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10 Step Guide to Growing and Managing Your Small Business

Step 1: Set Clear Goals for Growth

Define your business goals before making big moves:

- Do you want to grow sales, increase awareness, or improve efficiency? - What would success look like in 6-12 months?
- How much time and money can you invest in your business?

Tip: Break goals into small, achievable steps.

Step 2: Improve Your Time Management

Many business owners juggle multiple responsibilities. To stay productive:

- Set 'work hours' for your business.
- Use a weekly planner for tasks like making products, marketing, and admin.

Automate tasks like invoicing and email responses.

Tip: Batch similar tasks together to stay efficient.

Step 3: Strengthen Your Online Presence

Even if you primarily sell at markets, being online is crucial:

- Create a simple website or landing page.
- Ensure your business is findable via Google My Business.
- Use Instagram, Facebook, or TikTok to showcase products.

Tip: Post behind the scenes content to build customer trust.



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Step 4: Market Your Business Without Overspending

Boost visibility without breaking the bank:

- Use local Facebook groups.
- Offer discounts for referrals.
- Print flyers for distribution in local venues.

Tip: Consistency matters - post regularly to stay relevant.

Step 5: Make Selling Online Easier & More Profitable

Avoid high online fees and make the most of e-commerce:

- Explore platforms like YAHMAPP, Shopify, or Big Cartel. - Offer direct sales via Instagram or Facebook Shops.
- Consider subscription models to avoid commission fees.

Tip: Slightly raise prices to cover platform fees.

Step 6: Create an Unforgettable Customer Experience

Keep customers coming back with small touches: - Package products beautifully.

- Send personal thank-you messages.
- Encourage reviews and social media tags.

Tip: A small freebie or discount code can boost loyalty.



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Step 7: Scale Smartly Without Burning Out

To grow without stress:

- Automate tasks with free tools like Canva & Later. - Outsource small tasks to free up time.
- Gradually increase prices as demand grows.

Tip: Consider selling higher-value products instead of more products.

Step 8: Find Support & Networking Opportunities

Surround yourself with other business owners:

- Join online communities (Facebook, LinkedIn). - Partner with stallholders for promotions.
- Attend business networking events.

Tip: Collaboration over competition - work with others for mutual success.

Step 9: Understand Your Finances & Pricing Strategy

To price correctly and ensure profitability:

- Include material, time, packaging, and fees in pricing.
- Use cost-plus pricing (Total Cost \times 2 or 3 = Selling Price). - Set clear financial goals.

Tip: Focus on value, uniqueness, and quality - not just price.



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Step 10: Stay Adaptable & Keep Learning

The business landscape changes - stay ahead:

- Follow industry trends and listen to business podcasts.
- Experiment with new platforms (Reels, TikTok, Pinterest).
- Regularly test and improve strategies.

Tip: Dedicate 30 minutes weekly to learning new business skills.

Final Thoughts

Running a business is challenging, but you don't have to do it alone. Start small, be consistent, and keep learning success comes with time and persistence.