Privilege Promotions Encourage Young People to Pursue Entrepreneurship following Report

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Research from HSBC has found that 24% of university students are looking towards entrepreneurship after graduation. Privilege Promotions look at why the number of young people looking to run their own business is increasing.

Sales and marketing firm Privilege Promotions are delighted by the recent news that entrepreneurship is becoming increasingly popular among university students. Nearly a quarter of new university students are considering entrepreneurship after graduation claims HSBC, after conducting a survey of young people across the UK. With many of this year's students entering higher education with memories of the recession and unemployment still fresh in their minds, it would seem that an increasing amount of young people are keen to buck the trend and become their own boss. The survey found that despite the rise in new students considering entrepreneurship, only 16% of continuing students are looking towards entrepreneurship as a career option. This suggests that it's only in the last year or so that young people have started to see the many benefits of entrepreneurship.

The survey by HSBC also found that the popularity of vocational university courses and degrees has been steadily increasing. Since 2008 degrees in engineering, business and nursing have all seen a surge in popularity, suggesting students are looking more seriously towards the future than ever before, favouring courses that teach and develop practical career skills.

Privilege Promotions believe that the rise in entrepreneurship among young people could be due to the increasing amount of support available to young business minds. Across the UK there are now a number of organisations set up to provide information on funding and business practices to young people looking to start their own business. Events like 'Small Business Week' also helps entrepreneurs by creating a strong support network of like-minded individuals which can dramatically improve an entrepreneurs' chances of achieving success. The media has also encouraged entrepreneurship, programmes such as 'Dragons Den', and 'The Apprentice' has pushed many young people to follow their business dreams by showing that it is possible to succeed as an entrepreneur in the current economic climate.

Privilege Promotions are thrilled that more young people are considering entrepreneurship and business ownership. The firm believe that much of the economic recovery was due to the sheer number of small businesses and start-ups established in the UK over the last couple of years. Small businesses' helped the economy by breathing new life into tired and run down high streets and gave many small communities a much needed boost. They also provided a higher number or local taxes which ensured money stayed within the local communities, and stabilised the jobs market by providing a number of exciting job roles, ideal for the younger generation who may have been struggling to find work after leaving education.

Based in Leicester, Privilege Promotions is an outsourced direct sales and marketing firm that specialise in connection their clients with consumers on a more personal level through face to face, customer interactions. The firm work with a lot of young people, all of which have hopes of becoming business owners themselves in the future. The support their progression, Privilege Promotions run a special development program which shares all the practical knowledge and leadership skills needed to run a successful business.

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