

Growing and Expanding Your Business

Once you are successfully operating your business and see some consistent profits, it may be time to consider expanding. Here are some important questions to ask yourself when thinking about how you can grow and expand your business:

1. How will I finance the growth and expansion?
2. How will I recruit and train new staff to accommodate the expansion?
3. How can advertising help me grow and expand?
4. Will moving my business help me grow and expand?

Point to consider during growth and expansion:

1. You can't do it all yourself. You have to learn to let go of some of the responsibility.
2. Expanding too quickly can lead to problems and sometimes even business failure.
3. Updating your business plan regularly is a great tool for business growth and expansion.

Defining expectations is key.

A sound business plan is your first step. To build one, especially one that will get you the financing you need, contact our Small Business Development Center. They will help you build a sound foundation on which to take the next step. To begin the process, call the SBDC at 740-

Expanding your operations may mean a move.

If you are looking for a list of available properties for possible business expansion in Coshocton County, a comprehensive list can be found at www.coshoctonportauthority.com

While this list is usually kept current, all sites may not be posted, so be sure to call the Port Authority at 740-622-7005 to check the latest in property availability.

Taking the first steps while minimizing investment and risk.

Business Incubator space at the Coshocton Progress Center, home of the Coshocton Port Authority, is available for qualifying companies. Utilizing an incubation space is a safe way to test the market, transitioning into your expansion, without biting off more than you can chew financially or operationally. Rent can be at a reduced in some cases to help with your growth plans. For more information, contact Coshocton Port Authority at 622-2005 or visit www.coshoctonportauthority.com

Creative financing and a good incentive package may be the key.

Coshocton Port Authority offers financing assistance to qualified businesses meeting predetermined criteria and participating in business planning programs. Once your expansion plan is firm, call 740-622-7005 to get your best incentive package.

Creating value in your customers' eyes will ensure ongoing success.

And that is done by creative marketing. In our locale, there are a number of firms who can help you build and grow local customers. For more information, and available resources, view/download the document entitled Business Marketing.

**For more information contact us at 74-0-622-7005 or check out our website at
www.coshoctonportauthority.com**