

Things to  
know about  
**GROWING  
A BUSINESS**





Growing a business brings a multitude of financial hoops and hurdles that often require far more capital than early entrepreneurs can muster. This DFG breakdown will cover some helpful tips and advice for business leaders looking to make more and save more. Of course, an essential step in saving more is losing less. However, we can't always predict

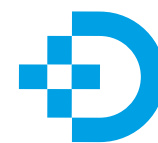
when, how, or why you might lose returns on a particular decision.

### **What is known is that you can diversify your expectations and capital.**

It's essential to diversify your income stream and build an excellent foundation to sustain your company through unexpected events in a particular sector. The

more significant hurdle that this might require you to jump through is taking a full holistic scope of the state of your business. It is essential to analyze your company's current opportunities in entering specific markets, industries, or decisions. A wise CEO would consult his head of sales to give him the best knowledge on what is currently the company's most attractive





feature when on the market. While this is a crucial step, a holistic scope requires a full breakdown of competitors, industry positioning, brand loyalty, etc.

One of the fatal flaws in many small companies trying to grow is the inability to adapt and be flexible during crises quickly. Therefore, smaller business owners must practice stress testing their company and focus on their flaws and insecurities. First, reveal for yourself the worst-case scenario, then make it far worse. Unfortunately, that can often be the reality for some businesses, so practicing these situations prepares us for those events and solidifies our execution of more minor crises. Ask yourself this preliminary question, for instance:

**What would happen to the business if sales dropped by 20 percent in the next 12 months due to a recession or lost customers?**

## **Conversely, how is cash affected as sales and profits grow?**

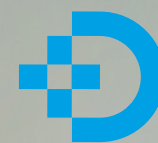
Another aspect to focus on for your growing business is Independent Save Strategies. If you ever run the risk of severe financial trouble, you will want savings to float your transition to stability. Some intelligent and straightforward strategies like budgeting, emergency funding,

and tax-advantaged investment vehicles can offer your business's profit the reliable and sustainable growth you need. Often, growing a business requires company owners to spend most of the time-saving capital instead of investing it.

However, stocks can offer a more exciting and lucrative investment for a stable and growing business. Small business







savviness can help you play smarter, not harder. It is often best to invest in growth stocks and stock funds to keep your profits healthy. Investing can take many shapes; other forms allow you to return investment on your company space, resale power, and client opportunities, like a new retail or office space.

The most important thing is that the money you are putting into an investment will provide a short-term positive and a net positive long-term gain. You will soon be building the foundation for your business' success and survival, but never forget to follow the money. The fastest way to grow is to be frugal, savvy, and bold, but remember to analyze your company's position and potential constantly.

**Contact us**  
[info@davosfinancial.com](mailto:info@davosfinancial.com)