

## Mazonai Alarmed by Report Claiming Small Business Survival Rates are Falling

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Direct Marketing firm [Mazonai](#) are alarmed by a recent report claiming that Small Business survival rates are falling and highlights how they and other SMEs are continuing to grow.

The report claimed that the failure rate among small businesses is now 55% in the first five years with the hardest hit sector being construction with a five year survival rate of only 44%. The report said that 38% of businesses blamed this on a lack of bank funding and 44% blamed this on the tax system. The report also outlined what Small Businesses thought they needed to achieve growth. 41% said they would like reduced employment tax and greater bank lending. Whilst 39% wished for reduced business rates and 35% needed reduced energy costs.

Luton-based firm, Mazonai firmly disagrees with the report and says that they work with businesses of all sizes that are continuing to grow and thrive even in times of economic downturn. The firm have also grown incredibly themselves and say that within their industry they see new businesses open regularly and actively encourage entrepreneurship themselves.

However, Mazonai does agree that small businesses do need more support in order to survive and so that struggling businesses have somewhere to turn. In regards to the news that small businesses want reduced energy costs, Mazonai says that there are many energy efficient plans available that can help to reduce costs. Mazonai says that mentoring and networking also needs to be advised for small business owners so that they can talk to successful owners and learn from them. "This will help businesses to know where to get funding or to gain investment through these connections" says [Ausra Mazonaite](#).

Mazonai is an outsourced sales and direct marketing firm that help their clients' brands to grow and drive more sales. The firm uses face-to-face direct marketing methods in order to connect with consumers and build one-to-one long-lasting relationships between brand and consumer. This leads to increased brand awareness, customer acquisition and brand loyalty, which helps a business to grow. Mazonai offers their service on a 'no win, no fee' basis which means their clients do not pay them until they reach the goals that have previously been established, this guarantees a high return on investment for their clients and allows them to grow even in times of economic downturn.

The firm offers a Business Development Program that teaches all those within their firm the procedures and skills needed to open and then run a successful business. The program teaches candidates a range of skills from sales techniques to decision making, to admin, to hosting an interview, to motivating a team and everything in between. The idea of this program is to encourage more entrepreneurs and to open and grow more successful businesses.

Mazonai understands how important small businesses are for the economy. Small businesses contribute massively to the economy by providing numerous new job opportunities that increase consumer income and decrease unemployment levels. They also create new products or services which can be invested in which helps to boost consumer spending. As well as this small businesses are extremely beneficial for local communities so it is important they survive.

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