

**Turning key  
opportunities into  
sustainable growth**



# Business Development

## *Capitalising on opportunities*

The sustainability of an organisation is influenced by its ability to capitalise on growth, expansion and diversification opportunities. The creation of operational capacity, skills capability and management support is critical to addressing the challenges associated with any growth strategy.

Creating a growth strategy is not the same as formulating a business strategy. New challenges, and entering new environments, necessitate understanding competitive forces, the organisation's strategic advantages and the key opportunities and risks that are relevant to expansion and/or growth.

### *Our approach*

MFX Options & Solutions (Pty) Ltd undertakes detailed assessment of structures, systems and processes to identify change management needs. Through comprehensive analysis and evaluation MFX facilitates innovative growth strategies that are focused on creating sustainable stakeholder value.



### **MFX solutions**

- Formulate innovative business development strategies
- Assess marketing opportunities and target markets
- Gather customer and competitor intelligence
- Business model design
- Conduct feasibility studies
- Optimise employee and stakeholder communication channels