

## NBE Marketing believe young entrepreneurs need more support

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Reading-based [NBE Marketing](#) wants the UK to take inspiration from Azerbaijan when developing new entrepreneurial support systems.

Azerbaijan have developed a youth entrepreneurship support programme; the programme was founded by the Coca Cola, Ministry of Youth and Sports and the public organisation Civil Society Debate. The primary goal of the organisation is to support young entrepreneurs, new firms in high technology industries and boost start-ups. This project is part of the "Youth of the Azerbaijan in 2011-2015" State Program. During the last 3 years, Youth Inc. trained well over 5,000 young entrepreneurs. By supporting young entrepreneurs, they are injecting life into the economy and providing sustainable futures for their aspiring entrepreneurs.

About NBE Marketing: <http://www.nbemarketing.com/about-us/>

NBE Marketing is urging the UK to provide a similar set up. The programme has been a huge success in Azerbaijan, and the firm believes the UK would produce greater results from the huge talent pool of young entrepreneurs available. With the vast availability of resources in the UK, the nation should be looking to encourage the government and successful businesses to inject revenue into the development of a programme that will help young people develop their ideas into real business models. By developing the entrepreneurial spirit from a young age it will allow greater opportunities for a diverse economy.

NBE Marketing is an outsourced [sales and marketing](#) firm based in Reading. As specialists in a unique marketing method, the firm develops and implements personalised direct marketing campaigns on behalf of their clients' brands. By connecting with consumers via face-to-face marketing methods, the firm is able to establish long-lasting and personal connections between brand and consumer. This often leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

It is important to support local entrepreneurs as they bring diversity to the market. Fresh ideas that are generated specifically for a market allows for a better service to be provided. When purchasing from a local business it is said to maintain 68% of the profit for the local economy vs 48% when purchasing from a large retailer. The firm offers a solution for young people looking to develop business skills alongside earning a living. NBE Marketing runs voluntary workshops for its contractors which offer a sound basis for a new start-up business. The firm has provided guidance for many young entrepreneurs in the area and look to continue their support through 2016 and beyond.

SOURCE: <http://www.azernews.az/business/92809.html>

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