Big Changes in Store for Penmex as They Announce Glasgow Expansion

Wednesday 6 May, 2015

To meet the increasing demand from their clients, Penmex have announced they will be expanding their market reach into Glasgow in two weeks' time.

About Penmex: http://penmex.co.uk/#about

Penmex, a leading sales and marketing firm based in Edinburgh announced some exciting changes this week, revealing that due to recent successes and an ever increasing demand for their services the firm will be expanding into Glasgow in the coming weeks. Penmex was originally established when Managing Director, Kirsty Pennal recognised a gap in the Scottish market for below the line, customer focused marketing techniques. The firm has gained a positive reputation among their clients for offering cost effective marketing solutions which help them to improve the customer experience and boost overall ROI. To generate the best possible results for each business they work with Penmex, using their expertise to create personalised campaigns which reflect their clients unique brand identities. As a result, this provides them with a solid foundation on which to build long lasting customer relationships. This approach has proved incredibly popular with a huge range of Scottish businesses, especially those who in the past have used mass marketing techniques which yielded far lower revenue. With the success rate of their campaigns remaining consistently high, the firm have made the decision to expand into Glasgow so they can expand their existing clients' market reach, and offer their services to new exciting clients within the city.

Penmex believe that Glasgow is a great location for business and there were a number of reasons as to why the firm chose Glasgow for their brand's next stage of growth. Glasgow is currently at the heart of Scotland's growing economy. As one of Europe's most cosmopolitan cities Glasgow is a cultural, academic and sporting hub, most recently playing host to the 2014 Commonwealth Games. With a population of around 600,000 the city contributes roughly £18billion to the Scottish economy annually. An estimated 17,000 businesses are currently based in Glasgow and produce an average turnover of £31,101 billion year.

The city is focused on education and development and is home to five of Scotland's largest universities, including the University of Strathclyde and the University of Glasgow which ranked in the top 40 Universities in the UK in the most recent University league tables.This has provided the city with an influx of young talent and has helped boost the city's flourishing start up community. The city is also fast becoming a hub of technological innovation and has put the integration of technology in business at the forefront of its business development. As well as this Glasgow has seen a big push in investment and funding for new businesses, making it more accessible for business owners and innovators to find and acquire the funding they need to succeed in the city which has secured the city a bright business future.

With the expansion to Glasgow a mere two weeks away, Penmex are excited to immerse themselves in this thriving business hub. The firm are confident that the move will not only increase their clients exposure across new Scottish markets but will also provide them with the opportunity to meet and network with new creative businesses and inspiring entrepreneurs.

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Penmex

T. 07984-320-902
E. info@penmex.co.uk
W. https://penmex.co.uk/

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