Alpha Gamma Solutions Pleased That Self-Employment and Small Businesses are Driving UK Economic Growth

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Despite the number of larger businesses predicted to make substantial profits over the Christmas period, new research has found that it's actually small businesses and sole traders that are currently driving economic growth. Alpha Gamma Solutions reviews why small businesses are currently thriving.

Government figures published last week revealed that the UK's 200,000 sole traders and small businesses are currently at the forefront of business growth, and could be key to starting 2015 on an economic high. It's currently estimated that small businesses and sole traders make up 99.9% of the UK's business community, and it would appear that their successes have blown that of larger companies out the water. Back at the start of the year, the Business Population Statistics Report revealed that there were 5.2 million private sector businesses in the UK, 330,000 more than in 2013. Of these new businesses, a staggering 197,000 were estimated to be sole traders, or one person operations, which is brilliant news for the nation's growing population of future entrepreneurs and small business owners. Alpha Gamma Solutions, a Leicester based sales and marketing firm are thrilled to hear that small businesses across the UK are currently doing so well and doing so much for the economy. The firm strongly believe that small businesses are the lifeblood of the UK economy and are keen to promote support for future entrepreneurs and business owners.

Small businesses and start-ups have already done a huge amount to drive the UK economy towards growth and Alpha Gamma Solutions are hopeful that this recent report will further help to encourage support for small businesses across the UK. Throughout 2014, small businesses have been praised for actively getting involved in their local communities and bringing back a strong sense of community spirit to high streets up and down Britain. As well as bringing communities together, small businesses have also helped to keep much needed funding within their local areas, through local taxes which go towards maintaining local areas and community projects.

Alpha Gamma Solutions is a young and energetic outsourced sales and direct marketing firm that work with a wide range of industries to provide innovative marketing campaigns, designed to boost sales and increase customer loyalty. By working closely with all their clients to understand their individual business goals, the firm are able to create and implement engaging campaigns that accurately target the desired demographic. Alpha Gamma Solutions rely on face-to-face interactions to help promote their clients' products and services. Marketing in this way also allows the firm to listen to customer feedback and ensure their needs are being met which leads to increased customer loyalty and stronger customer relationships.

Alpha Gamma Solutions believe that in order to have a positive 2015, it's paramount that the UK continues to support its growing number of small businesses and sole traders. The firm currently offer encouragement to future entrepreneurs through their own business development program. The program, which is open to all those who work with the company, provides a full range of business training, from financial knowledge and management skills to all aspects of business leadership. Alpha Gamma Solutions have worked with a number of bright and promising young entrepreneurs over the last year and are excited to see their ventures grow and succeed in the future.

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