

MCKINSEY'S SEVEN DEGREES OF FREEDOM FOR GROWTH

01

Selling Existing Products to Existing Customers

02

Acquiring New Customers in Existing Markets

03

Creating New Products and Services

04

Developing New Value-Delivery Approaches

05

Geographical Expansion

06

Creating a New Industry Structure

07

Opening New Competitive Arenas

Expense outlay





01

SELLING EXISTING PRODUCTS TO EXISTING CUSTOMERS

This strategy involves deepening your relationship with your current customers by selling them more of your existing products.

This can be achieved through cross-selling, upselling, or customer loyalty programs.

These initiatives can increase customer retention, improve customer lifetime value, and enhance brand loyalty.



Strengthen customer relationships



Leverage cross-selling and upselling



Boost customer retention and lifetime value



02

ACQUIRING NEW CUSTOMERS IN EXISTING MARKETS

This involves expanding your customer base within your current market.

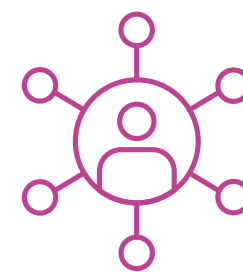
This could be achieved through marketing and sales initiatives, partnerships, or offering new customer incentives.



Expand market share through customer acquisition



Leverage marketing and sales initiatives



Create partnerships to attract new customers



03

CREATING NEW PRODUCTS AND SERVICES

This strategy involves innovating and diversifying your product or service offerings.

By creating new products and services, you can meet more customer needs, enter new markets, and increase your competitive advantage.



**Foster innovation
and diversification**



**Meet diverse
customer needs**



**Gain competitive
advantage**

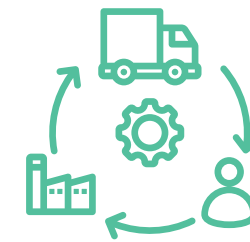


04

DEVELOPING NEW VALUE-DELIVERY APPROACHES

This involves changing how you deliver your product or service to increase value for your customers.

This could involve changes in your supply chain, distribution, customer service, or even your business model.



**Revise supply chain
and distribution
strategies**



**Enhance customer
service**



**Consider business
model innovation**

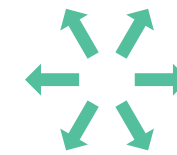


05

GEOGRAPHICAL EXPANSION

This strategy involves entering new geographical markets to broaden your customer base.

This could involve exporting, opening new branches, or entering through joint ventures or partnerships.



**Broaden customer
base through global
reach**



**Explore exporting
and opening new
branches**



**Consider joint
ventures and
partnerships**



06

CREATING A NEW INDUSTRY STRUCTURE

This strategy involves changing the structure of your industry to gain a competitive advantage.

This could involve mergers and acquisitions, creating new business models, or driving technological advancements that redefine the industry.



**Leverage mergers
and acquisitions**



**Innovate with new
business models**



**Drive industry change
with technological
advancements**



07

OPENING NEW COMPETITIVE ARENAS

This involves entering entirely new markets or industries where your company's strengths can be leveraged.

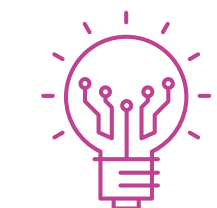
This could involve diversifying into related industries, creating new business units, or leveraging technology to create entirely new markets.



Diversify into new industries



Establish new business units



Leverage technology to create new markets