Growth Momentum Sustained by Pareto Global Associates in Merseyside Region

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Outsourced sales and marketing company Pareto Global Associates have maintained steady growth into the 3rd quarter of 2013. The firm saw sales revenue boost by 9% in June, overall hitting a 19.7% profit increase from Quarter 1 to Quarter 2 and have continued to see a further increase throughout Quarter 3.

Cyril Williams, Managing Director of Pareto Global Associates credits the firm's success to 'controlled growth'. 'Controlled growth is being strategic about expanding your business; it is good financial management, knowing your position in the market among your competitors, having a detailed business plan with a clear vision and achieving one goal at a time - it is about making the right decisions at the right time.' states Cyril Williams.

A common risk taken by small businesses eager to succeed is to expand too quickly. This uncontrolled growth can lead to failure from what may have started out as a great success. 'Recognising your limits is crucial if your business is to continue to grow and thrive. With the demand for direct marketing continually increasing, one thing we have been conscious of since expanding to Liverpool is how quickly we grow – we have been strategic in the business partners we have chosen and turned down projects that would stretch us too thin,' says Cyril Williams, MD of Pareto Global Associates. 'Our goal is to manage our growth, we refuse to be a business that says 'yes' to everything and fails to deliver quantifiable results,' he adds.

It is this mentality that has led to Pareto Global Associates success throughout 2013. 'We don't necessarily want to be the biggest in our field but we do want to be the best. This means service quality and customer satisfaction is our primary focus. Whilst we have experienced steady growth since our inception in 2008 we are taking it in our stride. Sales revenue and profits are up but we are concentrating on sustaining our growth, not exceeding our current limitations. We are pleased with our position in the market and our growth to date - we are on track,' says Cyril Williams, Managing Director of Pareto Global Associates.

Pareto Global Associates is an example of smart business decisions, a very well executed business plan and most importantly patience. The firm believe that controlling the businesses growth has and will continue to be the key to their success.

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