Alpha Gamma Solutions outlines 4 predictions for entrepreneurship in 2016

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Whilst every entrepreneur's journey is different, entrepreneurship as a whole often demonstrates clear trends. Here, Alpha Gamma Solutions has outlined their 4 predictions for entrepreneurship in 2016.

The entrepreneurial journey is often unpredictable for every individual and is different for everybody. New ideas inspire new methods and everyone has their own innovative way of dealing with their new business. This means that entrepreneurship is often challenging but extremely exciting, highlights Alpha Gamma Solutions.

About Alpha Gamma Solutions: http://www.alphagamma.co.uk/

However, the firm believes that although every individual's entrepreneurial journey is different there are still some clear trends that emerge in the business of entrepreneurship which can help entrepreneurs to succeed. Here, Alpha Gamma Solutions has predicted 4 entrepreneurial trends for 2016:

The “Unicorn" fad will come to an end
A “Unicorn" business is a business that reaches the valuation of $1 billion, few will ever meet this mark. Alpha Gamma Solutions are confident that in 2016 people will stop pursuing this unrealistic goal and instead aim for more stable pursuits that will see them succeed.

“Growing slow" will displace “failing fast"
Most businesses rush forward with the mantra “fail and fail fast" believing that they will learn from this failure. “But what's the point of failing when you don't have to?" asks Alpha Gamma Solutions. The firm believes that with signs of economic growth, in 2016 more businesses will look to grow slowly instead of failing fast. “Just as much, if not more, can be learnt from growing at a stable and steady pace if you have the right mentors and supporters," states Alpha Gamma Solutions.

Small businesses will get the credit they deserve
Alpha Gamma Solutions are particularly excited about this trend as they understand that small business owners contribute massively to the growth of the economy. “These entrepreneurs are the engine of our economy," underlines the firm.

2016 will be the year of the underdog entrepreneur
“You don't have to be rich to become an entrepreneur anymore," highlights Alpha Gamma Solutions. The firm believes that 2016 will be the year that entrepreneurs who are in relentless pursuit of their callings will succeed, no matter where they are from or their background. “Chase the dream!" encourages Alpha Gamma Solutions.

Alpha Gamma Solutions is an outsourced sales and marketing firm based in Leicester. As advocates of entrepreneurship and supporters of aspiring entrepreneurs, the firm is excited by the predicted trends for 2016. The firm works on behalf of their clients' brands to encourage long-lasting and personal business connections through face-to-face marketing techniques. The one-to-one connection with consumers often leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

Source:
http://www.forbes.com/sites/robinbruce/2016/01/03/four-predictions-for-entrepreneurship-in-2016/

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Alpha Gamma Solutions provide personalised direct marketing campaigns to their clients as they believe this generates quality leads and delivers a high ROI. For more information follow @AlphaGamma_ on Twitter and 'Like' them on Facebook.

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