

MJ Experia Marketing Offers Midlands-based Entrepreneurship Development

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MJ Experia Marketing announces its development program for budding entrepreneurs which aims to help create a generation of self-sufficient and successful business owners.

"Given the current state of the global economy we felt that offering a development program that educates individuals on the most important skills required to run a successful business would be a great way to further strengthen and rebuild Britain's economy," says MJ Experia Marketing managing director **Matt Wassall**.

MJ Experia Marketing is an events marketing and in-store promotions company which fosters a strong entrepreneurial culture. "We have found that encouraging an entrepreneurial mind-set in our suppliers and independent contractors has led to higher motivation to achieve and succeed. This has benefited all parties through higher quality and quantity of results," says Matt Wassall, MD of MJ Experia Marketing. "We decided to offer the entrepreneurship development programme to provide more comprehensive assistance and advice to business-minded contractors. We have received overwhelming interest in the programme, with the majority of contractors participating. The workshops have contributed greatly to the atmosphere of MJ Experia Marketing, and while it is too early to look at specific results we are confident to see a positive impact on results over the next quarter." MJ Experia Marketing's programme offers workshops and practical advice in a range of business topics including sales, marketing, team leadership and financial management.

MJ Experia Marketing reveals that the development of entrepreneurship has a significant impact on the financial and social wellbeing of the country. The Forum of Private Businesses (FPB) recently launched their Get Britain Trading campaign which highlights the contribution that small business ownership has made. Small businesses, which are enterprises with less than 50 employees, make up 99.2% of all UK businesses and employ 46.2% of the UK workforce. Additionally, 47% of UK apprentices are employed in companies with less than 25 employees. Small businesses alone contribute to almost a quarter (24.9%) of the UK's wealth, and 60% of FPB members were planning to grow their business locally in 2011 and invest 54% of turnover into local communities. In addition to the economic advantages of small businesses, the FPB also reports benefits to wider society. This includes the £114 million donated to charities through payroll giving last year, of which 50% originated from small and medium-sized enterprises. Small and medium-sized enterprises were also found to be more accommodating of flexible working schedules; just 11% of SMEs refused a flexible working request compared to 38% of large businesses.

MJ Experia Marketing now joins an estimated 21,000-strong force of business mentors in the UK, of which the majority are owners of SMEs. "We have seen the vast contribution that small business owners make to the UK, and we wish to help aspiring entrepreneurs any way we can," says MD Matt Wassall.

MJ Experia Marketing is based in Birmingham city centre and provides outsourced event sales and promotions for national clients.

Source:

<http://www.fpb.org/getbritaintrading/page/962/>

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