



# Post-Expansion Performance Tracking Template

Once your business expansion is in motion, it's crucial to track its performance to ensure it aligns with your goals. This template will help you monitor key metrics, assess the success of your strategies, and identify areas for improvement. Here's a simple, yet effective, tracking system:

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## Post-Expansion Performance Tracking Template

### 1. Business Growth Metrics

- **Revenue Growth (%)**  
(Compare pre-expansion vs. post-expansion revenue)
- **Customer Acquisition Rate**  
(How many new customers have been acquired since the expansion?)
- **Market Share**  
(What percentage of the new market has your business captured?)

### 2. Operational Efficiency

- **Productivity Metrics**  
(Production levels, order fulfillment times, etc.)

- **Cost Efficiency**

(Has the cost of running operations decreased or increased post-expansion?)

### **3. Customer Satisfaction**

- **Net Promoter Score (NPS)**

(How likely are customers to recommend your business?)

- **Customer Retention Rate**

(Are you retaining customers after the expansion?)

### **4. Marketing Effectiveness**

- **Lead Generation**

(How many leads have you generated since the expansion?)

- **Conversion Rate**

(What percentage of leads are being converted into paying customers?)

### **5. Financial Health**

- **Profit Margins**

(Are your profit margins improving or declining?)

- **Cash Flow**

(How well is the business managing its cash flow post-expansion?)

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