NBE Marketing: Why 5000 small businesses Supported the Tories

Monday 25 May, 2015

5000 small business owners wrote a letter in support of the current regime, David Cameron and The Conservatives.The letter praised the Tories' economic plans and warned against Labour.

NBE Marketing looked at some of the large company directors that supported the Tories in this year's general election; Campbell Gordon of Partner Optimus Capital LLP London and Paul Davies Owner of AWDLaw LLP South East were amongst the 5000 names that joined the petition to pledge their support. It is important to understand the complexity of the 5000 names on the list and that collectively they employ over 100,000 people, thus supporting the British economy.

NBE Marketing were impressed with David Cameron's small business manifesto, and look forward to the policies being introduced. Heralding an "entrepreneurial revolution" in a speech at Chartered Accountants' Hall, the prime minister said that a Tory government would seek to treble start up loans for small businesses in the next parliament. Storming the stage, Cameron told the audience, "When I hold those receptions at Downing Street, and when I get the people who got start up loans telling me what they've done – taking a risk, having a punt – that pumps me up. There is an entrepreneurial, small business revolution taking place in Britain." Revealing pledges in the small business manifesto, Cameron promised to "back the businesses that create jobs", by cutting a further £10bn of red tape while investing a further £100bn in infrastructure, including roads, mobile networks and broadband.

David Cameron wanted to make it clear he believes, "At the heart of the economy is small business." Cameron, who declared himself "the minister for small business and enterprise", promised that a Conservative government would deliver a meaningful review of business rates and would provide targeted support for SMEs. The prime minister also declared his wish that a Conservative government would see a rate of 600,000 new start-ups annually by May 2020.

NBE Marketing is an outsourced sales and marketing firm based in Reading. The firm specialises in direct marketing campaigns that are designed to accurately represent their clients' brands in unique ways. By taking these campaigns directly to consumers, via face-to-face marketing techniques, the firm are able to forge long-lasting, personal relationships between brand and consumer. This often leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

Media:



Related Sectors:

Business & Finance :: Government :: Opinion Article :: Public Sector & Legal ::

Related Keywords:

NBE Marketing :: David Cameron :: 2015 General Election :: Small Businesses :: Tory Government ::

Scan Me:

Company Contact:

NBE Marketing

E. info@nbemarketing.com
W. https://www.nbemarketing.com/

Additional Contact(s):
Richard Clarke

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.nbe-marketing.pressat.co.uk