



Business Growth



What are we going to learn today?

- How to scale businesses and manage different growth phases
- Learning Business growth strategies
- Utilizing KPI's and Process Standardization
- Understanding the importance of skills like delegation, team building and performance management
- Managing growth related risks and challenges
- Learning about Dawoodi Bohra Businesses across different supply chains and various parts of the world

ویپار ما growth سونہ کام ضروری چھے؟

الداعي الاجل الحي المقدس سيدنا محمد برهان الدين رض فرماوے چھے:

"مؤمنین نے لازم چھے کہ خدا پر توکل راکھی نے ویپار کرو، ویپار ما ایک طرح نی کنہ چھے، ایک هنر هوئی چھے، انے ایک system هوئی چھے، برابر بردباری سی ویپار کرے، امیر المؤمنین یہ فرمایو چھے "التاجر الجسور مرزوق"، کہ ویپاری جہ دلیر هوئی اهنے خدا رنق ايسے، business ما تھوڑو adventure تو جوئیے جہ ناسب life دلچسپ بنے چھے، overtrading انے زیادہ speculation نہ کرے، زمان نا حالات نے برابر study کری نے ہمتہ سی انے بردباری سی عمل کرے، حیثیة سمجھی نے عمل کرے، پچھی خدا پر توکل راکھے، کتناک overnight millionaire تھاوا جائی چھے، اتو حرص نہ راکھے، خدا نے منظور ہسے تو اہستہ اہستہ یہ بھی تھا سے"

Scaling Businesses

Scaling a business refers to the structured expansion of operations, capacity, or market reach without a corresponding decline in efficiency, quality, or control.

In management theory, scaling is viewed as a critical transition that determines whether a business becomes sustainable or vulnerable to operational stress.



Growth Phases

1

The **establishment phase** is characterized by experimentation, close supervision, and centralized decision-making.



2

The **early growth phase** follows when demand stabilizes and begins to increase. At this stage, operational complexity rises, and informal practices start to reveal inefficiencies



3

The **scaling or expansion phase** is the most critical stage of growth. Rapid increases in volume or geographic reach requires standardized process and defined responsibilities, and



4

The **final stabilization or diversification phase** focuses on consolidating gains, improving efficiency, and sustaining performance over the long term



Growth Strategies

رسول الله صلح فرماوے چھے:

"التدبير نصف العيش"

فحوی۔ تدبیر کرو زندگی نواردھو حصہ چھے. زندگی نا امور، تدبیر کرو اسی سہل تھی جائی چھے



Commonly recognized growth strategies include

- **Market penetration**
- **Product or service development**
- **Geographic expansion**
- **Strategic alliances**

What is a KPI?

To monitor the success of growth strategies, organizations rely on **Key Performance Indicators (KPIs)**. KPIs are quantifiable measures that reflect how effectively a business is achieving its growth objectives.

How to Choose the Right KPIs



Accurate

Measurable

Process Standardization

Standardization involves documenting procedures, defining workflows, and establishing uniform quality standards across operations.

This ensures consistency, reduces dependency on individual discretion, and supports coordination across departments.



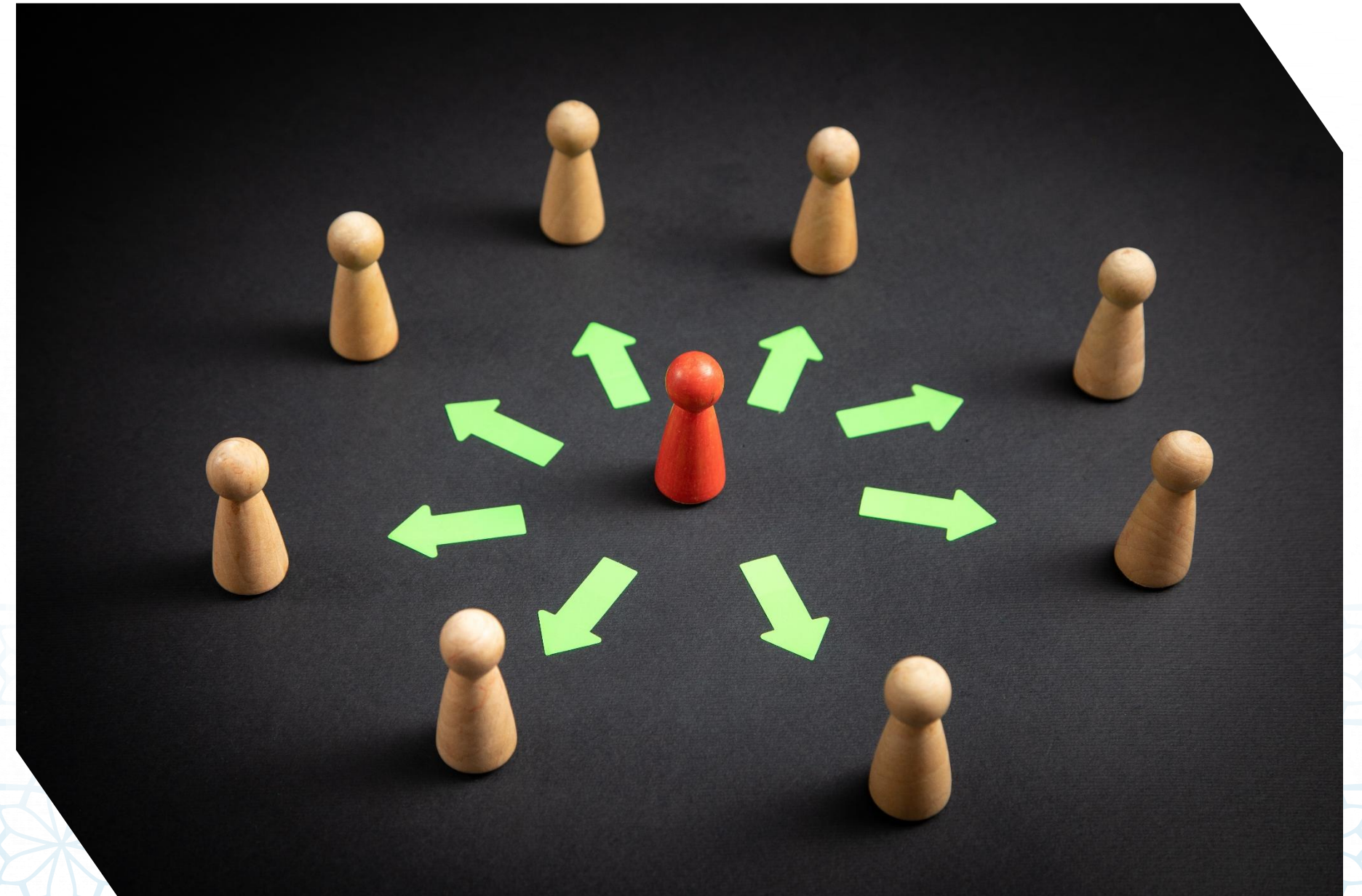
McDonald's adopted a growth strategy based on geographic expansion and franchising.

Impact of Delegation

"وعلى الامام ان يستعمل على الجنود اهل القدرة والامانة ويولي كل ذي عمل من يقوم به ويكل اليه ما جعله في يده"

فحوى۔ لشکرنا امیرنا اوپر واجب چھے کہ لشکرانے طاقت ور لوگوں نو استعمال کرے انے ہر شخص نے اہنا قدرتہ مطابق اے انے پوتانا کامو نے بیجانا ہاتھ پر سوئے۔

Delegation is the process of transferring authority and responsibility for specific tasks from higher management to subordinates while retaining overall accountability



Importance of Team-Building

”وعلى الامام ان يؤلف بين قلوبهم ويجمعهم على الطاعة ويحثهم

على التعاون والتناصر فان بالجماعة تقوى الامور“

فحوى۔ لشکرنا امام پر واجب چھے کہ دلو نے جوڑی نے راکھے انے سگلا نے طاعة کروا پر جمع کرے،
تعاون انے یاری اپوا طرف شوق دلاوے، سوز کام کہ جماعه ناسب امور مضبوط تھائی چھے

In growing organizations, team building becomes essential because increasing complexity makes individual control ineffective. Some key elements of team-building are:

- Communication
- Trust and cooperation
- Clear role definition



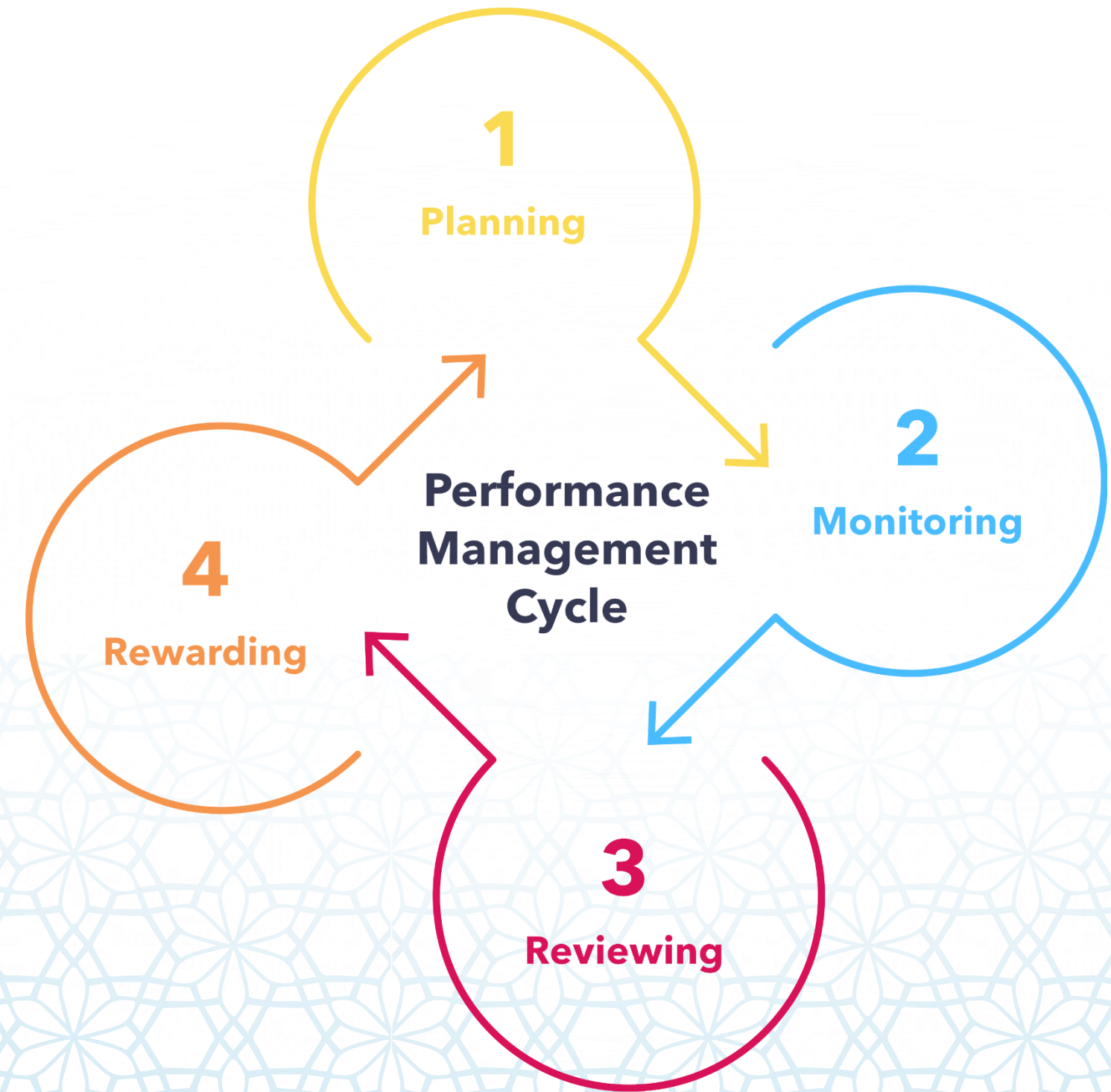
Performance Management

”وعلى الامام ان يؤلف بين قلوبهم ويجمعهم على الطاعة ويحثهم

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Performance management is a systematic approach to monitoring, evaluating, and improving employee performance in line with organizational goals. It includes setting expectations, assessing outcomes, and providing feedback.



Managing Growth-Related Risks and Challenges

الداعي الاجل سيدنا عالي قدر مفضل سيف الدين طع فرماوے چھے:

"مؤمنين ني جماعة! اَلهُمُوبُرج عَقْرَب چھے Scorpio - ، ايم كهواي چھے كر اُبُرج ني تاثير ما جر جنائي

چھے ير هميشه مستقبل نو future - نو plan كرے چھے ، تدبير كرے چھے Height of ...

planning سونز كر خدا پر توكل كر خدا بهتره كر سے ۛ ... تو ايك تدبير نا سا ته بيسري تدبير و

بهي كرتا رهو و جوئيے ، انے هر ايك تدبير ما خدا پر بھروسو را كھو و جوئيے ، انے اگر كوئي بهي

تدبير ما كاميابي نر ملے تو تر وقت زياده خدا پر بھروسو را كھو و جوئيے"

Business Growth Strategies Across the Supply Chain

Key Management Principles

- Structured Planning
- Gradual Expansion
- Clear Accountability
- Continuous Oversight
- Ethical Safeguards



Summary

Business growth is a phased process that moves from establishment to scaling and stabilization, requiring structured planning, capacity building, and control at each stage rather than rapid or unplanned expansion.

Effective growth depends on clear strategies and measurement, including the use of growth strategies, KPIs, and process standardization to ensure efficiency, quality, and sustainability as operations expand.

People management is central to growth, with team building, delegation, and performance management enabling leaders to handle increasing complexity while maintaining accountability and productivity.

Growth brings inherent risks and challenges, such as financial strain, operational inefficiencies, and quality issues, which must be managed through foresight, ethical decision-making, and continuous monitoring.

Dawoodi Bohra businesses have flourished across different supply chains and have expanded worldwide in different countries like the Gulf countries, Western countries and Asian countries.

