Blue Branch Plan Growth Strategy for 2017

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Managing Director at Blue Branch, Rania Noumaan has announced the growth goals of the events promotions firm, revealing the primary focus being brand expansion.

About Blue Branch:http://www.bluebranch.org/about/

Celebrating their second business anniversary and breaking the company's all-time sales record, 2016 was a big year at Blue Branch. This year the Edinburgh-based marketing specialists are focusing on growth with one of their primary objectives to establish the firm as a market leader, and a go-to company for brands looking to increase their market share and brand awareness.

"To successfully grow a business it requires some necessary fundamentals, " states Rania Noumaan. The entrepreneur and business owner shared her top tips for successful business expansion.

1/ Build a strong and diverse team

"You don't build a business – you build people – and then people build your business." – Zig Ziglar

Ms Noumaan advocates the importance of building and developing people. At Blue Branch, they are committed to the development of the people they work with, investing a tremendous amount of time into education, through one on one coaching and mentoring sessions. Ms Noumaan believes a strong team is crucial for business success, but that diversity should not be overlooked. "It's key to have people with different abilities, experience, and skill-sets who bring different ideas to the table."

2/ Focus on quality and quantity

At Blue Branch, their attention to detail and commitment to delivering excellent customer service is their USP, and Ms Noumaan believes it has been the secret to their success. "Get customer service right, and the rest will follow." Said Ms Noumaan. With their pledge to deliver an outstanding customer experience, Blue Branch can deliver both quality and quantity customer acquisitions for their clients. Ms Noumaan is encouraging firms not just to focus on sales, but also customer service.

3/ Preparation

Scaling a business requires extensive research and preparation. There are many risks in growing a business, and Ms Noumaan believes that preparation is crucial. Benjamin Franklin said it best "By failing to prepare, you are preparing to fail."

Blue Branch promotes the importance of development opportunities to attract and retain top talent. At Blue Branch they offer unique business development opportunities, offering ambitious and driven individuals the opportunity to expand their knowledge and skill-set by undergoing extensive coaching and mentoring. Managing Director Rania Noumaan takes a hands-on approach, being actively involved in the day to day coaching and mentoring of the firm's staff and contractors.

"I am an advocate of entrepreneurship, and I get a real sense of accomplishment from mentoring young professionals and seeing them develop." Said Ms Noumaan.

Blue Branch has become one of Edinburgh's leading event promotions companies. The firm's unique marketing campaigns are delivered personalised on a face-to-face basis, focusing on building strong relationships with the company's clients and consumers. Based on their on-going success, Blue Branch has recently been asked by their clients to expand into further UK markets and represent them nationwide within the next two years.

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