Eide Bailly



How Businesses Evaluate Growth Opportunities

Businesses are pursuing growth by expanding, acquiring, diversifying, or transitioning. This framework helps you evaluate your options with clarity and confidence.

Creating New Paths for Growth



Market changes, rising costs, workforce challenges, and rapid technology growth are presenting new opportunities for businesses — from entering new markets to adopting new business models or pursuing strategic acquisitions.

- 73% of privately held companies in the U.S. are planning to transition in the next 10 years.
- 70% of global family businesses do not have a formal succession plan.
- 80% of organizations need to adapt every 2 – 5 years.
- 82% of CFOs are taking on new responsibilities like mergers and acquisitions.



ASK YOURSELF

What are we trying to achieve — and why now?

Growth decisions are most successful when they align with long-term strategy. Before choosing a path forward, leaders should clarify their primary objective:

- Scaling operations to meet demand
- Expanding into new markets (or customer segments)
- Diversifying products or services
- Improving efficiency and profitability
- Preparing for ownership transition (sale or succession)

Assess Financial Readiness

Businesses should first understand if their current state can stand expansion.

Consider

- Financial metrics like cash flow, profit margins, and balance sheet details
- Process efficiency and consistency
- Critical business systems
- Leadership alignment across finance, operations, and technology
- Reliability of reporting, forecasting, and controls
- Supply chain

Without visibility, you can't make strong decisions.

This requires:

- **Integrated financial visibility:** Real-time insight into cash flow, margins, and risk exposure.
- **Narrative intelligence:** Context that explains not just what changed, but why — and what it means for the next move.
- **Strategic alignment:** KPIs that measure progress toward long-term value creation, not vanity metrics.

93% 93% of business leaders believe the right data is critical to success.

Strengthen Systems for Scalable Growth

The tools and tech you choose today will shape what you can do tomorrow.

Manual processes, disconnected systems, and inconsistent data slow decision-making and limit scalability. As organizations grow, these issues become more costly and harder to correct.

Leaders should prioritize:

- **System integration:** Connect finance, sales, inventory, and operations to eliminate data silos and enable real-time decision-making.
- **Automation:** Free up teams for higher-value work while also reducing errors in billing, collections, and compliance.
- **Scenario planning:** Test best/worst/base cases before committing capital or headcount.

95% 95% of CFOs say improving reporting significantly enhances their strategic decision making.



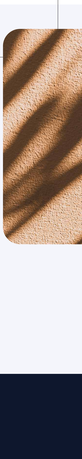
Build and Protect Business Value

Business value is influenced by both internal discipline and external conditions.

- Revenue scale and growth prospects
- Profitability and cash flow consistency
- Competitive differentiation
- Strength of leadership and talent
- Financial organization and governance
- Market conditions and access to capital

Organizations that maintain strong fundamentals are better positioned for expansion — and more attractive if M&A or transition becomes the right path.

When M&A or Transition Makes Sense



Growth isn't just about expansion. Look for smart acquisitions, technology upgrades, or new market-entries that position you ahead of competitors.

Acquisitions, partnerships, or ownership transitions can accelerate growth — but only when the business is prepared.

Signals that an organization may be ready include:

- Clear strategic alignment
- Scalable systems and processes
- Reliable financial and operational data
- Leadership capacity to manage integration
- A focus on long-term value creation

Get the support you need for your next growth opportunity.

Whether you're expanding operations, evaluating an acquisition, or preparing for exit, Eide Bailly helps mid-market businesses navigate growth with confidence.

LEARN MORE

Eide Bailly

Eide Bailly is the brand name under which Eide Bailly LLP and Eide Bailly Advisory LLC and its subsidiary entities provide professional services. Eide Bailly LLP and Eide Bailly Advisory LLC (and its respective subsidiary entities) are not a joint venture, partnership, or other business entity. Eide Bailly LLP and Eide Bailly Advisory LLC (and its respective subsidiary entities) are not liable for the services or omissions of each other. Eide Bailly Advisory LLC and its subsidiary entities are not licensed CPA firms.