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HAMILTON BRADSHAW
Investing in people with passion

My customers are ready for me to start scaling up – how do I do it?

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James**



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James Caan

Dear James

I KNOW that I can get customers to place much larger orders but don't know how to achieve this without leveraging a load of cash. What do you recommend?

Abdur Qadir

IT can be difficult to scale up without borrowing, so I would urge you to analyse your business carefully – in particular your cashflow and the

profits you are making at present. Make sure you are truly ready to scale up and are not running before

you walk. Is the demand for your product high enough that you can increase prices and raise extra capital this way? Look at the things you are doing well now. But crucially, look at any inefficiencies which presently exist in the business.

They may be things you can get away with at an early stage, but if you are serious about growing they will have to be ironed out.

People are the key to any business and you must bring talented people on board who can help drive your company. Get more people to do the day-to-day activities, so you can concentrate on the strategic side of things such as business development. Remember, as the founder, you will have the best vision of where you want the business to go.

Go out there and network, and find yourself a mentor or somebody in a non-executive capacity. This should

be an experienced person who understands what it takes to grow a business. Trying to do everything on your own simply won't work and you will appreciate the guidance.

■ *James Caan is looking for top talent*