

How to Grow a Business Systematically

Sun, 02/16/2020 - 08:14 — Chris **Event Date:** Tue, 02/18/2020 - 07:30 - 09:00

Location: Harford Community College, Bel Air, MD

The number one reason 96% of businesses fail within their first ten years is cash flow, according to Bill Carmody from Inc.com. Some have heard “Cash is King”, as a small business owner, I can attest that is absolutely true. How does one generate cash, i.e. enticing customers to buy your product or service? We’re going to talk about that at the “System Growth Strategies” upcoming presentation. We’ll cover the key characteristics of a successful strategy, talk about how Starbucks failed to grow in Australia, and introduce some companies that successfully grew their businesses. Hope to see you there!

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Links:

[1] [http://ceptara.com/sites/default/files/20200218 System Strategic Growth Handout.pdf](http://ceptara.com/sites/default/files/20200218%20System%20Strategic%20Growth%20Handout.pdf)