WHAT FASTER-GROWING MID-SIZE BUSINESSES DO DIFFERENTLY

A faster-grower is a business that expects 5% - 60% nominal growth in FY2015-2016

MANY MID-SIZE BUSINESSES FALL INTO ONE OF TWO CAMPS

faster-growers are

Those struggling to grow and those struggling with growth. Our study uncovered the key characteristics of fast growers, and the four growth engines to power them forward in the years ahead.

DYNAMIC, AGILE ENTREPRENEURIAL NCREASINGLY **AMBITIOUS IN THEIR** AND <u>FLEXIBLE</u> PURSUIT OF GROWTH AND INNOVATIVE XPORT ORIENTED faster-growers identify as faster-growers areas of concern **60**% An industry Mature Inderstaffed Frustrated Well-managed Stable with hanks leader busines

What faster-growers do differently

MANY FASTER-GROWING MID-SIZE BUSINESSES ARE POWERED BY SELF-CREATED ENGINES, PIONEERED AND DEVELOPED THROUGH BOLD GROWTH STRATEGIES INCLUDING:

New products & services

They are closer to their customers and actively invest and manage their product development strategy, pipeline and process.

New markets

Think differently about new markets. In an increasingly digital world, companies can make a leap from local to global much earlier and easier.

New technology

They invest in new technology in a timely way and see staying abreast of technology as a competitive edge.

New acquisitions

Leverage the benefits of acquisitions i.e. new resources (cashflow and/or skills), business synergies, risk diversification, economies of scale or direct access to new markets.



Grant Thornton Australia Ltd is a member firm of Grant Thornton International Ltd (GTIL). GTIL and the member firms are not a worldwide partnership. Services are delivered by the member firms. GTIL and its member firms are not agents of, and do not obligate one another and are not liable for one another's acts or omissions. Please see www.grantthornton.com.au for further details.