Skyline Marketing Ltd Announce Completion of 2014 Business Growth Plan

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As 2013 comes to an end with companies looking towards goals for 2014, Skyline Marketing Ltd announce the completion of their 2014 Business Growth Plan, to ensure the firm's target of a 15% expansion without sacrificing the high quality service that they provide.

Established in 2011 and located in Birmingham City Centre, Skyline Marketing Ltd are the most sought after outsourced sales and marketing firm in the West Midlands. The firm has a company mission to be the largest and most effective customer acquisition firm in the UK and aim to grow by 15% in 2014.

Skyline Marketing Ltd develop cost effective direct marketing campaigns for their clients in order to generate sales, build customer relationships and raise brand awareness. The firm ensure that each client has the right marketing approach for delivering their brand to a targeted audience. Looking ahead to 2014 Skyline Marketing Ltd plan to further extend their market reach, grow their client portfolio and further enhance customer retention rates; intensifying their growth by 15% in the New Year.

'It was important to have a plan in place going into 2014 as there are many factors that contribute to growth. We felt that implementing this strategy will allow us to successfully achieve our goals next year,' says Managing Director Jamie Talbot.

Starting a business for most entrepreneurs means a huge amount of sacrifice, hard work and belief. Yet for many people this is just the beginning. Once the business is up and running, the next step is to take it further. Expanding a business is an exciting proposition; it means the firm is doing well and ready to grow to the next level. But it's not an easy task, and there's no shortcut, but business owners should be aware of certain points which are crucial to bear in mind when looking to expand. One of these points is to develop a Business Growth Plan and to stick to it.

Growth and expansion can be viewed by some in a negative manner, especially if it is too rapid. It can result in people and resources being stretched too thin with workloads becoming too much to handle, which may result in projects suffering. At Skyline Marketing Ltd, the firm has developed a Business Growth Plan with a strategy in place for their growth in 2014. This will ensure that no client or sales campaign will be negatively affected by the firm's expansion. The growth at Skyline Marketing Ltd is underpinned by the company's core value – one of these being accountability and execution. At the firm, goals are set and followed through to ensure that results are achieved and recognition is received. By setting goals and keeping to the firm's strategy it ensures that growth is attained without any negative results because each step to success comes once a goal has been accomplished.

As Skyline Marketing Ltd has grown, one thing has never changed: the values that influence, inform and inspire everything they do. The firm believe their business culture is the number one contributor to their success throughout the past two years and are excited about their Business Growth Plan for 2014.

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