

# Scale growth strategy analysis for green business

*An analysis guideline activity for your business!*

## ABOUT THIS ACTIVITY

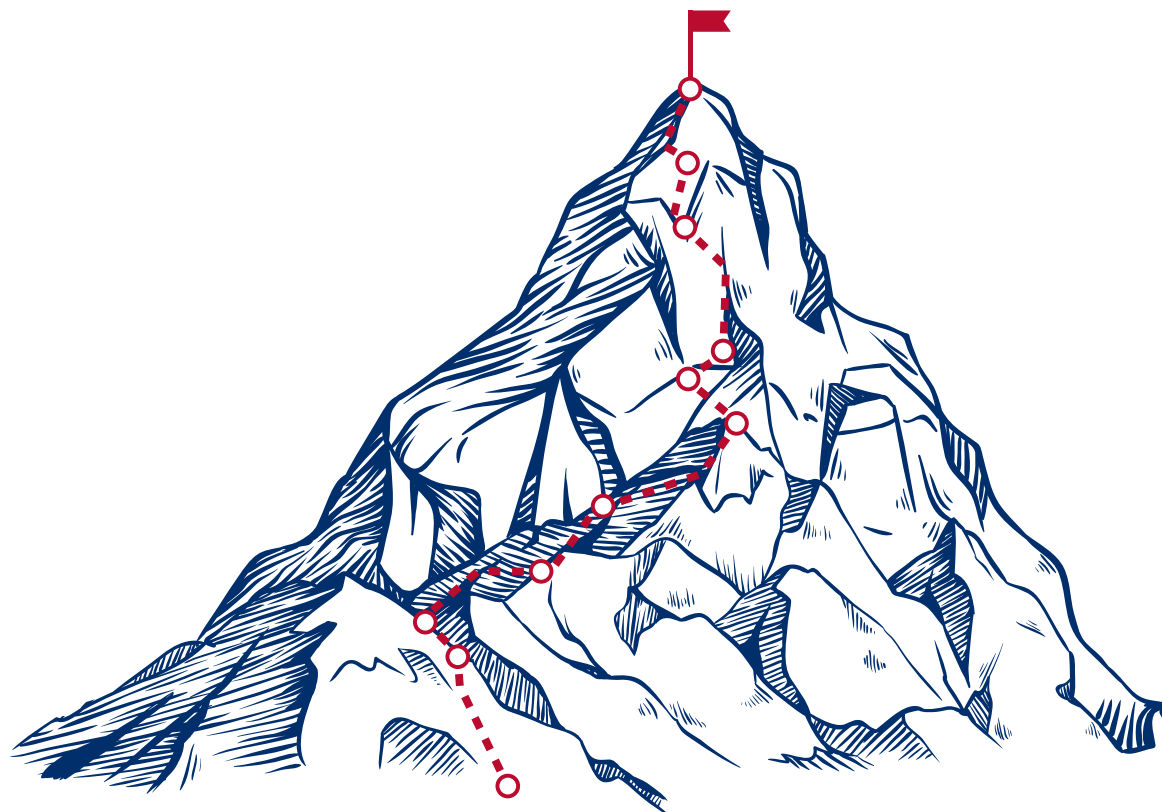


This activity is designed to equip you with the necessary tools and insights needed to navigate this complex field. This activity delves into the intricacies of scaling strategies, offering a comprehensive analysis tailored specifically for green growth businesses.

## OBJECTIVES



This activity aims to foster a deeper understanding of market trends, regulatory frameworks, technological advancements, and sustainability practices, empowering entrepreneurs to make informed decisions that drive growth and contribute to a sustainable future. Whether you're an established green business looking to expand or a budding entrepreneur stepping into the green sector, this activity offers valuable insights to help you on your journey.



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## HOW TO DO THIS ACTIVITY?



### **Identify Your Business Goals**

- 1 Start by clearly defining what you want to achieve with your green business. This could be anything from reducing carbon emissions to creating sustainable products.

### **Understand Your Market**

- 2 Research your target market to understand their needs and preferences. This will help you tailor your products or services to meet these needs.

### **Analyze Your Current Strategy**

- 3 Take a close look at your current business strategy. Identify what's working well and areas that could be improved.

### **Explore Growth Strategies**

- 4 Consider different strategies for scaling your business. This could include expanding to new markets, developing new products, or partnering with other businesses.

### **Evaluate Potential Impact**

- 5 Assess the potential impact of each growth strategy. Consider factors like cost, time, resources, and the potential return on investment.

### **Make a Plan**

- 6 Based on your analysis, create a detailed plan for scaling your business. This should include specific steps, timelines, and resources needed.

### **Implement, Monitor, and Adjust**

- 7 Put your plan into action. Regularly monitor your progress and make adjustments as needed to stay on track towards achieving your business goals.

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## STEP 1. IDENTIFY YOUR BUSINESS GOALS



Start by clearly defining your business goals. What does growth look like for your green business? Are you looking to expand your product line, enter new markets, or increase production capacity? Having clear goals will guide your growth strategy analysis.

### Growth Strategy Analysis Table

#### My Business Vision

*(Start by defining the vision for your green growth business. What is the ultimate goal you want to achieve? This could be anything from becoming a leader in sustainable manufacturing in the ASEAN region to creating a zero-waste product line.)*

My vision is .....

.....

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.....

.....

#### Specific Goals

*(Once you have a clear vision, break it down into specific, measurable goals. These could be short-term or long-term goals. For example, a short-term goal could be to reduce your company's carbon emissions by 20 percent in the next year. A long-term goal could be to generate 50 percent of your energy from renewable sources within five years.)*

#### Short-term goals (1-3 years):

- .....
- .....

#### Long-term goals (5-10 years):

- .....
- .....

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## Growth Strategy Analysis Table (Cont.)

### Goals Alignment with Green Growth Principles

*(Ensure that your goals align with the principles of green growth. This means that they should contribute to economic growth while ensuring environmental sustainability. For example, a goal to increase production should also consider how to achieve this growth in a way that minimizes environmental impact.)*

**My goals are aligned to SDG number .....**

### Stakeholder Expectation

*(Consider the expectations of your stakeholders, including customers, investors, employees, and the communities in which you operate. Their expectations can help shape your goals. For instance, if your customers value sustainably sourced materials, one of your goals could be to increase the percentage of these materials in your products.)*

#### Customer Expectations:

- .....
- .....

#### Investor Expectations:

- .....
- .....

#### (Stakeholder 3) Expectations:

- .....
- .....

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## Growth Strategy Analysis Table (Cont.)

### Review and Refine Your Goals

*[Finally, regularly review and refine your goals as your business grows and the market evolves. This will ensure that your goals remain relevant and continue to drive your business towards green growth.]*

**My evaluation:**

.....

.....

.....

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## STEP 2. UNDERSTAND YOUR MARKET



Conduct a thorough market analysis. Understand the demand for your product or service, identify your competitors, and analyze market trends. This will help you identify opportunities for growth and understand the challenges you might face.

### Market Research Table

#### Conduct Market Research

*(Start by conducting thorough market research. This involves gathering data about the size of the market, the demand for your product or service, and the key players in the market. You can use online resources, industry reports, and market research tools to gather this information.)*

#### Market research result:

.....

.....

.....

.....

#### Identify Your Competitors

*(Identify who your competitors are in the green growth sector. Understand their products, strategies, strengths, and weaknesses. This will help you position your business effectively and identify areas where you can differentiate your offering.)*

**Competitor A -** *(Write competitor's name here: .....)*

- **Products:** .....
- **Strategies:** .....
- **Strengths:** .....
- **Weaknesses:** .....

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## Market Research (Cont.)

### Analyze Market Trends

*(Analyze the trends in the green growth sector. This could include trends in consumer behavior, technological advancements, regulatory changes, and more. Understanding these trends can help you anticipate future changes and adapt your strategies accordingly.)*

#### Market Trends

- **Consumer behavior:** .....
- **Technology advancements:** .....
- **Regulations:** .....
- *(New trends):* .....

### Understand Customer Needs

*(Understand the needs and preferences of your target customers. What are they looking for in a green growth business? What are their pain points? This understanding can help you tailor your products or services to meet their needs.)*

#### Customer Analysis

- **Consumer needs:** .....
- **Consumer pain points:** .....
- *[Other needs]:* .....

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## Market Research (Cont.)

### Evaluate Market Opportunities

*(Based on your market research, identify growth opportunities. This could include untapped markets, emerging trends, or areas where your competitors are not meeting customer needs.)*

#### Market Opportunities

- **Untapped markets:** .....
- **Emerging trends:** .....
- **Blue ocean market:** .....
- *[Other opportunities]:* .....

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## STEP 3. ANALYZE YOUR CURRENT STRATEGY



Take a close look at your current growth strategy. What has worked well? What hasn't? Use this analysis to identify areas for improvement. To evaluate your current strategy, answer the following yes/no questions. Each 'Yes' is worth one point, and each 'No' is worth zero points.

### Current Strategy Analysis Checklist

Does your current strategy align with your business goals?	Yes	No
Is your strategy based on a clear understanding of your market?	Yes	No
Does your strategy differentiate you from your competitors?	Yes	No
Does your strategy address the needs and preferences of your target customers?	Yes	No
Have you seen measurable success (e.g., increased sales, customer growth) since implementing your current strategy?	Yes	No
Does your strategy include plans for scaling and growth?	Yes	No
Does your strategy consider potential risks and have plans to mitigate them?	Yes	No
Is your strategy flexible and adaptable to changes in the market or industry?	Yes	No
Does your strategy incorporate sustainable practices and contribute to positive environmental impact?	Yes	No
Are you able to effectively communicate your strategy to stakeholders (e.g., investors, employees, customers)?	Yes	No

Current Strategy Score \_\_\_\_ / 10

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## STEP 4. INTERPRETING YOUR CURRENT STRATEGY SCORE



Now that you've completed the **Current Strategy Analysis Checklist**, it's time to interpret your scores. Refer to the **Green Growth Strategy Evaluation Scorecard and Follow-up Actions Table** below to identify the status of your green business based on each score. This reflection exercise encourages you to improve your green growth efforts. You can use the score to identify gaps in your current strategy and make improvements.

### Green Growth Strategy Evaluation Scorecard and Follow-up Actions Table

Total Score	Strategy Status	What should you do next?
0-4	Let's find a mentor!	Your strategy needs significant improvement. Consider seeking advice from a business strategist or mentor to help you develop a more effective strategy.
5-7	You're on the right track!	Your strategy is on the right track, but there are areas for improvement. Consider the questions that you answered "no" to and how you might adjust your strategy to address these areas.
8-10	Your business stands strong, champion!	Your strategy is strong and well-aligned with your business goals and market. Continue monitoring and making adjustments as necessary.

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## STEP 5. EXPLORE GROWTH STRATEGIES



Research and explore different growth strategies. This could include strategies like market expansion, product diversification, partnerships, or acquisitions. Consider how these strategies align with your business goals and the insights from your market analysis.

### Green Growth Strategy Brainstorming Table

Growth Strategy	Description	Potential Benefits	Potential Challenges
<i>(List the growth strategies you are considering. These could include market expansion, product diversification, partnerships, or acquisitions.)</i>	<i>(Provide a brief description of what each strategy entails.)</i>	<i>(Identify the potential benefits of implementing each strategy. How could it contribute to the growth and success of your business?)</i>	<i>(Identify any potential challenges or obstacles you might face in implementing each strategy. How might you overcome these challenges?)</i>

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## STEP 6. EVALUATE POTENTIAL IMPACT



For each potential growth strategy, evaluate the potential environmental and social impact. Tools like carbon footprint calculators and sustainable resource usage trackers can be useful here. Remember, as a green growth business, your goal is not just financial growth, but also positive environmental and social impact.

### Carbon Footprint Calculator

*Start by quantifying the environmental impact of your business using a carbon footprint calculator. These tools help you measure the total greenhouse gas emissions caused directly and indirectly by your business.*

*Here's how to use one:*

- Visit a reputable online carbon footprint calculator. Examples include the U.S. Environmental Protection Agency's Greenhouse Gas Equivalencies Calculator and the World Wildlife Fund's Footprint Calculator. Access it [here](#).
- Input the necessary information about your business activities. This could include energy usage, transportation methods, waste production, etc.
- The calculator will provide an estimate of your business's carbon footprint. Use this information to identify areas where you can reduce emissions.

### Sustainable Resource Usage Trackers

*Next, track your business's resource usage to ensure sustainable practices. Here's how to use a sustainable resource usage tracker:*

*Here's how to use a sustainable resource usage tracker:*

- Choose a tracker that suits your business needs. This could be a water usage tracker for businesses heavily reliant on water, or a raw material tracker for manufacturing businesses. Here are some trackers you can use:
  - [Sustainable Resource Usage Tracker](#)
  - [SDG Tracker](#)
  - [Sustainable Development Goals Tracker for SDG 12](#)
- Input the necessary information about your resource usage. The tracker will provide insights into your resource consumption and highlight areas for improvement.

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## STEP 7. MAKE A PLAN



Based on your analysis, create a detailed growth strategy plan. This should include the growth strategies you've chosen, the steps you'll take to implement them, and how you'll measure success.

### Green Growth Planning Table

Growth Strategy	Description	Implementation Steps	Timeline	Key Performance Indicators (KPIs)
Define the growth strategies you've chosen. These could be market expansion, product diversification, partnerships, or acquisitions.	Provide a brief description of what each strategy entails.	Outline the specific steps you'll take to implement each strategy. This could include tasks such as conducting further market research, developing new products, reaching out to potential partners, or seeking funding.	Create a timeline for each implementation step. This will help you stay on track and ensure that all tasks are completed in a timely manner.	Identify the KPIs you'll use to measure the success of each growth strategy. These could be financial metrics (like revenue or profit margins), customer metrics (like customer acquisition or retention rates), or operational metrics (like production volume or efficiency).

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## STEP 8. IMPLEMENT, MONITOR AND ADJUST



Finally, implement your growth strategy plan. Monitor your progress and be prepared to make adjustments as necessary. Remember, scaling a business is a dynamic process and requires flexibility.

By the end of this activity, you should have a comprehensive growth strategy plan for your green growth business, backed by thorough analysis and clear action steps. Remember, the key to successful scaling is not only strategic planning but also continuous learning and adaptation.



With your scale growth strategy analyzed, it's time to find suitable funding in our final activity.