Pareto Global Associates Support Start-up Britain Bus Tour Campaign

Thursday 2 July, 2015

Liverpool-based direct marketing specialists Pareto Global Associates voice their support for the Start-up Bus Tour, which is set to provide advice and workshops to budding entrepreneurs all across the country. The bus is set to arrive in Liverpool on 6th July.

About Pareto Global : http://www.paretoglobalassociates.com/#about-us-3/

Pareto Global Associates are encouraged by statistics showing there were 581,000 new companies created last year and 2015 is expected to be another record-breaking year, with more than 600,000 expected to launch. StartUp Britain, a government-backed national enterprise campaign, kicked off its fourth national tour on 22nd June and is aimed at providing inspiration and support to aspiring entrepreneurs. This is great news for the economy as it is showing strong business confidence, and as a result consumer spending has increased.

Pareto Global Associates are excited for the arrival of the bus tour as they feel it will be a fantastic opportunity for entrepreneurs to gain information on business start-ups to continue the business boom into 2016. The bus tour is targeted at those interested in starting a business, or looking to scale their business up. Organisers are bringing the tour to all major cities across Britain to support businesses across the country with free mentoring and workshops.

In Liverpool, the bus will park in Williamson Square, giving attendees the unique opportunity to:

•Meet business advisers and entrepreneurs

•Get expert business advice from Start-up Britain sponsors

•Sign up for Start-up events

•Receive goodie bags, including useful information from the day

•Apply for a Start-Up Loan and learn about funding for small businesses

Guests are invited to stop by any time between 10am and 4pm and stay as long as they like to get the support and guidance they need to start or grow their business. Organisers aim to provide real value to those that join and that is why they have arranged for so many enterprising people to join them on board the bus. Start-Up Britain sponsors will be joining attendees too and will be readily available to share their advice on access to finance, accounting solutions and tips on how to get started.

Pareto Global Associates is an outsourced sales and marketing firm that create and implement engaging marketing campaigns for a variety of local and national clients. The firm use face to face interactions to build lasting connections with their client's customers, actively seeking out feedback to help their clients adapt their services to suit a wide range of customer needs. The customer centric approach favoured by Pareto Global Associates allows the firm to personalise each customers' experience which increases brand loyalty, brand awareness and customer acquisition.

Pareto Global Associates are thoroughly looking forward to this year's Start-Up Bus Tour and believe that the event is an excellent opportunity for businesses to gain invaluable tips and build new networking contacts. It's also a great way of spreading entrepreneurial spirit throughout the country.

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