Bravington Capital Review How Women Revolutionised Entrepreneurship

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Despite being outnumbered by men in the current economic climate, women were once the trailblazers of entrepreneurship. Bravington Capital has reviewed how women laid the foundations for one of the world's biggest global industries.

In the current climate just under a third of entrepreneurs in the UK are women and whilst this percentage has continued to rise since the recession in 2008, female business owners are still struggling to compete when it comes to equalling men in the business environment. This figure may not come as much of a surprise to many, however looking back at the history of UK entrepreneurship; this most recent estimation marks a stark and drastic turn around. Bravington Capital, an innovative sales and marketing start-up are great supporters of entrepreneurship and as such have recently been investigating the progression of entrepreneurship throughout history in a bid to inspire young industry entrepreneurs. Through their research Bravington Capital uncovered the lesser known history of entrepreneurship and found that it was women who led the way when it came to business thanks to the development of the beer and ale trade.

About Bravington Capital: http://www.bravingtoncapital.co.uk/

Going back almost 7000 years ago in Mesopotamia and Sumeria women were so highly regarded in the production and supply of beer and ale and their skills so respected that only they were permitted to brew, drink and run their own taverns. Closer to home in England, ale was traditionally made at home by women, working from their own recipes. The sale of beer and ale was also often the main source of income for many households. With women being the main breadwinners and in charge of providing for their families this early form of entrepreneurship put women in control and gave them status among their local communities. It was thanks to their specialist knowledge and skills that the beer and ale trade was able to grow into the thriving global industry that it is today, and that advancements in mass production were ever possible.

Bravington Capital was intrigued to discover this lesser known history of entrepreneurship and believe that these inspiring stories of female business ingenuity could have a hugely positive impact on female entrepreneurship today. To get the ball rolling and inspire a new generation of female entrepreneurs the firm recently shared this story with a selection of independent contractors and budding entrepreneurs and were encouraged by the positive response it received and the insightful and inspiring discussions it raised. The firm are hopeful that the history of female entrepreneurship will become better known and encourage more women to consider entrepreneurship and create their own legacy.

Based in Southampton, Bravington Capital is an exciting sales and event marketing start-up which specialises in face-to-face, interactive marketing campaigns. By meeting their clients' customers in person the firm are able to form lasting connections between brand and consumer and personalise the customer experience. By tailoring the customer experience to meet with individual needs, Bravington Capital are able to deliver unique solutions which encourage greater brand loyalty, a wider market reach and a higher quantity of quality sales for their clients

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