Atlas Outsourcing Inspired by “Tortoise Theory” Whilst Developing Business Expansion Plans

Tuesday 17 May, 2016

Nottingham-based Atlas Outsourcing has applied some aspects of the “tortoise theory” into their business expansion plans and advises other businesses to also get on board with the valuable lessons that can be taken from this childhood story, ‘the Tortoise & the Hare’.

About Atlas Outsourcing: http://www.atlasoutsourcingltd.com/about-us/

Every child knows the story of the Tortoise and the Hare – the pair were having a race and of course the hare with his exceptional speed was winning. However, the hare decided he was so far ahead that he no longer had to try so he decided to take a little nap, allowing the tortoise to overtake him and win the race.

Atlas Outsourcing believes that some aspects of this theory can be applied to business as well. Whilst a business owner cannot be slow in this competitive world of business, they must have dynamic speed based on circumstances and challenges on the way. This is playing the race intelligently like the Tortoise. Atlas Outsourcing points out that business owners can also learn from the Hare by attacking everything head on but instead of falling short on resources or burning out, they should have the determination of the Tortoise and make sure they see things through.

Atlas Outsourcing has revealed how they have been inspired by the ‘Tortoise theory’ which suggests expanding businesses in a phased manner, based on the results of the previous phase and then moving forward to the next phase to ensure long term sustenance of business. Business owners must also plan to dominate the competition. The firm highlight that if a business’ goal is to merely compete with the competition they will cap themselves at that competition’s ability. Atlas Outsourcing states how business owners should always strive to be better than the competition. Atlas Outsourcing has applied this theory to their own expansion plans.

Atlas Outsourcing is an outsourced sales and marketing firm based in Nottingham. The firm specialises in a unique form of marketing, which allows them to develop personalised campaigns on behalf of their clients’ brands. By taking these campaigns directly to consumers via face-to-face marketing techniques the firm is able to encourage long-lasting and personal business relationships between brand and consumer. In turn, this leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

The firm’s mission is to expand their business nationally, in order to increase market reach for their clients’ brands. However, the firm states that they need to ensure the necessary steps are taken in order for them to grow steadily and successfully. Therefore, the firm will be following the advice from the ‘Tortoise Theory’ and will be growing at a steady pace and attacking challenges head on.

Find out more about Atlas Outsourcing by following @AtlasOutsourcin on Twitter, or by liking them on Facebook.

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