



Teacher guide

Organisational growth – Bibby Line Group



Where does the lesson fit?

This session would fit in a Strategy Module and could be followed by a lesson looking at organic and inorganic growth in more detail

Suggested resources & activities related to organisational growth and Bibby Line Group.

- Full Bibby Line Group case study
- Organisational Growth PowerPoint
- Organic and Inorganic Growth lesson resources
- Bibby Line Group crossword
- Bibby Line Group word search

Suggested timings for the session

5 mins	Starter e.g. Bibby Line Group word search
5 mins	Use the Organisational Growth PowerPoint to discuss the topic
5 mins	Read the case study
10 mins	Questions
25 mins	Task . investigation
10 mins	What have you learned?

Answers to questions

1. How can business growth be measured?
Growth can be measured by looking for increases in:
 - Employees
 - Sales
 - Market share
 - Profits
 - Company wealth
2. What evidence is there in the case study that Bibby Line Group has grown over the last three years?
Shareholder funds have been growing by 15% each year for the last three years. In addition to that, Bibby Financial Services enjoyed 25% higher sales in 2010, Bibby Distribution had a 21% increase in profits in 2010 and Garicø turnover went up by 36%.



THE TIMES 100

BUSINESS CASE STUDIES

3. Explain the two main ways that growth can occur.
Organic growth . growth from within a business through finding new customers, new markets or introducing new products.
Inorganic growth . external growth through mergers and acquisitions.

4. Analyse the benefits of business growth to organisations like Bibby Line Group.
Benefits include:
 - Economies of scale
 - Increased market share
 - Greater security through spreading financial risk

What have you learned?

Expected learning is likely to include:

- Reasons for and benefits of growth
- Methods of growth . organic and inorganic
- Ways of measuring growth