

# Exit Strategy vs Growth Strategy (vsdiff.com)

Criteria	Exit Strategy	Growth Strategy
Purpose	To maximize returns on investment through a planned exit	To enhance business value and market share over time
Timeframe	Short to medium-term	Long-term
Focus	Liquidity options and exit mechanisms	Sustainable growth and market positioning
Risks	Market volatility and demand shifts	Operational inefficiencies and competition
Key Metrics	Return on investment (ROI)	Revenue growth, customer acquisition cost

Source: <https://vsdiff.com/exit-strategy-vs-growth-strategy/>