help create?
3. Values: What are the core values you want reflected in your company?

# Product and/or Service:

Describe how you will expand your business. Are you adding new products or services? Are you wanting to sell to a new region, country or segment? Are you wanting to increase production to meet an existing demand? Why do you want to expand the business in this way? How are your products / services different – why do customers or clients buy from you?

# Customers and Stakeholders:

Who are the key customers and stakeholders for your proposed business expansion? Stakeholders can include customers, employees, investors, owners, creditors, families, environmental groups, media, competitors and community.

# Promotion and Relationships:

How will you attract and keep new customers / clients for your business expansion? What are key relationships for your business expansion – key customers, key business partners, key employees? How will you grow your customer / client base? What marketing channels are key to you reaching your customers / clients? Examples – physical location, catalog, website, web ads, direct mail, email, social media, radio, TV, word of mouth, sales team.

# Distribution:

How will you deliver the business expansion product / service to your customer / client?

# Operations and Process:

What key resources do you need to build your product or service – additional employees, raw materials, new technology, new processes, others? Who are key partners to acquire these resources – training, key suppliers, others? What activities are key to delivering the product or service? What is the estimated timeline for expanding the business? How will you check the quality of your product / service? Are there key compliance / regulatory issues that need to be addressed?

# Sustainability:

What waste is created by your business? Examples – excess unsold product, excess transportation, pollution, waiting time, unused talent, waste materials from production. What are the positive benefits and impact your business expansion can have on the environment, society and economy? How will you make sure that your business is having a positive impact on society, the economy and on the environment?

# Financial:

What are the important investment costs for the business expansion? What equipment, technology, software, land, buildings, inventory, office space, consultants and / or personnel need to be acquired or purchased?

What are the important additional operating (monthly, quarterly, annual) expenses for the business expansion? Examples include – rent, salaries, taxes, advertising, sales, utilities, website, shipping, fees, insurance, others.

How will you project monthly revenue from your business expansion? Do you have sales projections or targets?