



# BUSINESS STRATEGY

## DEVELOPING SUSTAINABLE STRATEGY

The majority of SME owners tend to focus their attention on maintaining the day-to-day operations of their business, which is entirely natural. Unfortunately, there is little if any focus on the business's strategies required for continued sustainable growth until it's too late.

**Innovative Solutions Plus** can offer a virtual business development team that can identify areas in the business that are not realising their full potential and help to improve them to build a stronger, sustainable and more profitable future. Our Business Development services are designed to give the business owner that confidence to turn their dreams into reality, along with building on the foundations that you already have in place to make your business more profitable and more valuable.

We have developed tools, resources, skills and the knowledge to help you achieve business performance excellence and have a dramatic and positive impact on your business and your life.

### Strategic Planning:

Every business needs a Strategic Plan otherwise it will drift along with no purpose or drive. To develop the strategic plan, you need to identify the why, what, how and who for your business. A strategic plan would highlight what can your business achieve and what potential is there for growth. To create a vision of where you want the business to be in 3-5 years with a roadmap of how to get you there.

### Business Start-ups:

Starting and running your own business can be a scary experience for first timers, some will handle it with ease, but the majority will need support in some form. One thing is for sure you will be required to wear many different hats and work long hours to fit everything in.

In the first 3 -5 years of any business more than 75% of start-ups fail, research has shown that without proper guidance and support you'll have better odds of winning the lottery than having a successful business.



### Business Value Proposition:

The biggest asset to your business is YOU, which is the difference between your business, and any of your competitors. Whilst many businesses compete for the same market, those that can differentiate themselves have a higher rate for success by delivering innovative service, a higher quality product and meeting clients' needs or wants.

### Business Health Check:

It's essential for every business owner to understand your current business position. The process of reviewing the business, market and product development utilising a SWOT analysis, will assist in identifying the Strengths, Weaknesses, Opportunities and Threats that will affect and drive your business strategy.

### Business Systems:

A common mistake made by business owners is they create an organisation that is entirely reliant on their participation, which adds no value if they leave. Creating a business that works without you is the goal and not merely creating job security. Have you developed an experienced, qualified leadership team who could take over whilst you are absent?

### Organisation Structure/Governance:

Good governance will not guarantee good business performance, but it will provide a robust platform for high-quality processes and meaningful relationships within the business. Every business should strive for high moral and ethical standards with a holistic approach to establish sound corporate governance, and business culture will deliver on the business's visions, mission, values and long-term goals.

### Client Relationships/Market Awareness:

Business's that dedicate themselves to working hard to give their clients superior services and products will produce better financial returns, create managed sustainable growth, be more innovative with their products and are able to establish a differentiator to gain a market advantage over the competitors that do as little as possible.



For more information or a quote contact us today.

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