Ventas Central Unveils The Most Enterprising Regions

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London-based sales and marketing firm, Ventas Central has looked into the most enterprising regions within the United Kingdom.

About Ventas Central : http://www.ventascentral.com/about/

Looking at results from a recent study, Ventas Central were pleased to discover that London has the highest start-up rate in the country. This means that more new businesses start in the capital every year than anywhere else in the country. London was also came out on top for fast growing businesses with 19 per cent of its businesses showing annual employment growth of 20 per cent or more.

However, the firm were shocked to discover that the entrepreneurs who are most likely to reach £1m turnover within three years are based in Northern Ireland. Around 6 per cent of national businesses achieve this, compared with 10 per cent in Ulster, located in Northern Ireland. Ventas Central believe that this is due to the fact that the region has plentiful public funding for business loans and grants, which gives more help to the start-ups trying to achieve this kind of growth.

The study also revealed that poor strategy and management were the biggest barriers that stopped growth, according to the small and medium sized enterprises that were surveyed. Some 53 per cent referred to it as a block, compared with 39 per cent who mentioned lack of skills among the workforce. Access to finance, blamed by 27 per cent, was the fourth biggest barrier. Ventas Central firmly believe that having a good strategy in place, which updates as the market changes and develops is a crucial element in the growth of a business and feels that more firms should ensure they have a good strategy in place.

Ventas Central is an outsourced sales and marketing firm based in London. The firm specialises in a unique form of direct marketing whereby they connect with consumers on behalf of their clients' brands. In order to have the most success with these campaigns, Ventas Central work closely with their clients to test and measure their target markets before developing personalised campaigns that reflect their needs. These campaigns are then taken directly to consumers via face-to-face marketing techniques in order to create long-lasting and personal connections between brand and consumer. This often leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

Ventas Central support aspiring entrepreneurs throughout London and the surrounding areas by offering them the chance to earn whilst they learn. The firm provides a Business Development Program which allows candidates to learn all the skills necessary to become a successful entrepreneur, whilst experiencing roles within the firm such as sales, leadership and business management, before being given the opportunity to run their own business.

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