Chiron Marketing Solutions Excited by New Plans to Support Young Entrepreneurs

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After experiencing a rocky few years, RBS are revamping their Edinburgh headquarters into a hub for young entrepreneurs. Chiron Marketing Solutions offer support for this bold come back move, and highlight what this could mean for the Scottish economy.

About Chiron Marketing: www.chironmarketing.com

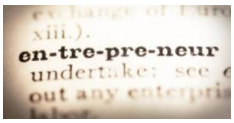
After a turbulent period for one of Scotland's most successful brands, which included a highly publicised government bailout the Royal Bank of Scotland announced some exciting plans recently which could be set to change the future of entrepreneurship in Scotland. RBS revealed that they will be turning the executive wing of their Edinburgh headquarters into a centre for entrepreneurship and small businesses in the first of many ground breaking steps to repair their damaged reputation.

With small business currently driving Edinburgh's economy, sales and marketing firm Chiron Marketing Solutions are supporting the proposed plans and are pleased to see more being done to encourage entrepreneurship and provide solutions to first time business owners. The new plans will see RBS's executive wing transformed in a business accelerator hub, run by non-profit organisation Entrepreneurial Spark. The old executive wing is set to become home to a wide range of organisations such as Entrepreneurial Scotland and Business Gateway, as well as becoming a headquarters for the Prince's Trust Scotland, who specialise in providing support and guidance to disadvantaged young people. RBS staff will also be encouraged to take on a hands on approach in the new business accelerator hub so that they can gain a better understanding of the financial challenges new business owners face and begin to offer more effective solutions that can help businesses to survive in the long term.

Chiron Marketing Solutions is Edinburgh based sales and direct marketing firm that specialises in creating engaging event marketing campaigns designed to improve customer relationships and drive sales. The firm are strong advocates for entrepreneurship and due to the fast paced, progressive nature of their industry actively seek out candidates who display a wide range of entrepreneurial skills. Chiron Marketing Solutions run their own development programme, which helps young sales and marketing entrepreneurs hone their business and leadership skills, preparing them for a future in business ownership.

Chiron Marketing Solutions are thrilled to see RBS recognising and activity supporting entrepreneurship in Scotland and believe that the development of the new business hub could be set to positively impact the country's economy. By creating a headquarters where business owners can go to access support and advice, Chiron Marketing Solutions believe that more small businesses could be set to not only survive but thrive. By increasing the population of small businesses across Scotland, more jobs will be created which will help reduce the strain of unemployment benefit and increase the disposable income of many households throughout the country. This in turn will raise consumer confidence and spending which will provide more revenue for Scottish businesses and help the economy grow. Chiron Marketing Solutions are excited to see the true effects of the new business hub, but believe that the radical move could greatly encourage creativity and innovation among Scotland's growing community of small business owners and entrepreneurs.

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Chiron Marketing Solutions

E. info@chironmarketing.com
W. https://www.chironmarketing.com/

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