

Business life cycle

Stage	Strategic Focus	Investment Needs	Revenue Trends	Profit Trends	Critchleys Services Required
Start up	<ul style="list-style-type: none"> market entry revenue growth 	<ul style="list-style-type: none"> launch and start-up costs investment in working capital 	<ul style="list-style-type: none"> high growth/could be grant funded to start with 	<ul style="list-style-type: none"> expect losses 	<ul style="list-style-type: none"> Business advice and strategic planning Corporate finance Management accounting – incl CoSec Outsourcing – incl Payroll Tax – some corporate and/or personal VAT
Early successes	<ul style="list-style-type: none"> customer acquisition customer retention (raising further investment to expand further) 	<ul style="list-style-type: none"> working capital (funds for new markets) 	<ul style="list-style-type: none"> high growth 	<ul style="list-style-type: none"> profits emerge 	<ul style="list-style-type: none"> Accounts Business advice and strategic planning Corporate Finance to raise more funds Financial planning Management accounting – incl CoSec Outsourcing – incl Payroll Tax – corporate and/or personal
Sustained success	<ul style="list-style-type: none"> customer retention business diversification return to shareholder 	<ul style="list-style-type: none"> reduced business should be generating free cash flows 	<ul style="list-style-type: none"> steady 	<ul style="list-style-type: none"> strong 	<ul style="list-style-type: none"> Accounts Audit Business advice and strategic planning Corporate finance Financial planning Management accounting – incl CoSec Outsourcing – incl Payroll Tax – corporate and/or personal VAT
Maturity	<ul style="list-style-type: none"> ensuring customers expand beyond the existing loyalty base exit strategy 	<ul style="list-style-type: none"> business renewal areas acquisitions 	<ul style="list-style-type: none"> stable 	<ul style="list-style-type: none"> stable or decline 	<ul style="list-style-type: none"> Accounts Audit Business advice and strategic planning Corporate finance Financial planning Management accounting – incl CoSec Outsourcing – incl Payroll Tax – corporate and/or personal VAT
Decline	<ul style="list-style-type: none"> exit reversal of fortune possibly rejuvenation succession 	<ul style="list-style-type: none"> capital erosion capital needed for rejuvenation 	<ul style="list-style-type: none"> decline 	<ul style="list-style-type: none"> decline 	<ul style="list-style-type: none"> Accounts Business recovery Corporate finance Financial/Succession planning Management accounts Tax