



Diversification Services

Supporting your business diversification from planning to delivery in the rural and agricultural industries

Diversification is an increasingly popular business strategy which increasing numbers of businesses pursue in an effort to spread risk, pursue growth and create additional income streams. It can be an excellent opportunity to review your assets, engage skills of family members or employees and futureproof your business.

Providing business support and specialist advice to scope out and manage the delivery of diversification options for SME's and rural land-based businesses, SAC Consulting can offer advice and expertise across hospitality, leisure, retail, agritourism and value-added products & services.

We can help you with:

- Business planning to secure planning or investment.
- Feasibility, viability and desirability reviews
- Natural capital assessments
- Planning applications
- Stakeholder and community engagement advice
- Customer experience planning
- Strategy sourcing advice
- Recruitment and retention strategies
- Marketing and branding advice
- Support with grant funding applications

Our experts have a wealth of expertise in delivering business support services, from economic viability and business planning, through to full scale retail design, sourcing and customer experience management.

Whether you're looking to understand options for your current assets, develop a business plan or feasibility study, or engage project management support – we can provide tailored support to realise your plans.

We're ready to support your business with your next diversification project, so get in touch with foodanddrink@sruc.ac.uk today.