MJ Experia Marketing: The Midlands is the Most Supportive Region for Entrepreneurship

Thursday 12 March, 2015

A recent study found that business leaders within the midlands are among the top 100 most supportive of entrepreneurship in the UK. MJ Experia Marketing *review the results of the study and share why it's so important to nurture entrepreneurship.*

About MJ Experia Marketing: http://www.experiamarketing.co.uk/about/

Business Quarter online (26th Feb 2015) reported the announcement by Maserati and the Centre for Entrepreneurs (CFE) that the Midlands represent a number of successful business founders who are giving back to the next generation, which highlights to entrepreneurial strength and spirit of the Midlands-based entrepreneurs. Among a diverse and vibrant array of established entrepreneurs, it included:

Denys Shortt - founder of DCS, the largest distributor of health, beauty and household brands in the UK. For the past seven years, Shortt has supported the entrepreneurship work at the Royal Agricultural University. He has also provided time, energy and contacts to help grow the Enterprise & Entrepreneurship Programme at the university. Shortt also invites budding entrepreneurs to visit his factory and offices in Stratford Upon Avon.

Fay Easton - Director of Telford Enterprise Hub and co-founder of Start Up Hub, based in Telford Shropshire. The Telford Hub offers services such as finance through start up loans, start up boot camps, entrepreneur workshops, Mentor Mastermind Groups and workspace. Between 2011 and 2014 Fay worked with StartUp Britain as the local champion for Shropshire, helping to increase the entrepreneurial activity of the area through growing a culture of taught entrepreneurship. For the past 18 months Easton has been involved with the Young Britain project, co-financed by ERDF & launching over 400 entrepreneurial start ups.

MJ Experia Marketing is excited to see so much support for entrepreneurs in the Midlands.The firm support and encourage entrepreneurship through their own business development programme as they teach individuals the skills and qualities to flourish in business.

Based in the heart of Birmingham city centre, MJ Experia Marketing is an outsourced sales and marketing firm that drive and deliver improved sales revenues for a range of clients. The firm is a small business that was set up to proved clients with better customer acquisition results, but for a lower cost.MJ Experia Marketing utilise insightful, structured and engaging customer interactions that form part of the marketing process that adds more value through personal selling to customers.On average, when clients use the services provided by this small business, they improve customer loyalty by 21%.

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