**Center University of Abd Lhafid Boussouf Mila**

***Department of Economic Sciences and Commercial and***

***Science of Management***

**Level: Master 2**

***Text 07:***

***Strategies To Manage Business Growth***

 Managing business growth can be a difficult time for your company. However, a perfect managing business growth and realizing the full benefits in a growth environment are not simple tasks. Here are four strategies to fast-growing company: **(§ 1)**

**1. Hire the right team.**

The employees you hire are the makers of the future success of your business. Your team should reflect the ultimate vision of your company and represent the values, beliefs, behaviors and experiences that make up your business’ work environment. **(§ 2)**

**2. Keep your finances in check.**

 Adopting a new budget plan and reallocate money where needed to avoid the risk of mismanaging your finances. It is good to set benchmarks, forecast your business’s upcoming finances, profits and sales, and stay organized. It’s easier to face business costs and limit the number of financial surprises if you plan. **(§ 3)**

**3. Use working capital.**

Businesses need to maintain working capital to keep growing and maturing. A working capital financing loan can supply you with the supplementary funding needed to accommodate new orders, build inventory, update your production equipment, expand your office space and hire additional team members. **(§ 4)**

**4. Focus on your strengths.**

 It’s essential to capitalize on whatever factors make you stand out from your competitors and identify and focus on your target audience and their needs. Utilizing data and business analytics tools can help you to gain further insight into your business’ strengths and weaknesses. **(§ 5)**

***Questions***

1. ***Find the opposites of each word ( from the text)***

Weaknesses≠ …………………….… (5) Lose ≠ …………………. (5) Easy ≠ …………………………….. (1) Purchases ≠ …………… (3)

***2- Find the synonyms of each word (from the text) :***

 Income =…………………… (1)

 Gain = …………………..…….(1)

 Employ =…………………...….(2)

 Group = …………………. (2)

Extend = ………………….….(4)

 Provide = …………….……….(4)

***3- Say if the followin statements are true or false :***

1. Focus on your strengths helps you stand out from your competitors and identify your target audience. …………………….
2. It’s difficult to achieve a manage business growth. ………………..
3. Hire new strong employees does not mean having a successful future…………………..

***4- Answer the following questions :***

1. What are the strategies of managing business growth?

…………………………………………………………………………………………………………

1. What should you use to focus on your strengths in managing a business

…………………………………………………………………………………………………………

* **Translate the text into Arabic** ترجم النص إلى اللغة العربية

**للحفظ :**

* **There are four strategies to grow a company: • هناك أربع استراتيجيات لتنمية الشركة:**
1. Hire the right team.  **1. تعيين الفريق المناسب**
2. **Keep your finances in check. 2. حافظ على اموالك في الاختيار.**
3. Use working capital. **3. استخدام رأس المال العامل.**
4. **Focus on your strengths4. التركيز على نقاط القوة الخاصة بك**

**Answers**

**1- Find the opposites of each word ( from the text)**

Weaknesses≠ strengths (5) Easy ≠ difficult (1)

**2- Find the synonyms of each word (from the text)**

Gain = benefits (1)

Employ = work .(2)

Group = team(2)

 **3- Say if the following statements are true or false :**

a- Focus on your strengths helps you stand out from your competitors and identify your target audience. **True**

b- It’s difficult to achieve a manage business growth. **True**

c- Hire new strong employees does not mean having a successful future **False**

**4- Answer the following questions :**

a- the strategies of managing business growth Hire the right team, **Keep your finances in check,** Use working capital and **Focus on your strengths**

b- to focus on your strengths in managing a business **you should** utilize data and business analytics tools can help you to gain further insight into your business’ strengths and weaknesses.