

Business diversification and development

Turning ideas into action.

The best opportunities are often closer than you think. A new service, a different customer group, an untapped asset, or an emerging market can all create significant potential for growth when supported by the right planning and expertise.

Our team combines commercial insight, sector knowledge, and practical business experience to help organisations assess opportunities, secure investment, and deliver successful projects.

Whether you're exploring a new venture, developing a new service, or creating additional income streams, we'll help you turn ideas into practical opportunities and sustainable business growth.

Why consider diversification?

Diversification is about creating new opportunities while strengthening your existing business, not adding more complexity. Whether you're developing a new service, launching a new product, repurposing an existing asset, or exploring a completely different venture, taking a structured and evidence-based approach can significantly improve your chances of success.

Businesses often diversify to:

- Generate additional income streams
- Increase profitability
- Reduce reliance on existing markets or customers
- Respond to changing consumer trends
- Improve long-term resilience
- Make better use of assets, facilities, land, equipment, or staff
- Create opportunities for future growth and succession
- Enter new markets and attract new customers



Who can benefit?

We support businesses of all sizes, with particular experience working alongside SMEs, family businesses, and rural enterprises, including:

- Farmers, crofters, estates, and land managers
- Tourism and hospitality businesses
- Food and drink producers
- Manufacturing and processing businesses
- Retail businesses
- Contractors and service providers
- Professional services firms
- Community enterprises and social businesses

Examples of diversification opportunities include:

- New products and services
- Agritourism and visitor experiences
- Hospitality and accommodation ventures
- Event spaces and venues
- Direct-to-consumer sales and retail
- Training and education services
- Consultancy and professional services
- Digital products and online businesses
- Food and drink innovation
- New customer markets and sales channels
- Contracting and specialist services



How we can help

From small incremental changes to transformational projects, we can help identify the opportunities most likely to deliver value for your business.

Our support may include:

- Opportunity assessment and idea generation
- Market and competitor analysis
- Feasibility studies
- Business planning and financial forecasts
- Funding and grant application support
- Investment appraisals
- Growth and diversification strategies
- Project plans and implementation roadmaps
- Stakeholder engagement support

If you're considering what's next for your business, get in touch at businessgrowth@sac.co.uk.