Pi Industries: Consumers are Seeking Out Small Businesses

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Recent research has shown a significant rise in the level of consumers choosing to shop at independent, small businesses as opposed to large chains. Sales firm, Pi Industries has outlined what they believe has caused this shift in consumer spending.

Pi Industries stated how small businesses are massive contributors to the economy and are also creating an array of new jobs for locals. The firm believe that as every new small business opens and as existing SMEs begin to grow, they create new job openings which is great for people in the surrounding areas. These new jobs mean that consumer confidence rises and, in turn, so does consumer spending, which helps to drive the economy.

About Pi Industries: http://www.piindustries.co.uk/

Research conducted by Insurance Provider Simply Business has identified a consistent rise in small businesses over the past five years. The company revealed that consumers seem to be backing away from chains and multinational corporations in favour of independent traders, with the number across the UK rising by 110 percent in the last five years. The North West has proven to be the most popular location to open up a SME with and 89 percent rise in independent retailers there since 2010. Pi Industries have discovered that Britons also prefer to use independent small businesses for services. The findings demonstrate a rise across a range of professions since 2010 from manicurists (115 percent) and hairdressers (79 percent) to domestic cleaners (118 percent) and builders (86 percent).

Pi Industries have outlined why it is great news that consumers are actively seeking to shop with local and smaller brands as opposed to big chains by stating how SMEs need support from consumers in order to maintain their business growth and offer new job opportunities to locals. SMEs often support local economies in other ways to such as supporting local charities etc. The firm believes that it is vital for consumers to continue to support small businesses to ensure their survival.

The firm believe that more people are turning to small businesses to provide their services because these smaller businesses are capable of offering more personalisation which is something larger brands can often lack. Consumers desire a more personalised service as they like to feel valued by their favourite brands and larger corporations can often forget this.

Pi Industries is an outsourced sales and marketing firm based in Manchester. The firm specialise in unique direct marketing campaigns designed to accurately represent their clients' brands to consumers. Pi Industries take these campaigns directly to consumers via face-to-face marketing methods in order to encourage long-lasting and personal business relationships between brand and consumer. This often leads to increased customer acquisition, brand awareness and brand loyalty for their clients, many of whom are small and medium sized businesses.

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