**BUS6080 Growing the Enterprise – Growth Report Structure**

Chapter 1 Introduction – Who is the company, what do they do, what market are they in ETC

Chapter 2 – External Analysis

* Macro -  What is happening in the wider world political, economic, social that will influence the business and why
* Meso -  What is happening in the market/industry that the business is in, competitive rivalry, customers ETC
* A Porters 4 corners of 1 competitor

Chapter 3 – Internal Analysis

* A Business model canvas of the business as it is now – what are the strengths and weakness what do they do well and what do they not do well
* A TOWS where the Threats and Opportunities are derived from the External Analysis and the Strengths and Weaknesses are derived from the Internal Analysis

Chapter 4 -  Recommended Growth strategy

* Market Penetration, Market Development, Product Development, Diversification (Ansof, 1954)
* Describe why and how they will do this

Chapter 5 -  Marketing Plan and Funding

* 7 P’s ( only the key ones NOT ALL)
* Social media/ website
* A brief description of  how much it will cost and how the money will be sent
* How will they fund it -  Bootstrapping, crowd funding, angel investor government grants

**Ensure a good range of references and be critical, do not just describe tell us ,why the evidence is important to your chosen business and how it will influence growth.**