



Australian Government  
Department of Industry,  
Innovation and Science

**Business**  
Entrepreneurs' Programme

# MARKET DIVERSIFICATION

**Are you at a crossroads about how to grow your business?  
Has your business performance plateaued and you need other  
growth options? Is diversifying out from your current business  
model a daunting prospect?**

If you answered any of the above questions with a resounding YES then we have a great solution for you to consider.

This **free** workshop is specifically designed to give SMEs the skills and confidence to compete more effectively in the retail, foodservice and online channels but also to assess other commercially based channels to markets that may be attractive as part of your growth strategy.

You will be provided with information and tools to:

- Develop a strategic planning template with sequential developmental frameworks
- Challenge or complement your current thinking about growth opportunities
- Understand how to manage both your profitability and your Customer's profitability
- Understand the market assessment process and how to identify opportunities
- Identify and communicate 'what you are famous for'
- Understand what you need to do to position your business for growth
- What actions you must take to create new growth platforms

For more information on this workshop, please contact John Lochery on 0449 210 515.

The Entrepreneurs' Programme is the Australian Government's flagship initiative for business competitiveness and productivity. It forms part of the Government's National Innovation and Science Agenda. The Programme uses experienced Advisers and Facilitators, drawn from industry, to ensure businesses get the advice and support they need to improve their competitiveness, productivity and to maximize their growth potential. For more information go to [www.business.gov.au/EP](http://www.business.gov.au/EP).

## EVENT DETAILS

**6 MARCH 2019**

RMIT University  
Bundoora West Campus  
Room 8, Building 202-02  
264 Plenty Road  
Bundoora VIC 3083

8:30am - 1pm  
(registration from 8:15am)

## PRESENTERS

John Day  
Peter Huskins  
*ShopAbility*



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