

GB Marketing Enterprise Reveal the Surprising Ways SMEs Can Benefit From a 'Sharing Economy'

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With the sharing economy thriving, many are questioning how SMEs will cope should the trend continue. Event marketing firm [GB Marketing Enterprise](#) are remaining positive and share how they believe SMEs can actually benefit from the growing sharing economy.

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

GB Marketing Enterprise, a Cardiff based sales and event marketing firm believes that the sharing economy is big business at the moment, and consumers are really backing the trend. The sharing economy refers to the percentage of goods and services that consumers are renting or sharing rather than buying. With many consumers still reluctant to spend after the recession ravished the UK back in 2009, it's now been estimated that the sharing economy is worth in excess of £9 billion in the UK alone, whilst the global worth is considered to be a staggering £335 billion.

According to a recent study into the sharing economy boom, hire car firm Zipcar found that 47% of UK consumers are currently renting or sharing certain products, saving on average £531. Although great news for consumers, as the majority are keen to make the most of their money, many business professionals are unsure of what the growing sharing economy could mean for small businesses. With sales down and rentals up small businesses may have to drastically adapt their business strategies in order to produce enough revenue to survive.

Despite sharing currently overshadowing buying for many, GB Marketing Enterprise believes that there are many surprising ways that the sharing economy could be beneficial to small businesses. With running costs of SMEs still at a premium for the majority the sharing economy presents SMEs with an exciting opportunity to swap their products and services with that of another business. Not only will this trade help SMEs to remain cost effective but will also help them to build solid contacts and improve their relationships within the business community. GB Marketing Enterprise also believe that the sharing economy could help SMEs through the Government's Space for Growth programme, which offers out empty government buildings to start-ups, small and medium-sized enterprises and charities for free. Without having to pay a hefty rent on their business premises, SMEs will be able to reduce their monthly expenditure and reallocate their budget to other key areas of the business.

Because of the current drive of the sharing economy in the UK, GB Marketing Enterprise has recognised a stark increase in the number of businesses looking to outsource certain business processes. Much like renting, outsourcing allows businesses to access professional services without incurring the financial commitment of hiring a specialised in house team. Many outsourcing firms, such as GB Marketing Enterprise also operate on a pay on results basis, meaning that SMEs are able to keep a tighter grip on their budget and use their funds more wisely.

GB Marketing Enterprise is a Cardiff based outsourced sales and event marketing firm. Working with businesses from a wide range of industries the firm specialise in customer loyalty and acquisition and through face to face customer interactions at events, helping businesses to develop a better understanding of their customers' needs.

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