

The Four Stages of Business Growth

There are four major stages of growth that every business will go through — each with its own financial and logistical challenges.

1 Startup

This is an exciting but difficult stage for any business. 80% of businesses fail to get past this initial startup stage.

Common Challenges:

- Limited resources
- Poor cash flow
- Pricing too high or too low
- Preparing a realistic budget
- Lack of processes and systems

TIPS FOR STARTUPS:

1. Focus on acquiring clients
2. Develop your position in the market
3. Carefully manage your cash flow

2 Rampup

You've got customers, you're building your team, your business is picking up momentum. This is where things can start to get complicated.

Common Challenges:

- Cash flow, cash flow, cash flow
- Operations overwhelmed
- Building to support growth

TIPS FOR RAMPING UP:

- Delegate responsibility
- Outsource or barter whenever possible
- Track expenses carefully

3 Expansion

At this stage, your systems and processes are nailed down, and you may consider scaling or selling your business.

Common Challenges:

- Operational inefficiencies
- Hiring, training and managing staff
- Poor planning and execution

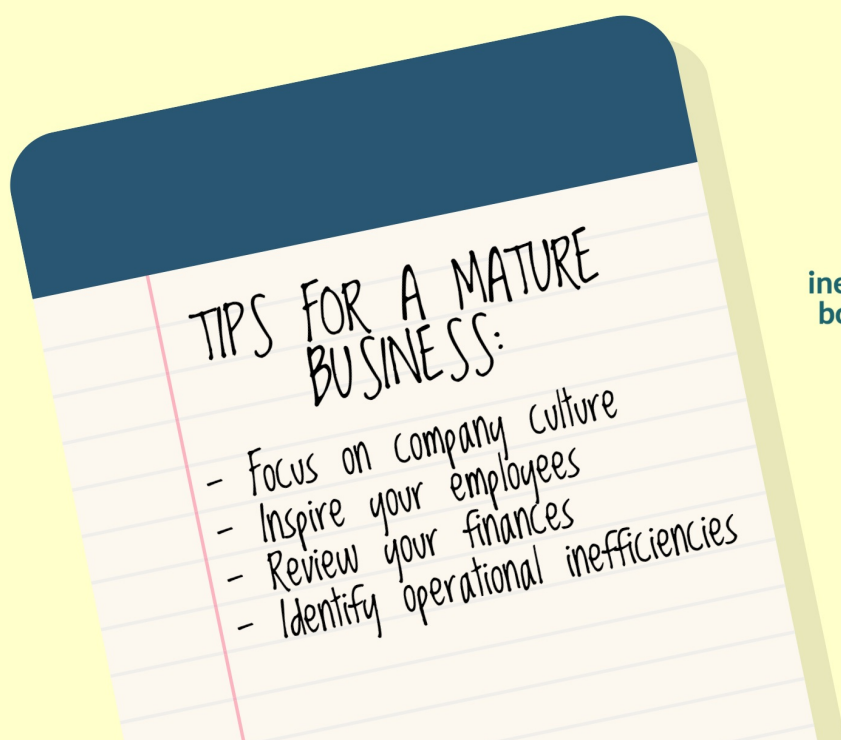


4 Maturity

At this stage, complexities and inefficiencies in your operations can really bog down your business, so your primary focus should be internal.

Common Challenges:

- Keeping employees motivated
- Greater operational challenges
- Less flexibility
- Loss of momentum



FusePhase is a virtual finance and accounting service for growing businesses. Get more tips and resources for your growing business at fusephase.com.

Copyright 2015 FusePhase, Inc.