Surviving to Thriving: How Source Marketing Direct Are Helping to Rebuild British Economy

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Source Marketing Direct announce that their Business Development Program will mentor a number of new business owners in 2014. The firm outlines the 3 main reasons why entrepreneurship can help to re-build the British economy.

Source Marketing Direct offers a Business Development Program which encourages ambition and innovation.

The program:
• Teaches sales techniques
• Promotes a tried-and-tested business model
• Provides mentorship
• Allows for networking opportunities
• Generates experience in generating sales leads
• Allows for leadership opportunities
• Financial planning

The program fosters entrepreneurship as an alternative route from traditional forms of employment. Entrepreneurship doesn't only reap tremendous rewards for individuals but also helps contribute to the growth and re-building of economies; there is a large volume of research that has shown entrepreneurial innovation to lead to global economic recovery since entrepreneurs create new businesses, and new businesses in turn create jobs, intensify competition, and may even increase productivity through technological change. High measured levels of entrepreneurship will thus translate directly into high levels of economic growth.

Source Marketing Direct highlight that entrepreneurship can help to re-build the British economy. because of 3 main reasons:

1. The improvement in the Standard of Living – an increase in the standard of living of people is a characteristic feature of the economic development of a country. Entrepreneurs play a key role in increasing the standard of living of people by adopting latest innovations in the generation and sale of a wide variety of goods and services at a lower cost.

2. Reducing the concentration of economic power - Industrial development normally lead to concentration of economic power in the hands of a few individuals which results in the growth of monopolies. In order to redress this problem a large number of entrepreneurs need to be developed, which will help reduce the concentration of economic power amongst the population.

3. Increasing GNP - entrepreneurs are always on the lookout for opportunities. They encourage effective resource mobilisation of capital and skill, bring in new products and services and develops markets for growth of the economy. In this way, they help increasing gross national product as well as per capita income of the people in a country.

Source Marketing Direct promotes the economic and social benefits of entrepreneurship. This is why the firm has implemented their own development program, aimed at cultivating and nurturing future entrepreneurs.

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Source Marketing Direct Ltd

T. 02034415503
E. csagar@sourcemarketingdirect.com
W. https://sourcemarketingdirect.com/

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