

## Business Growth Case Study: TechScotOrg LTD

Technology

### Background

TechScotOrg LTD is a technology startup based in Edinburgh, Scotland, founded by a group of software engineers. The company develops a product called CyberGuard, a cybersecurity software tailored for small businesses. Initially, TechScotOrg LTD's customer base consisted primarily of small and medium-sized enterprises across the UK.

With strong demand, the company has scaled quickly, secured multiple rounds of investment and transitioned from a traditional software sales model to a subscription-based business model.

While TechScotOrg LTD's growth has been rapid, it faces several challenges:

- **Scalability:** The infrastructure and customer support systems are not sufficiently scaled to meet increasing demand.
- **Customer Acquisition and Retention:** The cost of acquiring new customers is rising and customer retention is becoming more difficult.
- **International Expansion:** TechScotOrg LTD is considering expanding outside the UK but is unsure of the local strategy.
- **Sustainability:** Investors are demanding a clearer path to profitability as the company grows.

### Questions and Detailed Answers

#### 1. Business Growth Strategy

- a. What are the key factors that have contributed to TechScotOrg LTD's rapid growth? (4 marks)
- b. Identify two growth strategies that align with TechScotOrg LTD's current situation and justify how they could help the business grow further. (6 marks)

#### 2. Customer Acquisition and Retention

- a. Explain why TechScotOrg LTD's cost of customer acquisition (CAC) might be increasing and suggest two ways to reduce it. (4 marks)
- b. TechScotOrg LTD is struggling with customer retention. Propose two strategies to improve it, ensuring each one is supported by a relevant business strategy. (6 marks)



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