



Tips to Upscale Your Business

SET REALISTIC AND ACTIONABLE GOALS

Businesses should set realistic and actionable small goals which they can work towards, rather than broad goals which provide no direction. Setting broad and unrealistic goals is demotivating and makes progress made seem insignificant. Every person in the business should be given a target to meet over a reasonable timeline which contributes towards achieving a larger goal.

ESTABLISHING STANDARDISED AND AUTOMATED PROCESSES

Small businesses can make the mistake of 'doing things as they come' but this means that as business grows, adjusting to high scale tasks is difficult. To avoid this, business should standardise all processes of work. Any individual placed into a role should be able to follow standardised procedure and yield product which is of a similar quality to the previous one. Investing money into automation tools is worthwhile for this procedure. This can include automating management of social media, email, creating reminders for customer touch points, automated invoicing or automating some production line components to create efficiency. Look at options for your business that will help contribute to creating structures which support growth.

**PROVIDING
SOLUTIONS
THAT MAKE A
DIFFERENCE
TO YOU.**

IDENTIFY COMPETITIVE STRENGTHS AND WEAKNESS

Recognising the strengths and weaknesses of one's business is essential. Strengths will allow businesses to hone in on unique qualities they possess which give them a competitive advantage. Weaknesses will reveal which areas require growth so that changes can be made before upscaling takes place.

NETWORK

Businesses should continue to develop relationships with service providers, sales channel partners, suppliers and customers. Keeping an open mind about partnerships or potential collaborations could open up different avenues of business growth.

With these tips in place, your business will be better prepared to achieve your goals and grow your business.

There are a number of options when it comes to your business, so if you need some advice that would best suit your particular circumstances, please give our team a call on 4927 4588 (Rocky) or 4939 1766 (Yeppoon)

**WE ARE DRIVEN TO
UNDERSTAND WHAT YOUR
FINANCIAL GOALS ARE, AND
HELP YOU ACHIEVE THEM.**

- BUSINESS IMPROVEMENT STRATEGIES
- BUSINESS STRUCTURES AND SUCCESSION PLANNING
- SELF MANAGED SUPERANNUATION FUNDS
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