

Alpha Gamma Solutions Disagrees with Article Claiming 'Entrepreneurship Has Been Hijacked by High Tech'

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With more people starting successful businesses online one article has claimed that the definition of what it means to build a successful business has changed and has been 'hijacked by high tech.' [Direct marketing firm Alpha Gamma Solutions](#) disagrees and highlights what they do to encourage entrepreneurship the 'old fashioned way.'

The article published by Forbes.com claims that entrepreneurs who run technology businesses are much more likely to be a success than other entrepreneurs. The article, released earlier this year, also says that entrepreneurs need to start with a lot of money to make a lot of money and states that many will never be able to do this. Alpha Gamma Solutions disagrees with these points however they do agree with the article saying that becoming an overnight success using Venture Funding is an unrealistic approach to starting a business for the majority of hopeful entrepreneurs.

Alpha Gamma Solutions disagrees that entrepreneurship has been hijacked by high tech because they see and meet entrepreneurs on a daily basis that have worked and continue to work incredibly hard to be successful. Also as the article points out, this is not a realistic option for most entrepreneurs, which therefore means most entrepreneurs won't run a business this way and it is not taking over the whole of entrepreneurship. Alpha Gamma Solutions understands that there may be more money in high tech services because there is a high demand for improving technology so there is healthy competition in this industry. However, the firm believes that entrepreneurship as a whole is not affected by this and says that many aspiring business owners understand the sacrifices and challenges they must face to become successful and that they will not make millions overnight.

Alpha Gamma Solutions is an outsourced sales and direct marketing company based in Leicester. The firm specialises in personalised face-to-face marketing campaigns which they run on behalf of their clients' brands. Connecting with consumers on a one-to-one basis allows the firm to create long-lasting and personal connections between brand and consumer. This leads to improved customer acquisition, customer retention, brand awareness and an extremely high return on investment.

Alpha Gamma Solutions works hard to encourage and implement entrepreneurship by running a Business Development Program. The program is aimed at aspiring entrepreneurs to teach them the skills they will need to run a business such as decision making, sales techniques, how to motivate a workforce, how to choose a team, leadership skills and much more. If successful, candidates are provided with the opportunity to run their own business. Alpha Gamma Solutions encourages the 'old fashioned way' of finding office space, building a workforce, then creating a website and advertising their services. The firm believes that hard work must be consistent for entrepreneurs to succeed.

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