

The Advisory Firm

Get expert direction and grow your business. The Advisory Firm brings both experience and proven strategies to ensure your business develops a competitive edge. Understand the future by planning for it.

Grow Your Business

The Grow Your Business Program is a State Government funded initiative. A two stage process designed to be flexible to meet the needs of individual businesses and thus requires a degree of "strategic thought" aimed at identifying the program goals.

The *Business Strategic Review* is a chance to gain a valuable insight into areas of operation and is designed to:

- identify a company's immediate past and present position
- illustrate strengths, weaknesses, opportunities and threats
- identify and prioritise areas that require attention or change

This "situational analysis" can also be directed to specific issues such as Production/Process, Finance, Export and Marketing, e-Business, Human Resources, Training, Environment.

Outcomes can form the basis of a comprehensive action plan.

The *Business Development Plan* will assist organisations to pinpoint where they want to go and how they are going to get there. The strategic nature of this assistance allows the business to identify and develop processes that will assist in attaining their overall objectives and identify further opportunities and put together a comprehensive plan for the future.

Eligibility Criteria

The principle criteria for assistance are:

- ★ a company is financially viable with a base in Victoria
- ★ it has export and/or import replacement potential

To be eligible for individual funding under the Grow Your Business program, businesses should:

- ★ be based in Victoria, or intend to locate in Victoria
- ★ have management strengths
- ★ be financially viable
- ★ be committed to strategic planning and growth
- ★ should have commitment to innovation and/or potential for export/import replacement
- ★ have been trading at least 12 months, or
- ★ be an exceptional new business that has been trading at least six months, and has a professional business plan

Nature of Assistance

Strategic Review - Eligible individual businesses can apply for a grant of 75% of total project cost up to a maximum of \$4,000.

Business Plan - Eligible individual businesses can apply for a grant of 50% of total project cost up to a maximum of \$7,500.

