GB Marketing Enterprise: Can Small Businesses Ever Compete With Big Brands?

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With the number of small businesses increasing year on year in the UK, there has never been a better time to be a small business owner. However, can these enterprises ever really compete with larger, more established brands? GB Marketing Enterprise *investigates.*

About GB Marketing Enterprise: http://www.gbmarketingenterprise.com/about-us/

Currently in the UK the small business community is thriving. Since 2013, the number of new businesses has been rising steadily and according to Start up Britain, 2016 has already been named a record breaking year for startup creation. As of July, 343,000 new businesses had been set up across the UK, putting 2016 on track to beat the 608,000 new businesses established in 2015.

Sales and marketing firm GB Marketing Enterprise are thrilled to see that despite the current uncertainty in the economy post Brexit, people are still eager to follow their business dreams. The firm are confident that whilst there will always be risks associated with starting a business, the benefits far outweigh the costs. Today's pace of life in the corporate world is fast becoming a catalyst for small business creation, as more people choose to do things their own way and escape the rat race. GB Marketing Enterprise also believe another key driver in small business creation is that the process is now far more accessible – with funding being more readily available and online resources offering support, mentoring and advice to help new businesses find their feet.

However, whilst this increase in startup creation is positive, the firm are concerned that despite having determination, many of these new business owners will struggle to compete with larger, more established brands. In a saturated market, small businesses often face an uphill struggle, tempting customers away from competitors, especially as in comparison to their larger rivals, their resources and budgets are relatively small. GB Marketing Enterprise however are urging small business owners not to give up and are promoting that it is possible to compete with larger organisations. Here, the firm has shared how SMEs can play to their strengths and stand tall among large organisations.

Personal service

The biggest complaint from consumers when dealing with large companies is their lack of personal service – having to deal with multiple agents and being passed around departments. This is where small businesses can shine, as their smaller consumer base and face-to-face service allows them to invest more time into building and maintaining customer relationships and offering a tailored customer experience.

Network

Networking with those in a similar position will help small business owners become more effective within their community. Whilst small businesses often can't offer the same range of services as their larger competitors, networking will connect them with suppliers they can then recommend – allowing them to offer more to customers and build a reputation as a honest and helpful company.

Be a Trendsetter

Implementing change is a big deal for a large firm and it can be hugely difficult for them to streamline the process so that it causes little disruption to customers. SMEs on the other hand are more agile and can respond easily to change. This conveys to customers that the business has its finger on the pulse and is committed to delivering fresh and relevant services.

GB Marketing Enterprise is an outsourced, face-to-face sales and event marketing firm based in Cardiff. By connecting with consumers on a face-to-face basis at events, the firm is able to establish long-lasting and personal business relationships between brand and consumer, driving ROI and greater brand awareness.

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