Entrepreneurial Britain Collaborate with MJ Experia Marketing to Learn Promotional Strategy and Techniques

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As hype around entrepreneurship grows in the UK, MJ Experia Marketing report of the significant interest inspiring entrepreneurs have in the firm's Business Development Programme.

Striving to be an entrepreneur is becoming a far more credible career choice in Britain, more so for recent graduates and those currently self-employed. Business firms like MJ Experia Marketing have been commended for their continued support towards entrepreneurship and for their respectable Business Development Programme.

The interest and desirability of entrepreneurship in Britain has increased significantly, more noticeably since the launch of the 'StartUp Britain' campaign in 2011. 'StartUp Britain' is a national campaign created by entrepreneurs for entrepreneurs who are motivated in inspiring and accelerating business enterprise in Britain. According to Experian, a spike of 25% in people searching for the term 'startup' online was reported immediately after 'StartUp Britain' launched. (www.startupbritain.co)

Even TV programmes such as The Apprentice and Dragons Den have contributed towards the increasing popularity of entrepreneurship. A report by Global Entrepreneurship Monitor titled 'Impact of Media on Entrepreneurial Intentions and Actions' states, "TV business reality programmes tend not to directly trigger actual entrepreneurial intentions or action. However, they do have a positive effect on social norms and values and thereby influence both the desirability and feasibility of entrepreneurship. In this sense, they do, albeit indirectly, influence actual patterns of entrepreneurship." When those participating in the study were asked about The Apprentice and Dragons Den, 21% felt motivated to start their own business, 58% thought more positively about entrepreneurs in general and 51% felt more aware of entrepreneurship as a career path.

MJ Experia Marketing are encouraging entrepreneurship as a viable career by offering a reputable Business Development Programme. The programme enables budding entrepreneurs and self-employed marketer's to learn basic business practices including leadership techniques, sales strategies, how to pitch business, public speaking, scheduling and time management. MJ Experia Marketing have reported the interest of their Business Development Programme has increased significantly in the last 12 months, confirming that entrepreneurship in Britain is on the rise.

Based in Birmingham, MJ Experia Marketing are an outsourced sales and marketing firm who offer B2C event-based marketing and in-store promotions for an array of blue-chip clients.

Read the full 'Impact of Media on Entrepreneurial Intentions and Actions' report.

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