LGB Direct disagrees with statement that millennial entrepreneurs are ‘delusional’

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LGB Direct, direct marketing specialists are keen to disagree with claims that millennial entrepreneurs are 'delusional'.

About LGB Direct: http://www.lgb-direct.co.uk/about-us-lgb-direct/

Delusional is definitely a word LGB Direct would not use to describe millennial entrepreneurs. In a report presented in the Telegraph, the findings highlighted were reported from the latest Albion Growth Report, an annual poll of Britain's small businesses, which is now in its third year. The results found that entrepreneurs aged 35 and under - the "Millennials", were projecting dramatic expansion compared to more senior in age entrepreneurs who projected similar growth, a difference of 6 percent. It is also believed that millennials were keen to source external financing and a concern concluding from the report was their lack of desire to source a mentor and understand their value.

Counter arguing LGB Direct disagree and believe that economic growth has been supported and encouraged by many entrepreneurial millennials whom are taking inspiration from many showbiz and celebrity entrepreneurs. The millennials are also exploiting their up to date knowledge in tech and are bringing fresh and innovative ideas to the market.

LGB Direct are specialists in outsourcing campaigns for large household brands and often utilise millennial entrepreneurs when sourcing new contractors to assist in their promotional campaigns. The firm offers all contractors the opportunity to experience their business development opportunity which offers guidance to those looking to start their own business by mentoring said contractors, encouraging personal growth and preparing them for the exciting world of an entrepreneur. The firm have enjoyed watching young entrepreneurs flourish in their own business ventures.

LGB Direct is a sales and marketing firm that specialises in outsourced direct marketing solutions. The firm help major national clients to increase their brand awareness and customer acquisition rates through face-to-face communication, which allows the firm to gain the relevant information needed to personalise the customer experience and deliver a unique tailor made service. The firm's innovative approach provides their clients with the opportunity to nurture strong customer relationships which leads to an increase in brand loyalty and revenue and the means to grow and expand their brands.

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