



Business Insights

Your Business:

Growing, Financing, Transitioning

Small Business Week™
October 2018





Strategies for Growth: *Scale-up your business*

Why do some businesses
take off while others don't?

- Strategies from a May 2018
BDC study of Canada's
leading SMEs





BDC is the only Bank
exclusively dedicated to
entrepreneurs



**BDC can help
entrepreneurs
execute their
growth strategies**

Loans

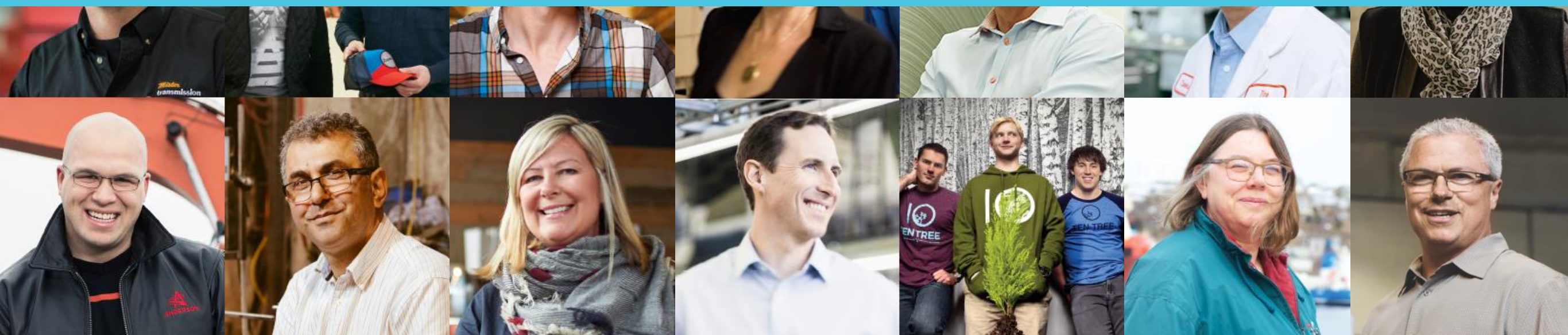
To help entrepreneurs without putting pressure on their cash flow.

Advisory Services

To help businesses gain a new competitive edge.



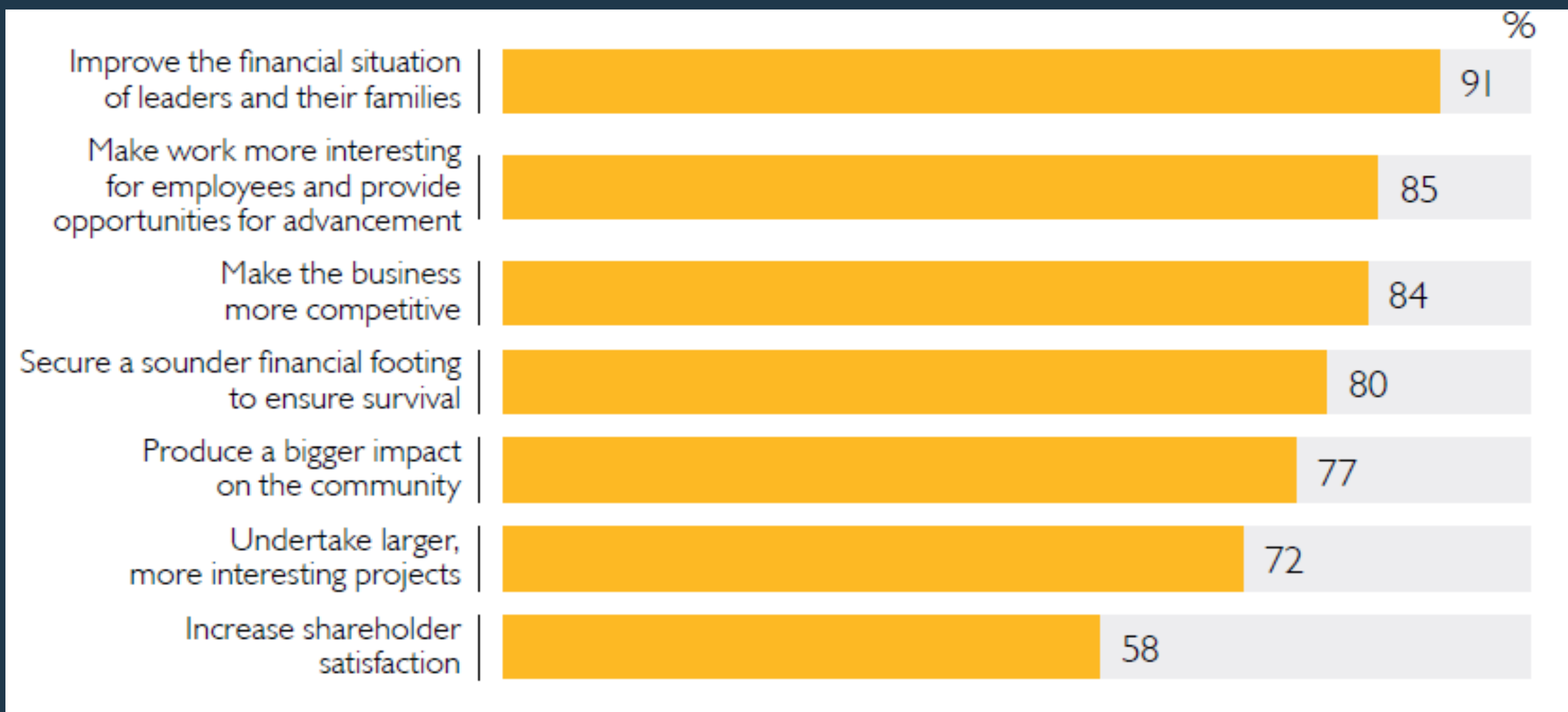
56,000 entrepreneurs





Why grow?

Benefits to leaders, employees and the community





Growth strategies that set apart top-performing SMEs*

1 People first

2 Focus on growth

3 Innovate

4 Export

5 Productivity & profitability

6 Invest

** Based on sales growth & profit margin*



1. **People focus:** **clients,** **employees**



Be a client-centric business

HOW they do it...

Get to know your clients well, what are their values, attitudes, interests

Conduct research

Have a continuous improvement plan in place to create value for clients



Employees -

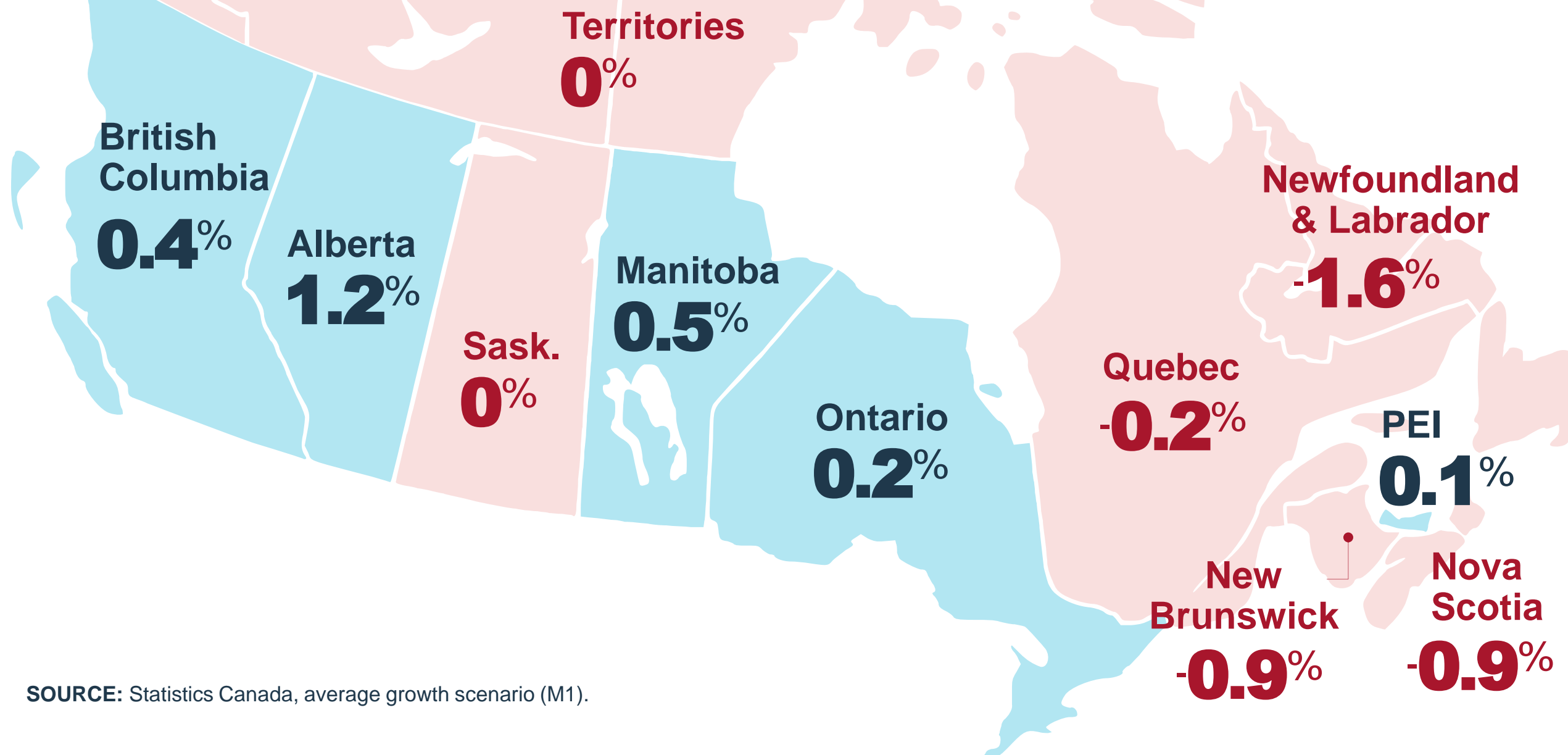
55%

of growing businesses
have difficulties hiring &
retaining qualified people



Workforce growth is negative in many parts of the country

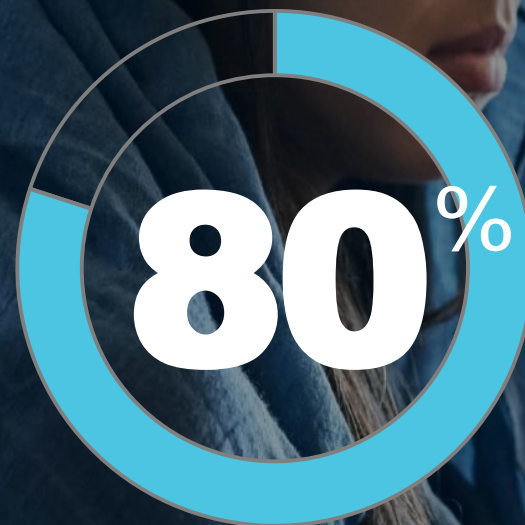
Expected working age population growth, by province and territory



SOURCE: Statistics Canada, average growth scenario (M1).



Immigration will support the growth of Canada's active population



of the increase in population will be attributable to international immigration in 2032

SOURCE: Statistics Canada.

Strategies for changing demographics

Aging workforce

- Create a more flexible workplace
- Encourage mentorship
- Improve benefits & compensation

Millennials

- Position your business on social media
- Partner with schools
- Invest in training
- Recognition & Internal leadership development

Immigrants

- Reach out to specific communities
- Adjust your training
- Rethink your recruitment process



2.

Focus on growth, have a plan

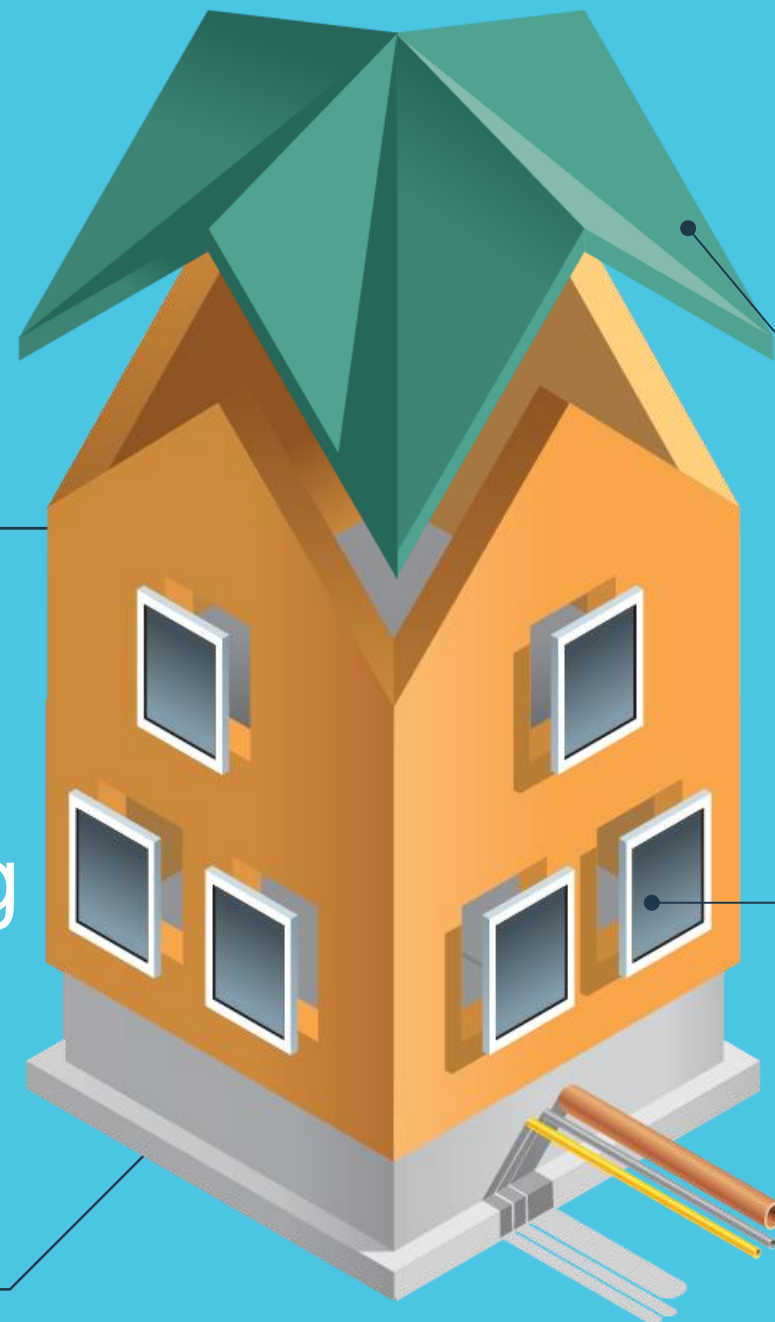
70%

**of
successful
SMEs
have an
action plan**

A good action plan

- The people
- The money
- The marketing

Willingness to grow




**Invest in
productivity
and innovation**

**Surround
yourself with
the right people**



3. Innovate



A woman with dark hair, wearing a blue and white polka-dot shirt, is focused on working on a small, white, cube-shaped electronic device. She is using a blue-handled screwdriver to adjust a component on the device. The background is a blurred workshop or office environment with various cables and equipment. The overall tone is professional and innovative.

80%

of growing SMEs
**attribute their
success to their
ability to innovate**



Stay on top of your game, **innovate**

HOW they do it...

Offer new products and services more often

Adopt new technology more quickly

Improve their processes and enhance efficiency



4. Export





Open to the world

& selling around the globe



of Canadian
exporting SMEs
**employ fewer
than 20 people**



5.

Greater productivity, efficiency & profitability





Greater, **efficiencies and profitability**

HOW they do it...

Focus on profit margin not just revenue

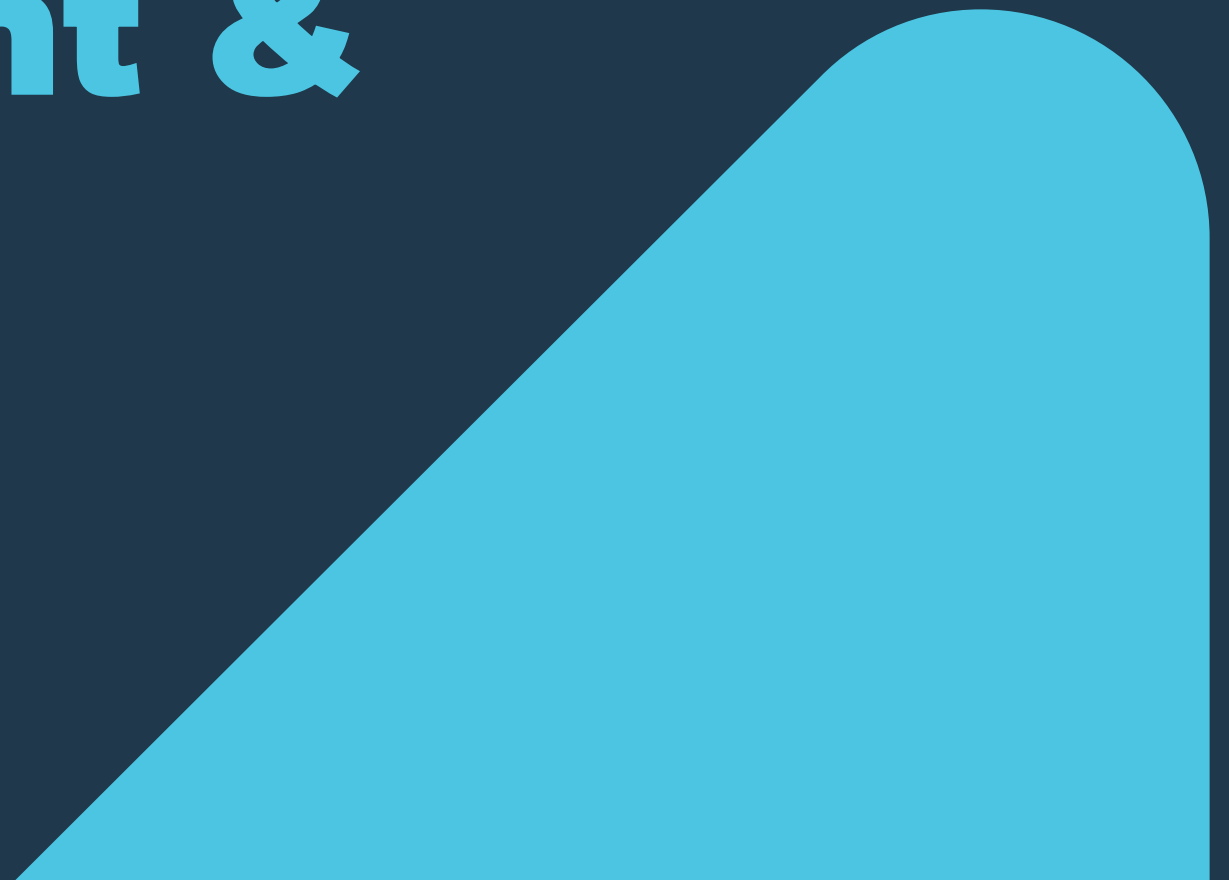
Review your workflow & document your processes

Enlist 3rd party advice, from staff, consultants

Get leaner, continuous improvement



6. **Invest** **in equipment &** **technology**





75%

of growing Canadian
businesses invest in
facilities, equipment and
advanced technologies

Technology boosts competitiveness



53%

Improved customer
experience



44%

Improved
productivity



37%

Increase in
revenues

Strategies for digitization

E-commerce

- Build your online presence
- Use social media
- Learn how to attract customers online
- Measure success
- Continuous improvement

Automation

- Map out your business processes
- Involve your employees
- Shop around before buying technology
- Use independent 3rd party advisors

Data economy

- Use data tools like Google Analytics
- Personalize your offerings
- Get a CRM system
- Improve your efficiency with dashboards



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Thank you!

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