Visual Insights - More Help on Its Way for UK SMEs

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Sales and marketing firm, Visual Insights outline the importance of SMEs in the economy and what is being done to help them survive.

About Visual Insights: http://www.visualinsightsltd.com

Visual Insights believe that it is incredibly important that UK SMEs get the support that they need and deserve because of the hugely positive impact they have on the economy and community spirit. SMEs create new job opportunities within a community and this helps to decrease unemployment as well as improve consumer spending and consumer confidence in that area. This has a very positive impact on the economy and helps it to grow. Not only this, but smaller businesses are more likely to give back to the community in return for their support, in ways such as helping or donating to local charities. However, all of this can only happen if SMEs receive the correct support and are able to not only survive, but thrive.

Banking giants, HSBC, have recently turned their attention to doing just that, supporting small businesses and are allocating an £8billion SME fund across 43 areas in the country. Manchester, West Yorkshire, Birmingham and Scotland will each have access to a £400million fund, with Tyne Tees, Cambridge, Liverpool, Cheshire, Bristol, Bath, Kent and Thames Gateway each having access to £150million. London will receive the largest amount and will enjoy a fund of £2.1billion. The bank claims the fund will help those looking to start a new business, as well as provide for established local businesses. HSBC are doing this because the increased risk of lending to start-ups has made it difficult for small businesses to get started and the bank believes in supporting these start-ups.

Visual Insights believes that this move from HSBC could help the put the UK in the best economical position it has ever been in as the funding will help small businesses to grow and see the UK economy grow with them.

Visual Insights also believes that an increase in support, such as the funding from HSBC, will see more people have the confidence to start a business and this will have a positive effect on the UK as a whole. This support would see more people become employed and more people have the money to fund a better lifestyle, helping the UK to become a richer country as a whole. Not only this, but there will be more local produce available and this will help to strengthen communities.

Visual Insights is an outsourced sales and marketing firm based in Birmingham. The firm specialises in a personalised form of direct marketing which allows them to accurately represent their clients' brands to consumers, on a face-to-face basis. This one-to-one connection allows the firm to create long-lasting and personal relationships between brand and consumer, which often leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

Visual Insights offers a Business Development Program to their salesforce which is designed to give them the skills needed to go on and open their own business. The firm offers continued support and mentorship to those reps who go on to start their own business and always makes sure they have everything they need to succeed.

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