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# BUSINESS GROWTH – STRATEGIC OPTIONS

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Is your writing business ready to grow or expand in particular direction? Available Options:

## Option 1

You can monitor the current activities and costs of the business and look at the concept of horizontal and vertical integration - Growth Strategies – how a business grows internally and externally. Horizontal integration looks at expanding the business at the same level as the value system. Growing **horizontally** like this is the process of producing more products or by products using the existing systems/processes that are already in place. **Vertical** Integration which can be either forward or backward, looks at expanding into another level of the business in the value system. This might mean buying outlets in order to sell your products (forward) or buying your supplier or a competing supplier (backward).

## Option 2

Your business can look at using lower priced substitute products as alternative products. There might be no switching costs involved in this for example changing production equipment (how you produce your product).

## Option 3

You can look at managing the linkages between the value chains of suppliers and your own company's value chain. By having a close relationship between the supplier and the company, it can allow for a Just in Time deliveries (**JIT**) that can lower the inventory (stock) levels and internal logistics cost.

## Option 4

You can co-operate with forward members of the chain to create opportunities to reduce costs. Why not look at more economical distribution methods (relating to Option 1 forward Integration).