

## Privilege Promotions Announce Plans to Expand the Business

Thursday 5 March, 2015

*Following the success in 2014, the direct sales and marketing specialists Privilege Promotions are delighted to announce their plans to expand into Derby.*

According to a new report released by the UK Government's British Business Bank, almost half of UK small businesses are planning to expand in 2015. The Small Business Finance Markets 2014 surveyed 1000 small and medium enterprises and found that, despite the large number of start-ups seeking finance, the majority of small businesses were unaware of the full range of alternative funding options available to them. The survey also revealed that 46% of SME's will grow in 2015 and [Privilege Promotions](#) will be included within this percentage.

About Privilege Promotion's: <http://www.privilegepromotions.co.uk/>

Growth is both exciting and good business sense. When a company expands, they get better brand recognition, build value in the business for workers and customers, have the ability to offer a wider range of products and services to a larger geographical market and creates 'economies of scale'. Business growth can also come from an increasing demand from clients to grow; this is because the company can move into new geographical markets and acquire more customers at the same time as growing a brand that is recognised by a larger market of customers and other businesses. Derby is a city located in the East Midlands and is the city of choice for Privilege Promotion's expansion plans. The city is a great location to do business and offers a wide range of support for companies looking to start up or expand. For example, the Derby Enterprise Growth Fund is a £20m grant and loan funding scheme to support business in the Derby area. This funding is part of a £40m Regional Growth Fund programme to support local business growth. Founded in Leicester in April 2014, Privilege Promotions are a fast growing and newly successful event marketing firm. Since the firm's establishment under a year ago, they have increased their clientele by 15% and they generate consistent and quality results for their clients, which has contributed to the expansion plans. Plus, the growing demand for their client's services is reaching across the Midlands so demand is high. Privilege Promotions strive to get their clients quality services that offer maximum results. The firm guarantee a return on investment to all clients and provide results on a 'no win no fee' basis. Privilege Promotions generate sales and customer acquisitions for their client's brand at event venues and in store promotions.

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### Privilege Promotions

E. [info@privilegepromotions.co.uk](mailto:info@privilegepromotions.co.uk)

W. <https://www.privilegepromotions.co.uk/>

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