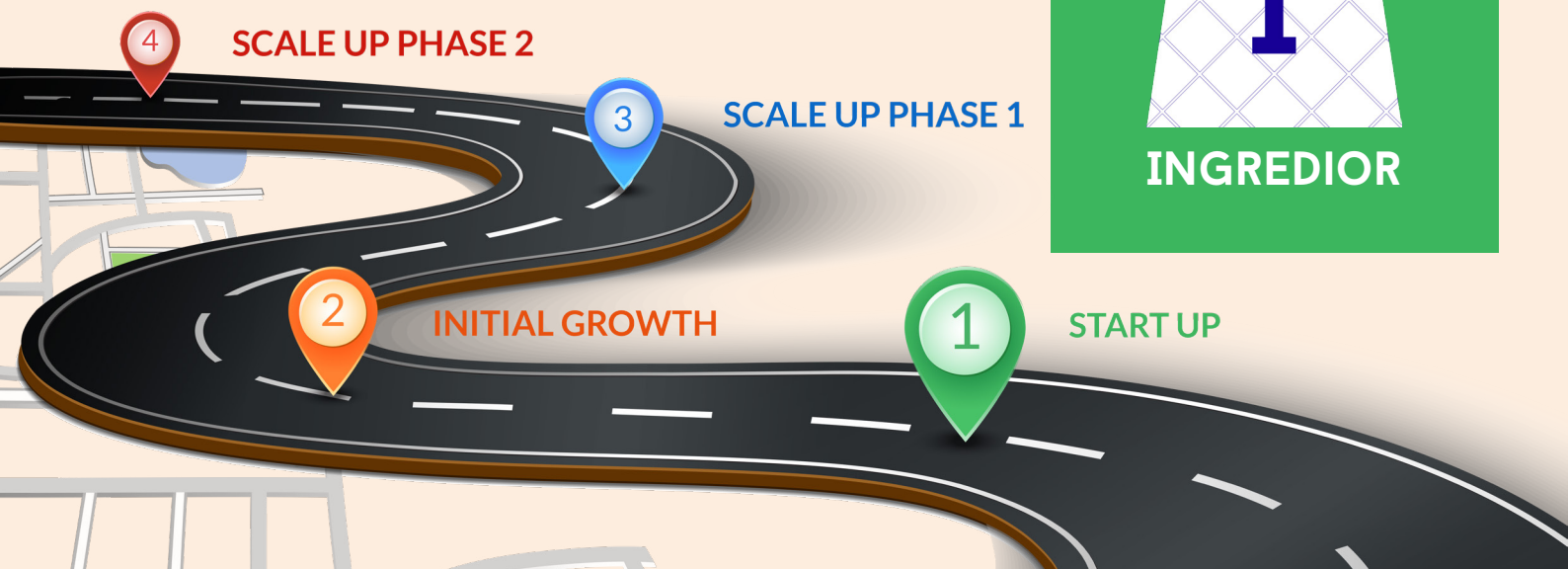


When should I secure business expansion funding?



Where is your business at on its road to growth?

We all run our own race, in life and in business, but one surety will be the need to invest in your enterprise to see it grow and flourish.

Check out the questions beside each phase of business on our road to growth for a better idea if business expansion funding is a necessity for you right now, or in the near future.

START UP

For a while now you have likely been bootstrapping the business to get it this far or you may have taken FFF investment/loans (Family, Friends, Fools).

Take this short questionnaire to figure out if you need to consider funding options to expand:

- | | | |
|---|-----|----|
| 1. Do you have a current turnover? | Yes | No |
| 2. Do your operations require non-sales generated funds? | Yes | No |
| 3. Is expansion the best thing for your business right now? | Yes | No |

If you answered Yes to 2-3 of these questions some funding might assist your business to move to its next phase. If you mostly answered No, it seems seeking funding is likely not your priority right now.

INITIAL GROWTH PHASE

You've graduated from Start Up school and you're a bona fide business. Take this short questionnaire to figure out if seeking business expansion funding should be a priority.

- | | | |
|---|-----|----|
| 1. You have a firm understanding of your market? | Yes | No |
| 2. You have opportunities in the wings that outweigh threats? | Yes | No |
| 3. You require more support to fulfil your core business needs? | Yes | No |

If you answered Yes to 2-3 of these questions it seems like it's time to consider expansion funding the grow your business. Check out our article on 7 types of finance you could consider securing your business growth. If you answered No to 2-3 of these questions you are likely doing fine to keep things rolling just as they are for the time being, without seeking outside finance sources.



SCALE UP PHASE 1

Things are trucking along and your business is on the right path. Answer these questions to find out if your current phase of business requires a finance injection.

- | | | |
|---|-----|----|
| 1. You have missed opportunities because of lack of funding? | Yes | No |
| 2. You require more staff to keep up with business demands? | Yes | No |
| 3. You have a firm strategic business plan in place or want to prepare one? | Yes | No |

If you mostly answered Yes you are clearly in need of expansion funding to give your business the best chance of success for the future. If you mostly answered No don't forget it's okay to spin the wheels for a bit and stay put while your business gains strength and market share.

SCALE UP PHASE 2

You are really in the race now and you can feel and see your competitors in your peripheral. Answer these 3 short questions to find out if you should be adding funding sourcing to your To Do List.

- | | | |
|---|-----|----|
| 1. You are finding it hard to compete in the market without more funding? | Yes | No |
| 2. You have had to close profitable operations to manage costs? | Yes | No |
| 3. You are solely funded by debt financing? | Yes | No |

If you're in the Yes camp it's a sure thing that securing more funding should be at the top of your To Do list to give your business the best chance of growth and success. If you're sitting pretty in the No column things seem to be calm for now and you might not need more funding just yet.

Finding the right funding options for your business at the right time is a real balancing act and is not a decision you can make overnight. Chances are there are many variables you will need to consider and ensuring you choose the right form of funding is at the top of this list. Check out our article on [7 Types of Finance to Expand your Business](#) for more tips.



Ingredior has a wealth of experience assisting businesses to manage their strategies and formulate key policies to keep pace with the growth of business operations.

Contact us for a FREE consultation today.



About Us

Ingredior is your 'whole-of-business' multi-discipline approach to strategy and operation activity for businesses in the GROWTH SCALE phase.



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