Blue Branch reflect on their achievements on their second birthday

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Edinburgh-based events promotions firm Blue Branch recently celebrated a new business milestone, surpassing the two-year trading mark on September 29th, prompting Managing Director Rania Noumaan to reflect on the firm's achievements in their 24 months of operation.

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

Established in September 2014 by MD Rania Noumaan, Blue Branch identified a gap in the market for personalised marketing strategies that utilise the human element of interaction. The firm believes it is their personalised approach, which allows them to put the customer experience at the top of the agenda, that has played a pivotal role in their success until now.

In their second year of business, Blue Branch have gone from strength to strength, relocating to a larger office space as a result of business growth, moving from their first office space in Haymarket, to a location near Waverley train station.

In the first quarter of 2016, Ms Noumaan flew out to Sydney, Australia for a week-long business trip where she attended the Australian Black Tie Awards Gala, networking with sales and marketing professionals from across the globe.

In quarter two Rania Noumaan was revealed as a nominee for the coveted 'Rookie Owner of the Year' award at the UK Black Tie Awards Gala. The annual event held each year in London celebrates the achievements of sales and marketing professionals in the UK. While Ms Noumaan unfortunately didn't win the accolade, the nomination was still recognition of a great year.

Quarter three of 2016 saw one of the firm's contractors move out to Orange County, California, to begin working with one of the most successful sales and marketing professionals in the industry. Managing Director at Blue Branch, Rania Noumaan is hopeful that the move will lay the foundations for her firm to break into the international market in 2017, something which the firm has aspired to since their launch in 2014.

According to an ONS study, only 45% of startups survive beyond five years, and Ms Noumaan is confident that Blue Branch will be one of the surviving 45%. According to research from insurer RSA, 69% of small business owners believe it is hard to turn a small company into a medium-sized enterprise, a statistic that Ms Noumaan believes is worrying.

Blue Branch is an event promotions company based in Edinburgh. Formed due to the ever-growing demand for alternative marketing strategies, Blue Branch specialises in event marketing campaigns. Each marketing campaign is delivered on a face-to-face basis, letting the firm's representatives build relationships with customers from the first point of contact at event venues. Blue Branch is a firm committed to development and they invest a lot of time into every person they work with in order to assist them to learn, grow and develop. Thereby helping to propel Blue Branch to continued success. They are determined to expand their market reach both in the UK and internationally, and expect 2017 to be the year they break into the American market.

SOURCES:

http://www.simplybusiness.co.uk/knowledge/articles/2015/08/business-fail/

http://smallbusiness.co.uk/majority-of-small-companies-do-not-last-beyond-five-years-2472867/

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