

# Business Growth Strategy



**natavi**

A MULTIDISCIPLINARY CONSULTING  
& INVESTMENTS FIRM

# Overview

We specialize in growth strategy consulting and help organizations avoid the trap of defaulting to repetitive, predictable strategies and instead design vibrant approaches to thrive in an agile, digital, and purpose-driven future.



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The essence of **strategy** is choosing  
what not to do.

-Prof. Michael Porter



**Our strategies emanate from contemporary approach, a strategic narratives to expand options rather than frameworks that narrow them; we design with possibilities in mind rather than settle for what is predictable; We view strategy as a vibrant, inclusive content rather than a quarterly report.**



*Process;*

# Our Growth Strategy

## **1. Discovery**

We take the time to develop an intimate understanding of you and your business

## **2. Research**

We immerse ourselves in a complete deep dive into your industry and business objectives.

## **3. Launch**

We implement strategic and tactical campaigns to maximize ROI and develop brand identity.

## **4. Measure**

We consistently monitor and measure our results to develop real-time iterations.



*Focus;*

# Corporate Strategy

Charting the course of your overall corporate strategy, including your mission and portfolio strategy for your multiple businesses with appropriate functional excellence is the continuing top management challenge.



*Focus;*

# Division Strategy

Develop and achieve strategic goals for a business unit or division by identifying and applying powerful solutions that balance long-term value creation and the impact on current earnings.



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The only **strategy** that is  
guaranteed to fail is not taking risks.

*-Mark Zuckerberg*





*Focus;*

# Exit Strategy

Some of our exit strategies include selling the business, private equity recapitalization, gifting (to family members or others), ESOP conversion, worker cooperative conversions, and others.



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# Brand Development

From conception to development to full scale market penetration, we can help develop emotional connections through personalization creation arriving at the right brand.



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Hope is not a Strategy



*Focus;*

# Competitive Analysis

Our knowledge of the competitors' strategies and motivations enables our clients to predict future behaviors and to proactively position themselves in a certain target marketplace.



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# Others


Content strategy, Onboarding strategy, User acquisition strategy, New product launch, Growth hacking mindset, Tool analysis, CRM strategy, Lead generation strategy.







**natavi**  
CONSULTING | INVESTMENTS

 No. 4B Burundi Street,  
Wuse Zone 5, Abuja

 +234-8052188731  
+234-8060303885

 info@natavi.com.ng  
 www.natavi.com.ng



@nataviconsulting