



The appeal of being associated with big business often overshadows the potential advantages of small and medium sized businesses (SMEs), as they swim against the current. As colossal companies merge into global giants the success of SMEs should not be underestimated; we make up the majority of the U.K. economy, becoming essential to the growth of the nation.

Here at New Vision Packaging, our small enterprise rivals that of any larger competitor because of the core values and qualities we instil within our small team. There are 4 attributes that are invaluable to the SME community; which quite often are replicated by large companies at cost.

Closer relationships which clients and contacts

Our clients contact our office directly, communicating with them regularly allows us to build stronger links, and they're less likely to feel like just another customer. Our intimate team and open plan office means that messages are communicated quickly, rather than being lost between departments.

Innovative solutions

We're more malleable, not only for our clients but with our own processes! We can approach and develop new ideas quickly to improve speed-to-market; taking risks or shifting focus to put our ideas in the right place at the right time. Larger organisations can be hindered by their size, and changes in existing business practices can be extremely slow and laborious.

Flexibility

The ability to adapt within our company means that clients receive a custom experience, which is tailored to the product specifications required. Reacting to client requirements rather than assuming market demands, means that time is not wasted on what could be, but instead we get straight to the heart of what's needed.

Team spirit

Depending on a tight-knit team has never been a worry, as my team work tirelessly to ensure the success of the company through the relationships we create with our clients. The rollercoaster of commitment, emotion and celebration is shared, and when the business thrives so too do the New Vision Packaging team.

I'm a fan of small **business** - they really are the lifeblood of the economy. We work with small and large customers alike but, regardless of their size, they all seem to appreciate the commitment and expertise that we offer.

BR

Steve

For more information visit our website www.newvisionpackaging.co.uk
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