Iconic Event Strategies: Is Business Ownership on the Cards For You?

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A new study by Direct Line reveals that more Brits are dreaming of starting a business. Here Iconic Event Strategies review the findings and share how those interested in sales and marketing can make their business dreams come true.

A new study by Direct Line for business has revealed that 1.3 million Britons are dreaming of starting their own businesses in the next 12 months. The most popular sector that respondents wanted to start a business in was food and drink, with 20 percent stating they dreamed of owning a tea room or café, whilst 5 percent stated that they would like to set up a shop.

About Iconic Event Strategies: http://www.iconiceventstrategies.co.uk/

Despite the economic uncertainty post Brexit, the study has shown that entrepreneurship in the UK is still strong and many Brits still have the desire and ambition to make it in the business world. As supporters of entrepreneurship, Iconic Event Strategies were thrilled by the results of the study and believe that they point to a bright future for small businesses in the UK.

However, whilst the desire to start a business is rife among Brits, there are still many barriers standing in the way of business ownership. The study also looked into the reasons why people don't want to start their own businesses and a lack of start-up capital was cited as the prominent factor by 51 percent of respondents. A third of respondents also claimed that they wouldn't know where to start when it comes to planning a new business, whilst lack of direction was also a major factor standing in the way of potential start-up success.

Iconic Event Strategies strongly believe that for those wishing to make a mark in the business world, working in the sales and event marketing industry could be a great way of overcoming these common barriers. The firm offers only entry level opportunities, giving all their contractors the chance to work their way up and build experience within a business setting. For those willing to learn and take on new challenges there is the opportunity to move on to a leadership role before having the chance to launch their own business within the industry. Iconic Event Strategies have long believed that for the sales and event marketing industry to thrive, it is up to established business owners to prepare the next generation of industry entrepreneurs. As such the firm have invested time and effort into supporting those who wish to pursue business ownership.

By working in the sales and event marketing industry, budding entrepreneurs can access consistent support and mentoring, which helps break down the barriers cited by the respondents of the Direct Line study. Iconic Event Strategies also ensure their contractors can access support outside of the business and regularly invites them to national networking events where they can boost their professional development and meet with sales and marketing experts from wide range of backgrounds.

Iconic Event Strategies is an outsourced sales and event marketing firm based in Norwich. The firm specialises in face-to-face marketing events which allows them to interact with consumers on a one-to-one basis on behalf of their clients' brands. This means the firm are able to establish long-lasting and personal business relationships between brand and consumer and deliver increased customer acquisition, brand awareness and brand loyalty for their clients.

Find out more about Iconic Event Strategies by following them on Twitter, or by liking them on Facebook.

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