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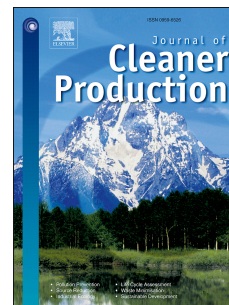
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Scaling up social businesses in developing markets

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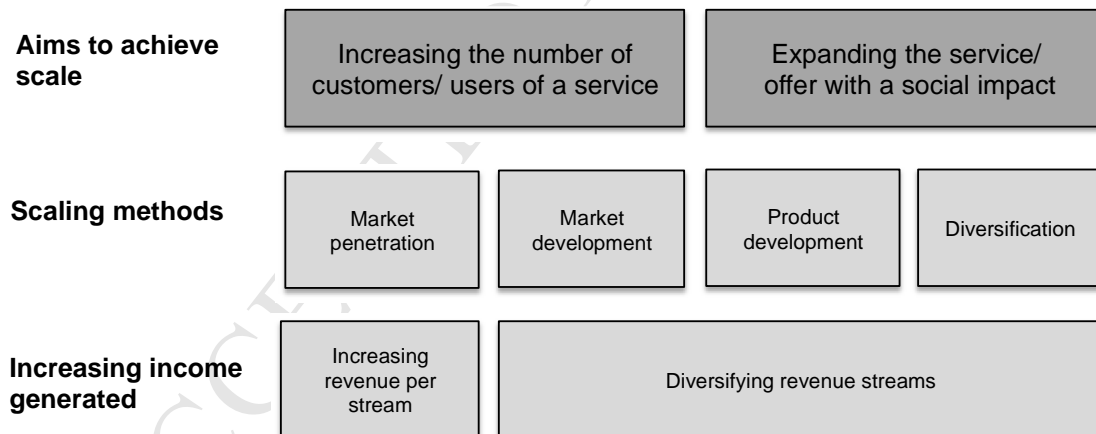
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Highlights

- Social businesses address a social need while generating profits
- Key aims are increasing the number of customers and expanding the service/ offer
- We identify social scaling up strategies building on three cases and literature
- Market penetration, Market development, Product development and Diversification
- It shows the importance of focusing on income generated to 'finance social impact'

Graphical abstract



Graphical abstract: Scaling up methods for social businesses – developed from Ansoff (1988) and the case studies from this research.

Abstract

Most of the world's poor live in developing markets and face unmet needs in core areas such as education, health, energy, sanitation and financial services. This offers businesses a vast opportunity for growth as these economies emerge from low-income to middle-income status. Social businesses in particular address a social need while generating profits typically reinvested into the business itself, but there is limited understanding of the ways through which social businesses achieve scale. This paper

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