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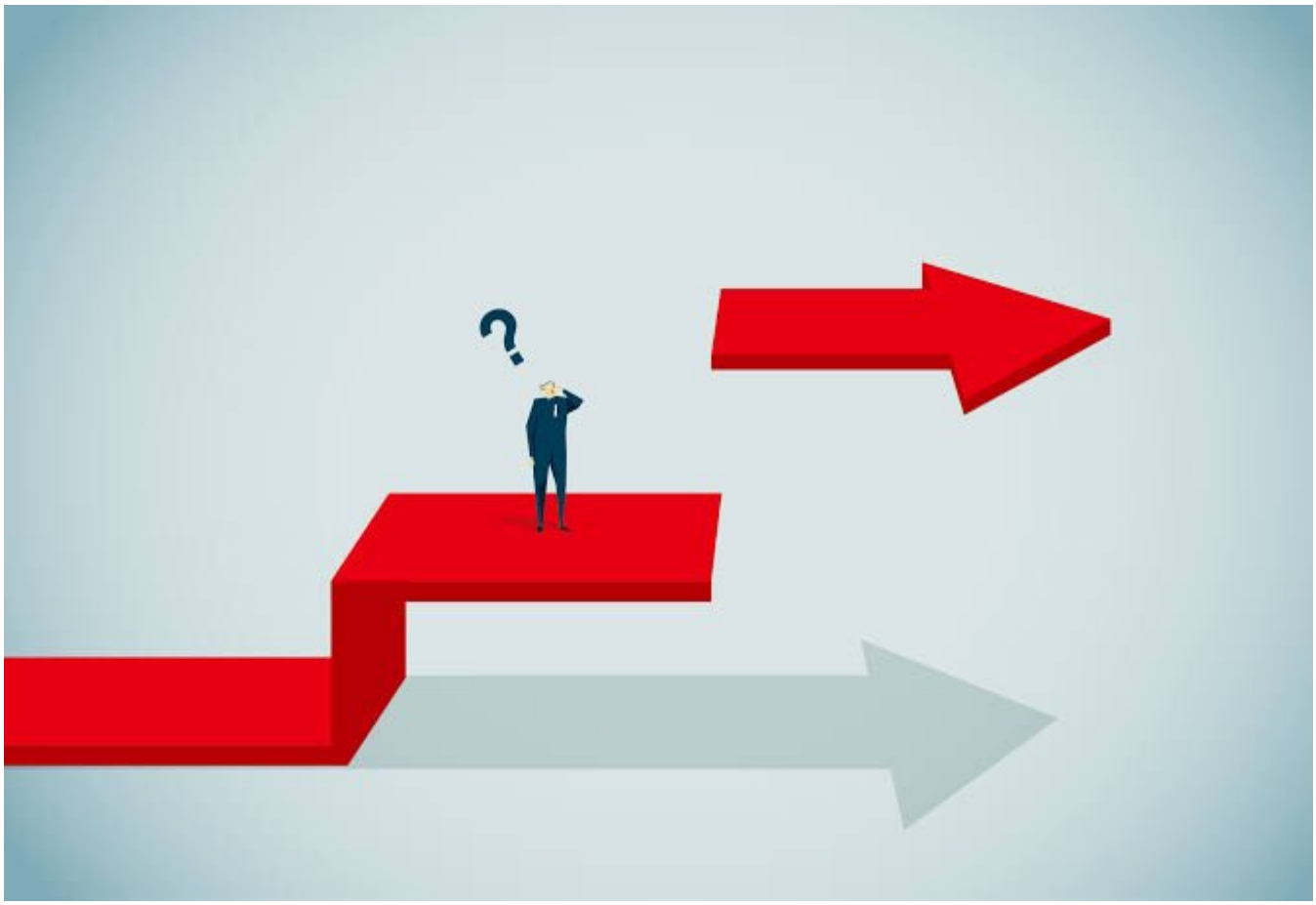
5 PLANS TO SCALE UP YOUR BUSINESS IN 2021.

Last year was a horrible year for business owners especially MSMEs.

Most companies are striving to stay in business, some are just on the verge of bankruptcy while others have been brutally battered by uncertainties & downward curves.



But let's analyze some factors to consider while making Executive Plans this year.

1. After the epic disruption of businesses by covid-19, firms need to understand that old ways are failing now. And the best approach to seek is to embrace this GLOBAL CHANGE.

If change is already happening in your business, why not get ahead of it?

When you do so, you're using one stone to kill two birds- adapting to change & solving problems.
People are welcome to new innovation, they just need a reason to believe it. Embrace the change

2. No business or business model is immune from this catastrophe.
Reason: The customers' needs & their problems are in a constant state of change.

Your customers' needs are a top priority. Focus on understanding how your CUSTOMERs react. A simple Q&A session will go a long way.

More often than not, staying in tune with the customers' needs & the problems you can solve is important. It is the gateway for future growth and innovation.

3. Certain people believe that the formation of a company should not be to make profit alone but to socially & economically IMPACT THE SOCIETY.

We need reliable firms to lead women's developmental programs, champion drug free education, encourage young entrepreneurs etc.

4. Even in difficult circumstances, the best of us need a voice to calm our nerves and say- "everything will be fine".

As the MD/CEO, you need to show some confidence, courage & optimism despite the odds. Influence your employees- act like everything is under control.

5. If what makes one succeed is hard work, bit everybody will be millionaires now. But it is not, you have to WORK SMART to be smartly successful.

Working smarter is about leveraging the talents of people and collaboration.

Working smarter include; Leverage the internet to connect with your potential customers, leverage every available technology to optimize the distribution of your goods and services, as well as payment methods. It is that easy!

I hope to see you implement these plans.
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