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# Advanced Growth Market Strategy and Business Scaling Training Course

11 – 22 October 2027
Geneva

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Growth Market Strategy and Business Scaling is a 2-week advanced training course for general managers, business unit heads and expansion leads in fast-developing economies, built around a Growth Market Scaling Plan that each participant drafts and defends. Volatile currencies, young consumer bases and shifting competitor sets reward organisations that scale with discipline rather than speed alone. Jupiter Prime Training designed this course for leaders who must grow and stay solvent at once.

## Why Growth Market Strategy and Business Scaling Matters Now

Three forces shape expansion in fast-developing economies today: digitally native challengers entering with low fixed costs, investors asking for proof of unit economics before further capital, and customers whose purchasing power and channel habits change within a few years. An organisation that reads these forces well enters the right segments, funds growth from its own cash flow and builds managers ahead of demand. One that reads them badly overextends working capital, stretches thin talent across too many sites and cedes share to nimbler rivals. The course rests on strategy mapping, scenario planning and unit economics modelling, applied to settings where data is incomplete and conditions move fast.

## Who Gains Most from Growth Market Strategy and Business Scaling

- Leaders accountable for a business unit's revenue growth and margin across several territories
- Managers responsible for entering new cities, segments or distribution channels
- Finance partners who judge whether expansion is funded from operating cash or new capital
- Commercial heads who set pricing, brand position and route-to-market choices
- Operations leaders who must scale supply, service and people capacity without breaking quality

A leadership group preparing a regional rollout or a new growth phase gains most when its commercial, finance and operations members attend together and build one shared expansion case.

## Growth Market Strategy and Business Scaling Capabilities

Participants leave able to turn ambition for fast growth into a sequenced, financed and staffed expansion path that holds up under currency, demand and competitor shocks.

- Assess market attractiveness and entry readiness across candidate segments — entry sequencing decisions
- Design a competitive position that a low-cost challenger cannot easily copy — executive committee
- Calculate unit economics, payback and cash burn for each growth option — finance partners and investors
- Build pricing and channel choices for customers with uneven purchasing power — commercial leadership
- Specify the operating capacity, partners and controls needed at each scale threshold — operations heads
- Communicate a scaling case and its milestones to boards and frontline managers — board and staff

## Key Growth Market Strategy and Business Scaling Terms

- Growth market — An economy or segment where demand, income and competition change quickly, creating opportunity alongside high uncertainty and thin data.
- Unit economics — The revenue and cost attached to one customer, order or outlet, showing whether each unit of growth creates or destroys value.
- Scale threshold — The volume at which current processes, systems or management spans stop coping and the operating model must change.
- Leapfrogging — Adopting a newer technology or business model directly, skipping stages that mature markets passed through.
- Working capital cycle — The time between paying suppliers and collecting from customers, which decides how much cash fast growth consumes.
- Strategic option — A distinct, fundable path such as organic entry, partnership or acquisition, compared on value, risk and reversibility.

## Growth Market Strategy and Business Scaling Day by Day

## Day 1: Reading Fast-Developing Economies

- Macro Signal Dashboard — Which Demand Shifts Deserve Executive Attention
- Consumer Income Ladder Mapping — Where Purchasing Power Is Rising Fastest
- Informal Economy Assessment — How Unrecorded Competition Shapes Entry Choices
- Currency and Inflation Exposure Review — Which Revenues Need Natural Hedges
- Institutional Gap Analysis — Where Firms Must Supply Missing Market Infrastructure

## Day 2: Segment Choice and Entry Sequencing

- Market Attractiveness Scoring Grid — Ranking Cities and Segments for Entry
- Beachhead Segment Selection — Where to Win First Before Widening
- Entry Mode Comparison — Organic Build, Partnership or Acquisition Choice
- Sequencing Roadmap — Order of Territories Given Capital and Talent
- Exit and Pivot Triggers — When to Pause or Redirect an Entry

## Day 3: Competitive Position Against Local and Global Rivals

- Rival Archetype Profiling — Responding to Conglomerates, Multinationals and Start-Ups
- Value Proposition Canvas for Frugal Buyers — Affordable Offers Without Margin Loss
- Strategy Map Construction — Linking Growth Objectives to Customer Outcomes
- Moat Assessment — Distribution, Trust and Data Advantages Worth Defending
- War-Gaming Session Design — Anticipating Competitor Moves After Entry

## Day 4: Unit Economics and Growth Finance

- Customer Lifetime Value Model — Setting Acquisition Spend Limits per Segment
- Contribution Margin Bridge — Which Products Fund Expansion and Which Drain It
- Cash Burn and Runway Calculation — How Long Growth Can Be Self-Financed
- Working Capital Cycle Compression — Releasing Cash Tied in Receivables and Stock
- Funding Mix Options — Retained Earnings, Debt, Partners or Outside Equity

## Day 5: Investment Appraisal Under Volatility

- Discounted Cash Flow With Country Risk Premium — Valuing Uncertain Expansion
- Scenario Planning Matrix — Testing Growth Cases Against Currency and Demand Shocks
- Real Options Thinking — Staging Investment to Keep Future Choices Open
- Sensitivity Tornado Chart — Finding the Assumptions That Move Value Most
- Capital Allocation Scorecard — Ranking Competing Growth Projects for Approval

## Day 6: Marketing and Channels for Emerging Consumers

- Brand Trust Building Plan — Earning Credibility With First-Time Buyers
- Price Tier Architecture — Serving Several Income Bands With One Range
- Route-to-Market Design — Traditional Trade, Modern Retail and Digital Channels
- Mobile-First Customer Journey Mapping — Where Smartphones Replace Physical Touchpoints
- Distributor Incentive Structure — Aligning Partner Margins With Growth Targets

## Day 7: Operations That Scale

- Scale Threshold Mapping — Where Current Processes Will Break First
- Asset-Light Operating Model — Outsourcing, Franchising or Shared Capacity Choices
- Supply Resilience Assessment — Sourcing Under Import, Logistics and Power Constraints
- Service Standard Playbook — Replicating Quality Across New Sites
- Leapfrog Technology Selection — Cloud, Mobile Payments and Automation Priorities

## Day 8: Leading People Through Rapid Growth

- Talent Pipeline Forecast — Managers Needed Ahead of Each Expansion Wave
- Span and Layer Design — Organisation Structure for the Next Size
- Culture Carrier Network — Preserving Values as Headcount Multiplies
- Local Leadership Succession Plan — Building Bench Strength Within Territories
- Incentive Alignment Review — Rewarding Profitable Growth Over Raw Volume

## Day 9: Steering and Measuring the Scaling Path

- Growth Milestone Ladder — Stage Gates for Further Capital Release
- Leading Indicator Set — Early Signals of Cohort Health and Churn
- Strategy Review Cadence — Monthly and Quarterly Decision Forums
- Risk Heat Map for Expansion — Political, Partner and Execution Exposures
- Board Reporting Pack — Presenting Growth, Cash and Risk Together

## Day 10: Practising the Growth Market Scaling Plan

- Applying the Entry Sequencing Roadmap — Live Case From Consumer Goods
- Applying Unit Economics and Scenarios — Live Case From Financial Services
- Applying the Operating Model and Talent Forecast — Integrated Capacity Check
- Peer Challenge Panel — Stress-Testing Each Expansion Case Before Sign-Off
- Completing the Growth Market Scaling Plan — Final Presentation to Faculty

## Applying Growth Market Strategy and Business Scaling After the Course

- Run a unit economics and cash runway review of the current expansion pipeline with finance and commercial leads, ranking options by payback
- Lead a scale threshold session with operations heads to identify the first process, system or management span likely to break and agree a fix

## Growth Market Strategy and Business Scaling Questions FAQ

### What is growth market strategy and business scaling, and why does it matter now?

It is the discipline of choosing where and how to expand in fast-developing economies while keeping cash, quality and people in step. It matters now because investors want proof of profitable growth and challengers can enter quickly at low cost.

### Which roles gain most from growth market strategy and business scaling?

Business unit heads, expansion managers, finance partners, commercial leaders and operations heads gain most. Each owns part of the decision to enter, fund and staff a new territory, and the course gives them a shared language for those trade-offs.

## How does growth market strategy and business scaling differ from a general strategic planning course?

It focuses on expansion under volatility rather than annual planning cycles. You work on entry sequencing, unit economics, currency exposure and scale thresholds, using cases from consumer goods and financial services where data is incomplete and conditions shift quickly.

## What will you bring back from growth market strategy and business scaling?

You bring back a growth plan for your own business, tested by peers. It sets out target segments, entry order, funding mix, operating model, talent needs and milestones, ready to present to your executive committee or board.

## Growth Market Strategy and Business Scaling: The Way Forward

The Growth Market Scaling Plan first informs which territory or segment receives the next tranche of capital. Executive committees, finance partners and expansion leads use it to agree milestones and stage gates. After its first use, revisit the scale threshold and talent forecast, since these are the assumptions that fast growth tests soonest and that most often need resetting.