

Name:

Date:

Class:

Plan for Growth

Skill:

- Application (AP)

Time on Task:

- 50–60 minutes

Goal/Purpose:

- The goal of this activity is to prepare a professional presentation for the class that details one of the topics listed below.

Chapter 18 presents information about growing a business and opportunities to achieve business growth. Your instructor will assign you a topic to present to the class. Using the space provided, identify your assigned topic, and record information from your classmates' presentations. This information may be reported to the class according to your instructor's guidelines, so be sure to provide enough information to facilitate a discussion. When completed, submit them according to the method requested by your instructor.

1. Identify the topic you have been assigned to present.

Answer:

2. Use the following list of topics to take notes about each growth topic.

- a. Plan for Growth and Scaling

Answer:

- b. Controlling Growth

Answer:

- c. Accommodating Growth

Answer:

- d. Opportunities for Growth

Answer:

e. Organic Growth

Answer:

f. Market Penetration

Answer:

g. Market Development

Answer:

h. Global Entrepreneurs

Answer:

i. Product Development

Answer:

j. Inorganic Growth

Answer:

k. Diversification Growth Strategies

Answer:

l. Focus on Finance

Answer:

m. Integrative Growth Strategies

Answer:

n. Additional notes

Answer:

