

[Insert Company Logo]

[Insert Company Name]

## Growth Plan & Strategy

Drafted by: [Insert Writer Name]

[Insert Writer Email]

[Insert Writer Department]

[Insert Date, Month, Quarter, or Year]

# Executive Summary

*This section should serve as an introduction and succinct overview of your growth strategy. The executive summary exists to summarize the key objectives of this initiative, including:*

- *Type of expansion.*
- *Purpose and justification for expansion.*
- *Goals of expansion.*
- *Timeline for expansion.*
- *Necessary funds for and expected ROI of expansion.*

*This section should be 1-2 pages long and entice its readers to continue learning about your growth plan, while also providing a clear answer as to why you're launching this growth plan and what you expect as a result of its successful completion.*

[Enter Executive Summary Here]

# Growth Rationale

This section will explain **why you're growing**.

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## Background

*This section should provide the background for this growth project. Explain how the idea came about, in addition to any context or information that would be helpful for readers to know.*

[Enter Background Here]

## Research

*To connect the dots between the initial growth project idea and your ultimate hypothesis, explain what research went into the development of this growth idea. Cite factors such as market research, customer surveys, financials, and industry trend reports to support the claim.*

[Enter Research Here]

## Hypothesis

*If this growth strategy is successfully pursued and completed, what will the results of the project be? The hypothesis should be structured as an "if..., then..." statement, as in "If we add this new division to the company and successfully penetrate the market, we project a 40% growth in revenue, a 15% increase in profit, and adding 40 new employees to the company."*

[Enter Hypothesis Here]



# Growth Targets

This section will explain **what you're growing**.

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Under the section headers below, explain what program(s) or facet(s) of the business on which your growth plan is focusing. Popular growth types might include:

- Growth in employee headcount.
- Expansion of current office, retail, and/or warehouse space.
- Addition of new locations or branches of your business.
- Expansion into new regions, locations, cities, or countries.
- Addition of new product(s) and/or service(s).
- Expanding purchase locations (i.e. selling in new stores or launching an online store).
- Growth in revenue and/or profit.
- Growth of customer base and/or customer acquisition rate.

In addition, specify how much you intend to grow. Quantify your growth targets with clear goals and objectives for each of your areas of focus.

## Primary Growth Target(s)

Outline your predominant growth target(s) for this initiative. This section should highlight the most important end goal for your project and specify the intended results.

[Enter Primary Growth Target(s) Here]

## Secondary Growth Target(s)

*Outline any results that would be achieved by proxy of your primary target being hit. These are not the main goals of the project, but would be accomplished in conjunction with the main goal. For example, if your primary growth target is an increase in sales, a secondary growth target may be an increase in employee headcount to support the new demand.*

[Enter Secondary Growth Target(s) Here]

# Growth Action Plan

This section will explain **how you're growing** by outlining the project's key tasks and responsible parties.

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## Timeline

In the table below, outline which tasks are required to be done – and by when they must be complete – in order to achieve your desired level of growth.

<b>Due Date</b>	<b>Task</b>	<b>Task Owner</b>	<b>Notes</b>
<i>When is the task due?</i>	<i>What is the task?</i>	<i>Who is responsible for completing it?</i>	<i>Does the task require an explanation or external link?</i>

## Growth Team

Provide a list of parties that are involved with this growth project.

<b>Name</b>	<b>Team</b>	<b>Role in Project</b>	<b>Email Address</b>




# Growth Requirements

This section will outline **what you need in order to grow**.

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## Funding

*Specify how much capital will be needed in order to see this project through. If known, explain where the money will be sourced from.*

[Enter Funding Requirements Here]

## Tools & Software

*What tools, software, and related resources are required to complete this project? How specifically will each of these tools aid in helping the team meet its goals?*

[Enter Tool & Software Requirements Here]

## Services

*Explain which services you'll need in order to support your growth, like external consultants, designers, and/or planners in a specific field of expertise.*

[Enter Tool & Software Requirements Here]

## Additional Resources

*If additional resources, hardware, technology, personnel, or related resources are needed, list them out here – in addition to why they will help you reach your goal.*

[Enter Additional Requirements Here]

# Growth Results

This section will outline **the before and after of your projected growth**. In the table below, list your initial number, your growth goal, and the increased amount. We've included an example for you to mirror in your results chart prompt.

**[Example Results Chart]**

Area Expanded	Original Number	Post-Growth Target	Net Increase	% Increase
Number of Locations	2	4	+2 Locations	+100%
Employee Headcount	60	170	+110 Employees	+183.3%
Number of Customers	400	950	+550 Customers	+137.5%
Annual Revenue	\$8,000,000	\$21,000,000	+\$13,000,000	+162.5%

**Results Chart Prompt**

Area Expanded	Original Number	Post-Growth Target	Net Increase	% Increase


# Appendix

*In this section, attach any additional resources to better illustrate your growth plans.*

*Examples might include:*

- *Visual renderings of new locations.*
- *Quotes from potential vendors or contractors.*
- *Spreadsheets to justify your financial projections.*
- *A more detailed timeline or explanation of tasks.*
- *Market research findings.*