Live Innovations Defends Small Business Owner

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London-based sales and marketing firm, Live Innovations defend a small business owner after his row with the tax man.

Geoff Jones, who runs a small business with his wife, spent five years battling with HMRC over tax payments he was ordered to make. HMRC sent Mr Jones a bill for £42,000 in 2002. He eventually won the case against him after the House of Lords ruled that he hadn't avoided paying tax. But Mr Jones' situation has raised questions about how small businesses are treated and the challenges they face.

About Live Innovations: http://liveinnovations.co.uk/what-we-do/

Live Innovations believes that small businesses are the backbone to the economy. The five million small businesses in the UK are not only producing products and services that drive consumer spending back into the economy and improve way of life, but they are also generating job opportunities and decreasing unemployment levels in the UK.

Live Innovations believes that forcing crippling tax payments on small businesses, that they simply cannot afford to pay, or as in Mr Jones' case were not supposed to be paying, could force SMEs to close as they cannot afford to run after these payments. This would then force a lot of people out of work and cause damage to the UK economy. Live Innovations agrees that small businesses must pay taxes, but believes that more needs to be done to make sure that the right amount of money is being demanded from them and that situations like Mr Jones' are not repeated.

Small businesses need more support, not more challenges thrown their way, points out Live Innovations. The firm says that there are enough challenges SMEs and entrepreneurs have to face, such as gaining funding, finding the necessary resources to get up and running, attracting customers and growing. To help the economy, the firm believes that small businesses need more support from loan initiatives and the government in order to make their business a success.

Live Innovations is an outsourced sales and marketing firm based in London. The firm specialise in personalised marketing solutions, whereby they devise unique marketing campaigns on behalf of their clients' brands. These campaigns are then taken directly to consumers via face-to-face marketing methods. This one-on-one connection often leads to long-lasting relationships between brand and consumer as well as increasing the clients' brand awareness, customer acquisition and brand loyalty.

Live Innovations supports aspiring entrepreneurs and small businesses through their business development program. The program teaches candidates valuable skills to develop their personal and business skill-sets, by giving them the opportunity to experience sales roles, leadership roles and management positions, before being given the opportunity to open their own firms.

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