

Ventas Central: Entrepreneurship should be taught in schools

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Former Dragon's Den star, Theo Paphitis, has spoken out to say that too many start-up businesses fail and that entrepreneurship should be a part of the national curriculum. [Ventas Central](#) highlight why they agree and think that more needs to be done to teach [young entrepreneurs](#) how to succeed.

As much as 50% of small businesses are failing within the first couple of years. Although it is rarely ever just one thing that goes wrong, Ventas Central believes that the common theme for failing entrepreneurs is that they haven't done their homework. Business is about knowing more than the next person and performing better and the only way to do that is through knowledge.

The firm believe that teaching entrepreneurship in schools would give entrepreneurs this knowledge and would lower the failure rate of UK start-ups. Ventas Central thinks that this generation of young people could be more enterprising than previous generations. TV programmes such as Dragons' Den and The Apprentice, which are aired at peak viewing times, have raised the profile of entrepreneurship amongst young people and has led to its growing appeal. Young people now see entrepreneurship as a career choice that appeals to them and teaching entrepreneurship in schools could give them the tools to succeed in a career that not only benefits them but also the economy.

Entrepreneurs are good for economic growth as new ideas and new businesses open up several new job opportunities. As well as this, the product or service they offer will either fill a gap in the market or improve on what already exists which encourages people to spend money, also improving the economy. Small businesses also conduct local business and help build communities. Ventas Central says that encouraging these fresh minds into entrepreneurship would be extremely beneficial for the economy and future generations.

Former, Dragon's Den star, Theo Paphitis, is calling for entrepreneurship to be incorporated into the national curriculum from the age of 11. Direct marketing firm, Ventas central agree with this and point out that if young people were better equipped with enterprise skills, more start-ups would succeed and the impact on the economy would be huge. 50% of the UK's GDP comes from SMEs and social enterprises. But 50% of small businesses also fail, so if teaching entrepreneurship in schools could improve even just 1% of these start-ups the effect on the UK's GDP could be enormously positive.

The subject of entrepreneurship would be different to the current curriculum option of business studies or economics as it would be much more practical, it would be taught from a younger age and can be taught to people with average academic abilities.

Ventas Central is a London-based outsourced sales company. They work in partnership with their clients to develop strong sales and marketing campaigns that help clients produce maximum market penetration. The firm uses direct marketing methods as it enables them to interact with customers directly. They connect with consumers face to face and consider their human interaction as the best form of communication believing that this makes them more likely to close the deal with potential sales leads.

Ventas Central does its best to encourage young entrepreneurs and teach them the right skills to succeed. The firm run a business development programme that teaches all those involved with their business the right techniques to succeed and progress with their careers, teaching them the right skills to become successful entrepreneurs.

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Ventas Central

T. +44 (0) 2030052458

E. info@ventascentral.com

W. <http://www.ventascentral.com/>

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