LGB Direct Ltd thrilled at ‘marked increase’ in confidence among Small Business Owners

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A recent report has found that global confidence in small businesses has seen a dramatic increase. Outsourced sales and marketing firm LGB Direct are excited by the report’s findings and have looked at what this could mean not just for their industry, but for the UK economy too.

The Sixth Hiscox DNA of an Entrepreneur study recently revealed that small business confidence across the world has seen an increase over the last 12 months. The study found that small businesses have seen a dramatic rise in profits and hiring activity which suggests that the future could be a lot brighter for small business owners.

The findings come from an assessment of over 3,500 small businesses from across Europe and America, all with fewer than 50 employees. The study found that of the companies assessed many reported a marked increase in profits in 2013. 45% of the businesses asked even reported revenue growth and overall optimism for the continued success of their businesses over the coming years.

In terms of recruitment, 18% of the small businesses asked had increased their staff over the past year, an increase of 7% since last surveyed. Promisingly a further 14% of businesses shared that they were planning to take on more staff in 2015.

Since the recession hit, many start-up businesses have found themselves struggling to survive with consumer confidence at an all-time low. However, the study found that since the economy has stabilised there has been a dramatic rise in the number of new start-ups emerging, especially in the UK. LGB Direct is thrilled by the news and find the report encouraging not just for the sales and marketing industry but for the UK economy as a whole.

The economic downturn put many budding entrepreneurs off starting their own business, LGB Direct hope that the results of the report will encourage more entrepreneurs to set up a business and fill them will new found confidence in the business world. The firm believe that small businesses are vital part of the UK economy and are even responsible for the economic recovery. Small businesses not only help to create vibrant and varied high streets, they also support their local communities through paying local taxes which provides much needed funding to local amenities and facilities. LGB Direct believe that for the economy to continue to stabilise more should be done to support entrepreneurs and new business owners to ensure their confidence and their businesses develop and thrive.

LGB Direct is a London based sales and marketing firm that specialises in direct marketing solutions. The firm use face to face interactions to build stronger customer relationships for clients and help their clients to better understand the needs of their customers. By providing their clients with the opportunity to make strong connections with their consumers, LGB Direct can help boost their clients brand awareness and help them to spread a positive brand reputation whilst increasing their overall ROI.

LGB Direct are advocates of entrepreneurship and support the development of entrepreneurs and start-ups. As well as working with a number of small businesses to improve their sales and marketing capabilities, the firm also help young entrepreneurs to develop their business skills through their business development program. The firm’s program helps young people learn the skills of entrepreneurship through providing real business work experience, LGB Direct hope that this approach to learning will prepare young people for the realities of business and help shape the sales and marketing leaders of the future.

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