BellaVista Promotions Thrilled by the Rise of First Time Entrepreneurs

Monday 22 June, 2015

Recent reports have found that the percentage of businesses started by first time entrepreneurs has hit a staggering high in recent months. Here BellaVista Promotions review why more people are now feeling more confident when it comes to taking on entrepreneurship.

A study conducted by Direct Line for Business and Enterprise Nation found that home-based businesses have contributed £300bn to the economy and that 69% of these businesses have been started by first-time entrepreneurs. The research proves that there has been a sharp rise in the number of business start-ups in recent years with a record 581,173 new businesses registered at Companies House in 2014. This is up 10 per cent on the previous year, bringing the total of businesses registered to 3.1 million.

About BellaVista Promotions: http://www.bellavistapromotions.co.uk/

BellaVista Promotions believes that more people are becoming first time entrepreneurs because there is a greater access to funding through ideas such as crowd funding. The government's growth voucher scheme has also helped to support the establishment of SMEs and allowed them to increase turnover year on year. The scheme awards £2,000 in funding to new firms so that they can access strategic business advice on finance and cash flow, recruiting and developing staff, marketing, digital skills and other areas. BellaVista Promotions believes that ideas like this help to increase confidence in entrepreneurs and give them the right amount of support and independence.

However, the firm believes that, although a positive move, many first time entrepreneurs who start their business from home may become isolated. The firm therefore believes that more effort needs to be made to reach out to these entrepreneurs and offer them support and a large networking system where they can learn, seek advice and share experiences with fellow entrepreneurs and those experienced in these areas.

BellaVista Promotions is an outsourced sales and marketing firm based in Plymouth. The firm specialises in a personalised form of marketing that allows them to connect with consumers directly, on behalf of their clients' brands. BellaVista Promotions works closely alongside their clients to establish goals and target markets. Once these decisions have been made the firm develops unique campaigns that are taken directly to consumers via face-to-face marketing techniques. This helps to create long-lasting connections between brand and consumer and often leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

BellaVista Promotions offers guidance to first time entrepreneurs through their business development programme. The programme offers these entrepreneurs the opportunity to develop their skill sets and meet like-minded people who can offer support to them when starting their own business.

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