JDF Strategic Associates Show their Support for New Initiative Aimed at Female Entrepreneurs

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With a lack of strong female role models in business, a new self-assessment Initiative has been set up in the UK to help female entrepreneurs double their chances of success. JDF Strategic Associates review the scheme and share why it's so important to support women in business.

About JDF Strategic Associates: http://www.jdfstrategicassociates.com/company-info/

Whilst entrepreneurship is reaching a record high across Britain, many business professionals have recognised the need for more women in business as the notion that entrepreneurship is a male led environment is still prevalent throughout many regions of the UK. Despite the number of women starting businesses has increased over the last few years the ratio of male to female entrepreneurs is still out of sync and to combat this, the government recently announced the introduction of a new scheme to help female business owner's access their business potential. Sales and marketing firm JDF Strategic Associates fully support this move by the government and are confident that with readily available resources female entrepreneurs will soon be able to close the gender gap within entrepreneurship.

As part of the new scheme the UK government has created a female focused online self-assessment kit which helps budding entrepreneurs and business owners identify any gaps within their skills set, knowledge and experience and offers effective solutions to help them overcome these gaps. Female entrepreneurs using the online tool kit can take a specialised questionnaire, which produces a personalised training programme which helps them to build up their knowledge and practical skills needed to take their business ideas to the next level. JDF Strategic Associates believe that this could radically change the state of female entrepreneurship as it allows entrepreneurs easy and convenient access to effective solutions that can fit in with their already demanding schedules. As well as this, the firm believe that simply knowing that the right support is out there will help budding female entrepreneurs take the first step towards business ownership and give them the confidence to follow through with their ideas.

JDF Strategic Associates believe that it's vital for the business world to have more strong and inspiring female entrepreneurs. The idea that entrepreneurship is a male led industry runs deep and can put future female business leaders off from competing in the industry. the new online tool kit introduced By government will not only help current female entrepreneurs excel, but their success could have a domino effect and encourage more women to enter the business world by showing them just what is possible and how life changing business success can be.

JDF Strategic Associates is a Belfast based sales and event marketing firm that aid businesses in raising positive brand awareness and increasing weekly sales.Through face to face marketing approaches the firm meet with their clients consumers directly, taking them time to get to know them and build up a clear picture of their needs and values. The firm then use this information to develop a unique customer experience which addresses each customer's personal requirements by providing tailor made effective solutions. This personalised approach has allowed the firm the not only increase sales for their clients, but increase customer acquisition and raise brand loyalty which helps their clients to expand their businesses and enter new markets.

JDF Strategic Associates believe it's highly important to support future entrepreneurs and helps to develop their business and knowledge and skills through their own development programme. Open to all their representatives, the programme offers real life business training to help entrepreneurs progress into leadership and prepare for the challenges associates with running their own firms.

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