



COST-EFFECTIVE WAYS TO SCALE UP SMALL AND MIDSIZED BUSINESS

BEFORE YOU SCALE YOUR BUSINESS

Evaluate your business.


 Where is your business now and what can you do better?

 Is it ready for growth?




Clearly define your business goals.

 How do you want your business to grow?

 Where do you see your business in three, five or even 10 years?

Have a niche market.

 What makes your business unique?

 Where is there unmet demand in your industry?




Identify your competition.

 What are you offering that sets your business apart?

 What are your competitors failing to do?

Have a focused brand.

 What do you offer and why do customers like you?





 What problem are you solving?



HOW TO SAVE MONEY WHEN SCALING YOUR BUSINESS

-  Allocate your budget in the right areas. Spend wisely.
-  Don't skimp on your core product or service offerings.
-  Utilize SEM, SEO and social media to build your brand and develop low-cost leads.
-  Use the right tools and emphasize the importance of training. Instill a sense of ownership and pride in team success.
-  Focus on hiring quality over quantity and equip employees with the tools and training they need to accomplish more with fewer people.
-  Eschew traditional, expensive long-term leases. Look into amenity-rich, low-cost coworking solutions.

HOW TO SAVE MONEY WHEN SCALING YOUR BUSINESS

-  You can quickly increase headcount with a turnkey office solution.
-  Desk+ memberships start for as low as \$129 a month.
-  Employees immediately have access to a secure premises and top-tier amenities.
-  No need to worry about setting up internet or paying for a long list of utilities/maintenance.

Reduce Your Expenses by Scaling Up
Using Coworking Space
Book a Tour of MAC[®] by Calling (480) 582-2200

