

ABSTRACT

Agility Startup started its journey two years ago in January 2021 as a business consulting company that offers consulting services including Agile transformation, Leadership coaching, Brand accelerator, Business resilience, and Agile training for their customers, the majority of whom are business owners because the company targets B2B clients that want to grow their businesses. The Hague, The Netherlands, is home to Agility Startup's main office, however most business is conducted online. By conducting business online, the company is motivated to expand not just in the Netherlands but also abroad. The goal is to reach a worldwide audience by doing this. The majority of the work may be completed online without any face-to-face interaction. It can be simple to develop its business by enhancing its SEO and expanding its network to include new countries that are interested in the company's products.

The business is committed to assisting individuals and organizations in integrating agile thinking into their work processes and creating businesses that continuously provide value to the market. From developing an agile transformation and responding to market disruptions up to leadership coaching and agile training, Agility Startup provides its services. The business also provides its clients with services such as business resilience and brand accelerator. There are now 6 part-time interns and 5 full-time employees working for the company, for a total of 11 individuals. Their inability to grow and perform successfully when growing their business may be hampered by the minimal number of employees. Due to the company's youth, it is still in the process of developing its corporate structure. Additionally, they have plans to prepare for additional corporate growth despite only starting operations in 2023. By conducting this research, the researcher goal is to determine which developing strategy is the most suitable for the company and also determining in which country they should expand into.

Keyword: Business Consultation, SEO, Startup, Expansion, Transformation, Service.