

A Masterclass on STRATEGIES FOR SME GROWTH

20 NOVEMBER 2024: VIRTUAL MODE
0930 - 1300 HRS



INTRODUCTION

In today's highly competitive marketplace, strategic planning is the engine that powers business growth. For small and medium enterprises (SMEs), having the right strategy is critical for survival and sustainable success. Many SMEs struggle with scaling up, often because they are unable to adapt the right strategy to the ever-evolving challenges of the business landscape.

This seminar will provide SMEs with the tools and insights they need to craft strategies that align with their current business stage. This will enable them to navigate challenges and seize growth opportunities.

OBJECTIVES

The seminar aims to provide SMEs with a comprehensive understanding of the **key growth strategies** required at various stages of their business journey. Many small and medium enterprises (SMEs) face difficulties scaling up due to strategic misalignments and unseen challenges. This session will offer participants actionable insights into:

- Identifying the current stage of their business and aligning their strategy accordingly.
- Recognising and avoiding common pitfalls that can derail growth.
- Understanding how businesses can sustain long-term success by shifting their strategic focus at the right time.
- Learning from real-world examples of both successful and unsuccessful organisations.

AGENDA

1. Introduction to current SME growth.
2. Why Do Some Start-ups Fail While Others Succeed?
3. Business Growth Patterns
4. Strategic Priorities for Growth
5. Common Pitfalls and Illusions
6. Decoding Success and Failure Through Case Studies

TARGET AUDIENCE

- SME Owners and Entrepreneurs
- Business Leaders and Managers
- Start-up Founders
- Investors and Advisors
- Business Consultants

FACULTY

Mr LS Kannan

Director, CSense Management Solutions Pvt. Ltd.

KEY TAKEAWAYS

1. **Clarity on Business Stage Identification:** They will learn how to identify where their business stands and what that implies for strategic planning.
2. **Strategic Focus for Growth:** They will understand the evolving priorities businesses must address as they progress through different growth phases.
3. **Pitfalls to Avoid:** Participants will discover the common traps and illusions that often prevent entrepreneurs from scaling their businesses successfully.
4. **Real-World Case Studies:** They will be able to analyse practical examples of businesses that succeeded and failed, extracting lessons applicable to their own companies.
5. **Actionable Strategies for Scaling:** Participants will develop a tailored approach to accelerate growth and sustain their businesses over the long term.

FEE:

CII Member fee 2,000/- + 18% GST

CII Non-member fee 3,000/- + 18% GST

- The NEFT payment or Demand Draft should be drawn in favour of 'CII Institute of Quality' payable at Bangalore and sent to CII Institute of Quality, Bengaluru
- Participation fee has to be remitted in advance.

FOR REGISTRATION, CONTACT:

Jayashree Das,

M: +91 99019 71214

E: jayashree.das@cii.in

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