UK App Development Company Launches Free App Competition for Small Businesses

Tuesday 3 October, 2017

Mobile app development company Apps4U invites small businesses across the country to enter their free app development competition, with a prize worth nearly £2000.

Mobile apps are a major component in modern living. 85% of people say they prefer using apps over mobile websites, mainly because they streamline the user experience and make the business/service more accessible and easier to engage with. Given the popularity of apps, their benefits for a small business are almost immeasurable. However, since the average app development project costs thousands of pounds, most SMEs are priced out of the market, meaning they miss out on these vital, business-boosting advantages.

This October, Apps4U are offering businesses across the UK the chance win free app development for their company.

Nicole Reddie, co-founder of Apps4U, spoke about their decision to run the competition: "*We're delighted to be able to offer this free mobile app giveaway. Development of a mobile app can have a profound effect on a business, but for so many smaller enterprises the price is just too high. We wanted to help support the British SME community and give businesses the opportunity to experience the benefits of an app for themselves.*"

A prize worth nearly £2000, Apps4U will develop a custom app for the winning company and provide a year's free tech support and hosting. The app will follow the specifications as detailed in their Business app package, including development across all mobile app platforms, up to ten features, annual updates and social media promotions.

Winners will be able to work closely with the Apps4U team, choosing from a range of functionalities that will help them engage with customers and support business growth.

With features available that include online shopping and ordering for delivery, booking services and making reservations, loyalty schemes, push notifications, contact forms and social media integration, business owners can build an app that perfectly suits the needs of their customers. Winners will also be given complete control over branding and design, ensuring the end product matches the identity of their business.

To enter the competition, business owners should visit apps4u.com/winafreeapp and leave their name, company name and email address. The competition closes 11:59pm on November 31st. For full terms and conditions, see apps4u.com/competition-terms. After the 12 months, hosting and support will be offered by Apps4U at a reduced rate, although winners are under no obligation to continue and are not tied to any form of contract.

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