

**Key Vocabulary**

**Organic Growth** – growing through internal growth

**Innovation** – adapting existing products to develop improved versions

**R&D** – research and development. The activities to research and develop new products

**Marketing Mix** – the 4 Ps: Price, Place, Product, Promotion

**Inorganic growth** – growing through mergers or takeovers

**Merger** – when two firms mutually join together

**Takeover** – when one firm buys another one

**PLC** – Public Limited Company. A business that sells its shares on the stock exchange

**Retained profit** – profit left after the business has paid dividends and taxation

**Selling assets** – the sale of items the business owns

**Loan capital** – finance received from a bank when taking out a loan

**Share capital** – the money invested into a business by shareholders

**Core Knowledge**

A business can grow internally by expanding its own activities, i.e. opening more outlets, selling more, targeting new markets or increasing the range of products.

External growth is quicker but more expensive and riskier.

Mergers & takeovers could be between competitors, suppliers, customers or unrelated businesses.

A business may choose to finance growth through becoming a PLC and selling shares on the stock exchange.

A quicker way to open lots of outlets is through offering franchises – when you allow entrepreneurs to use your business name.

Larger firms benefit from economies of scale, so can reduce their unit costs.

Growing too large can increase costs and lead to diseconomies of scale.

**Misconceptions**

- Not all businesses are companies
- Not all companies are PLCs
- Not all takeovers and mergers are allowed to happen

**Application**

The planned merger of Sainsbury and ASDA – was not allowed

Iberia and British Airways merger

Sainsbury and Argos merger

Quote from the founder of Iceland “businesses can’t stand still”

**Topic Links**

**Ownership** – knowing what a private limited company is

**Sources of finance** for small businesses – most of these are available for growing businesses too

**Interest rates** – the rate will affect the cost of borrowing

**Economic influences** – the state of the economy will impact whether a business can grow

**Marketing Mix**