

# Achieving exponential growth

*Changing the game – from commoditised to branded*

February 2023

# Questions that companies grapple with in a 'commoditized' market

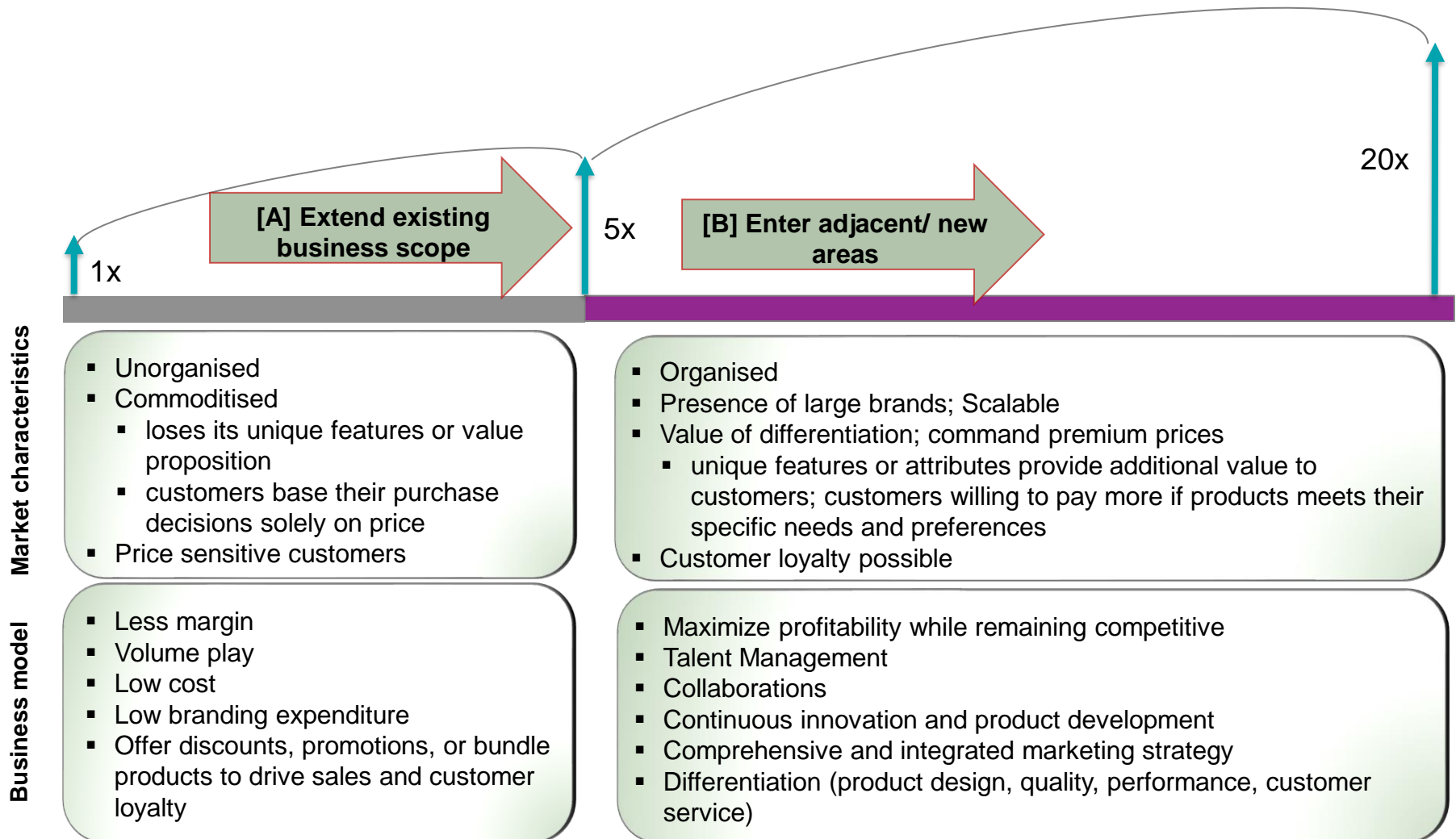
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1. What is our future growth **potential**?
2. What will be the **contribution** of existing and new business in future growth?
3. Which **growth levers** can we use, in existing, and in new business?
4. How do we **compete** and grow profitably?
5. Which **enablers** are required for future growth?



# Growth framework | Visualizing your growth journey

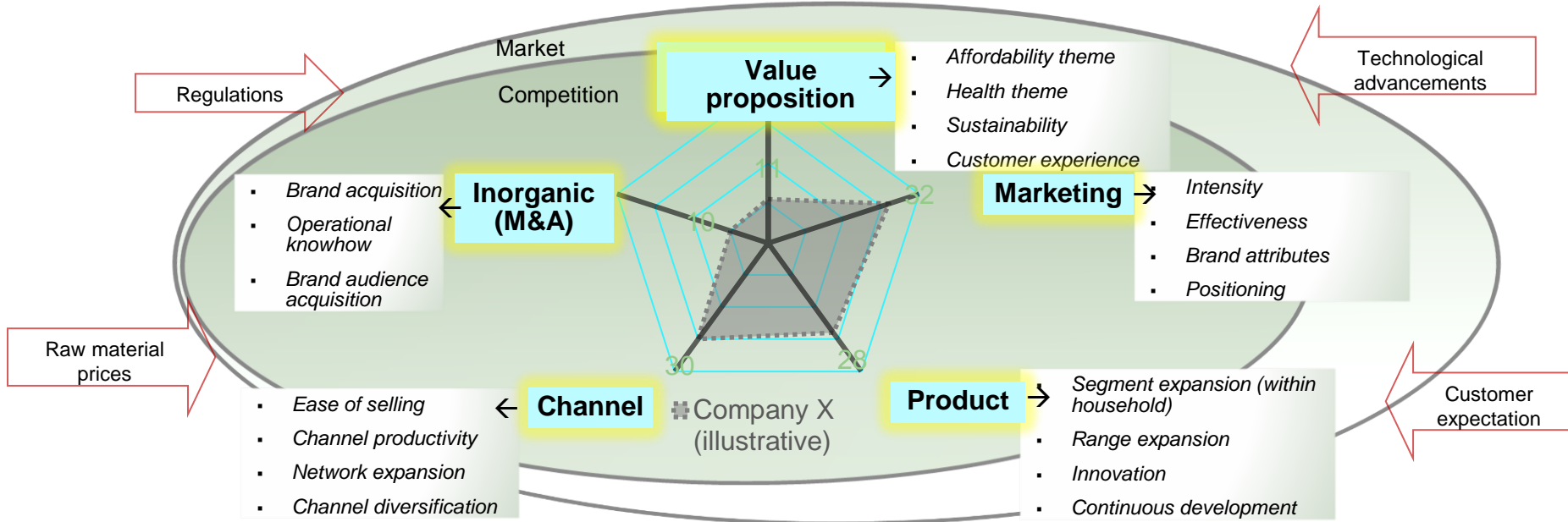
Two modules – [A] (Extend) existing scope, [B] (Enter) adjacent/ new areas



# Growth framework | [A] (Extend) existing business scope

Within existing business using current business model

xyz Growth levers\*



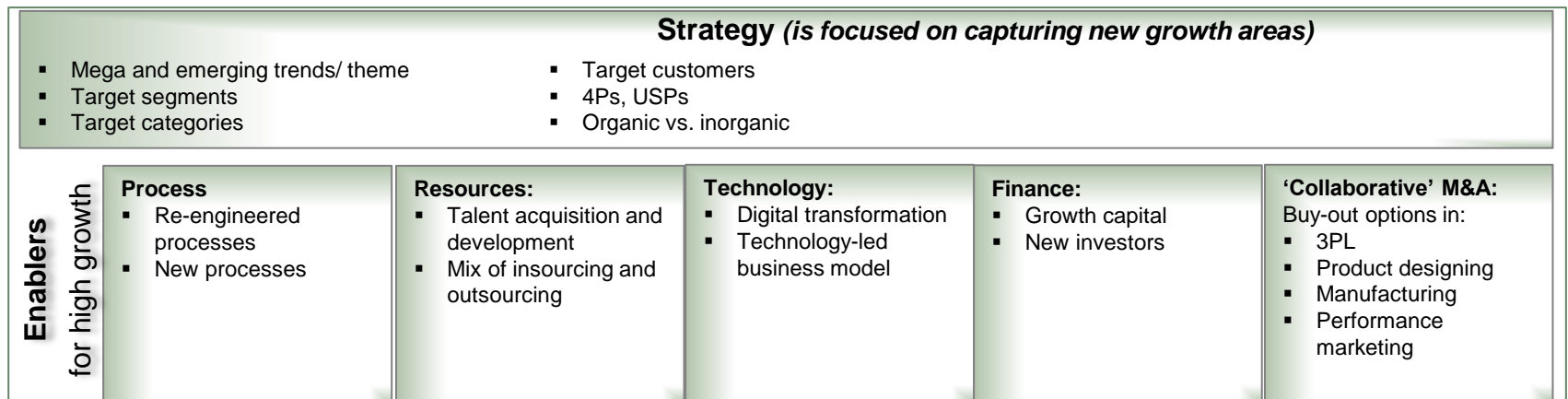
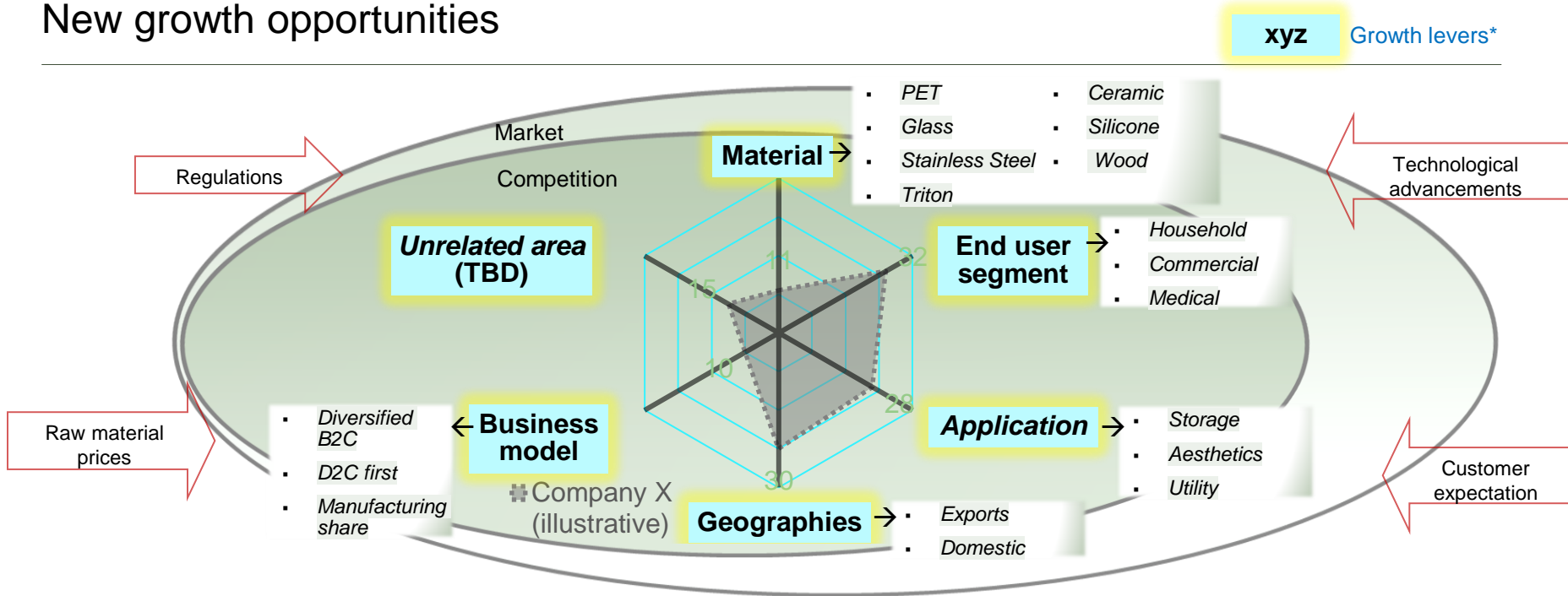
Notes:

(\*) Illustrative for a plastic consumer product company



# Growth framework | [B] (Enter) adjacent/ new areas

## New growth opportunities



Notes:

(\*) Illustrative for a plastic consumer product company



# Thank you

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