Should Universities Work Closer With Small Businesses? Monarch Movements Investigates

Friday 10 June, 2016

With graduate opportunities becoming increasingly hard to come by, London-based direct marketing firm, Monarch Movements investigates into what small businesses could offer graduates and explores recent claims that universities should work closer with small businesses.

About Monarch Movements: http://www.monarchmovements.co.uk/about-us/

After a recent article on smallbusiness.co.uk outlined the findings of a report by the Federation Of Small Businesses (FSB), which stated that universities have an important role to play in supporting their local enterprise ecosystem, it peaked the interest of small business, and supporters of entrepreneurship, Monarch Movements.

At Monarch Movements they believe the struggle for graduates to break into the business world could be lessened through SME's and universities engaging on a deeper level and collaborating to build relationships, which will yield greater benefits for both groups.

The FSB report outlined research suggesting that firms collaborating with universities are up to 38% more likely to develop and introduce new innovations to market. “If the two can work together then they can support growth and create job opportunities,” said a spokesperson for Monarch Movements.

Monarch Movements supports the idea that if SME’s collaborated with universities it would inspire students interested in entrepreneurship, and show them what’s possible. It would also help graduates to find job opportunities by establishing relationships with potential employers, as well as assisting them in finding mentors and coaches, as well as making the transition from studying to working smoother. The obvious benefit to SME’s would be access to a strong pool of fresh talent who will be excited about starting their business journey.

At Monarch Movements they appreciate the fresh ambition and enthusiasm that graduates can bring. They recognise that for graduates trying to integrate themselves into the business world it can be difficult to get a foot in the door. The firm believe that their business development opportunity is the perfect fit for graduates to start putting into practice the skills they learnt while studying. They have a very supportive working environment, with management operating an open door policy and always being on hand to provide advice and guidance.

At Monarch Movements they recognise the important role that graduates can play in assisting small businesses to grow, and they believe that if universities and SME’s work together, there will be more opportunities that could be harnessed to work to the advantage of both parties.

Monarch Movements is a direct marketing firm based in London. They specialise in a unique form of direct marketing, which allows them to connect with consumers on behalf of their clients’ brands. By connecting with consumers face-to-face the firm are able to establish long-lasting and personal business relationships between brand and consumer. Monarch Movements support entrepreneurship and have pledged to provide on-going coaching and guidance to budding entrepreneurs and their contractors. The firm have experience working with graduates and believe that if SME’s and universities worked closely together they could create better opportunities for graduates.

To find out more, 'Like' Monarch Movements on Facebook and follow them on Twitter.

Related Sectors:

Business & Finance :: Education & Human Resources ::

Related Keywords:

University :: Graduates :: Degree :: Careers :: Small Businesses :: Success :: Business :: Sales :: Marketing :: Opportunity :: London :: Monarch Movements ::

Scan Me:

Company Contact:

_

Monarch Movements

E. info@monarchmovements.co.uk
W. https://www.monarchmovements.co.uk

View Online

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