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## **Module: 6 " Growth Strategies, Marketing and Fundraising for SEs"**

**LU: "Growth strategies and long-term profitability of Social Enterprises" (N21)**

**WBL Activities**

**Partner: UPatras, Greece**

The proposed activities can be implemented individually or in groups of learners that implement the WBL part of their training in a social enterprise.

### **WBL Activities**

During your presence in the social enterprise, identify the stage of the life cycle that the SE currently is at, and develop the following activities accordingly:

#### **SE at the early stage**

1. Identify the type of growth process that currently occurs in the SE and describe the key characteristics underpinning this process.
2. What makes, so far, the approach of the SE growth promising?
3. What are the internal or external factors that threaten or play a critical supporting role for the survival and further development of the SE?
4. If the SE consistently follows its growth pattern, how would you foresee it in two years from now?
5. Prepare a short report to the SE Management Team, with specific measures that could further boost the existing growth process of the organisation?

#### **SE at a mature stage**

1. What is the growth strategy and process that the SE currently following? Does it rely on a successful business model? If yes, please describe this business model.
2. What are the critical supporting factors for the SE growth? (internal or external factors)
3. What are the barriers that the SE faces while trying to expand? (internal or external factors)
4. Does the SE's growth strategy rely on a particular kind of partnership? If yes, what are the characteristics and benefits of this partnership? If not, what kind of partnership would be beneficial for the SE? What would be the characteristics of such a partnership be?
5. What kind of measures would further enhance the growth of the SE without jeopardising its mission?
6. Prepare a short report for the SE Management Team with key strategic recommendations which could enhance further the organisation's growth.