# Why Altitude Acquisitions Advocates Basing a Business in London

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In these less-than-optimistic times of the UK economy, many business leaders are shying away from basing their headquarters in the capital city of London. They fear that overheads will be too high and that it will be difficult to find good quality staff thanks to the job market not being in a great way. However, Jessie Hughes, Managing Director of Altitude Acquisitions, has never been one for following the crowd, and she thinks that London is the perfect place to set up a new business. Here, she tells us why:

Make the Most of an Ailing Job Market
As Miss Hughes says, 'An ailing job market can really work in your favour if you are looking to recruit. Because jobs are so thin on the ground you don't necessarily have to offer the highest salary and best package in order to get some great candidates of an exceptional calibre. You will also find yourself with quite a choice thanks to the number of candidates who apply for one position at the moment.'

Great Resources
Miss Hughes says, 'London is always going to have an unrivalled selection of business resources from meeting rooms right through to bars, wine bars and restaurants in which to host your clients and business partners. By placing yourself in the middle of such a thriving business hub you can tap into all of the many features and benefits that London has to offer'.

A Large & Diverse Network
Networking in London will bring you face to face with a myriad of interesting characters from all walks of life. Miss Hughes says, 'I embraced the business networking scene from the minute I arrived in London and have made all manner of wonderful connections. This has served to help me get my business launched and hit the ground running. London is packed full of networking groups and I would really recommend that everyone got involved with at least one.'

Be a Part of Creativity
London is a notoriously creative city and it is buzzing with the latest technological developments as well as a vibrant community of artists, musicians, writers and other creatives. Msis Hughes says, 'I find it very inspiring to be surrounded by such creativity and I love the colour that this brings to my working life'.
So if you are a bold business leader then follow in the footsteps of Altitude Acquisitions and set up your business in the thriving business community of London.

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