Visual Insights Ltd proud that SMEs in the West Midlands have defied predicted slow down

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Visual Insights *Ltd are among West Midland's based small business highlight the reasons why small businesses are feeling optimistic.*

About Visual Insights: http://www.visualinsightsltd.com/#about-us

Small and medium sized businesses in the West Midlands are defying predictions of a slowdown and instead are showing increases in current and predicted sales.In a recent article in the online Coventry Telegraph (26th Feb 2015) is was reported that a total of 62% of respondents to the latest Manufacturing Barometer, indicated that their company turnover has increased in the previous six months with nearly 75% expecting further increases over the next four months.59% of companies are still looking to recruit and 56% said that they were planning to increase investment in new technologies.

When it comes to company growth, there are a few concerns that SMEs have when expanding.Over half of the companies in the survey said that regulation is the biggest burden, followed by the ability of new recruits with the right skills (42%).In addition, 40% said that is it hard to secure appropriate finance or investment.

The article also implies that SMEs are feeling more optimistic.It was stated that businesses have saved £10billion over the last four years because swathes of unnecessary red tape has been cut and that the British Business Bank has been unlocking funds for thousands of small business.

The UK population relies on SMEs daily, whether it's the local coffee shop being visited every morning, the parts manufacturer that employs a member of some ones family or the accountancy firm that helps to manage personal/business finances.

Small businesses are the backbone of the national economy.Visual Insights state they are a major provider of work opportunities, especially for new graduates.The Federation of Small Businesses calculated that SMEs represent 99.9% of all private sector business in the UK and provide 59.3% of all private sector employment.SMEs don't have big recruitment budgets, which mean they commonly recruit via referral or personal contact.Such jobs form part of the so called 'hidden' job market.

Small business, Visual Insights, specialise in outsourced sales and marketing to increase their client's market share.Since the firm's establishment they have continued to grow and flourish within the outsourced sales and marketing industry.The firm is on a continued journey of growth, building assets including branding, finance, national reach, sales and marketing teams and management.

Source:

Media:



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