

SME Discounts Provides Best Business Deals in the UK to Enable SME Growth

London - SME Discounts, a new online start up, launched today branding itself as the Groupon of B2B SME's (Small and Medium sized Enterprises). SME Discounts will serve UK based businesses (initially) providing "group buying" discounted deals on marketing, operations, IT, finance and other B2B products and services.

The UK government is constantly stating that SME's will drive the UK economy forward as GDP growth currently hovers at a disappointing 0.5%. However, many small businesses are finding it difficult to start up or expand as bank lending remains low and trading conditions difficult.

Set up by Andries Smit, an ex-Morgan Stanley and PwC accountant and entrepreneur SME Discounts aims to help new and small businesses start up and grow at ground level. With experience in setting up businesses himself, Andries acknowledges the government's initiatives but feel that they can provide more practical facilitation for their theory: making it easier for businesses to reduce operating costs, simplify regulatory compliance requirements and incentivising investment in early stage businesses even more. Andries also states that the involvement of the Private Sector is vital to the success of these initiatives. "The government led initiatives of late: the entrepreneur's forum, Start-Up Britain, the proposed "Tech Hub" at the Olympic stadium, and tax simplification programs (to name only a few) are all great initiatives, but unless the private sector also steps in and help entrepreneurs either cut their costs, get to market faster and cheaper or receive early seed investment, successful start-ups will be few and far between."

Thus, he sought to find a way to resolve this conundrum: how can B2B businesses help each other to start up and grow efficiently without having to wait for the government to reshape the economy. Enter SME Discounts.com. Andries explains its benefit: "It's difficult enough to start and grow a new business as it is without the added recession. SME Discounts aim to make it at least cheaper and faster. If SME's can cut their costs between 40% and 90%, and simultaneously have a way to attract new customers without any upfront marketing costs, it will go a long way to help kick-start SME's and the economy."

The model is straightforward. Anyone can sign-up to receive free email alerts of discounted deals as and when they become available, giving the user the ability to buy business products and services at a significantly reduced price from suppliers which have been pre-vetted for quality and service.

The suppliers of the B2B services can also sign up for free and create their own deals online agreeing a "bulk buy" discount on their offerings. For example, a freelance web designer could offer to design websites at 50% of the usual price. The incentive is that by doing so he will attract several new clients in a short space of time with no upfront marketing or customer acquisition costs.

New customer acquisition costs (marketing, advertising, design, copywriting, distribution, database purchases) can easily run into thousands of pounds and is usually the main reason SME's struggle to expand. By removing this barrier, SME Discounts hopes to revolutionize SME B2B transactions and aid the economy in the process.

About SME Discounts

SME Discounts.com is the "Groupon of B2B SME services". SME Discounts provides "group buying" discounted deals on marketing, operations, IT, finance and other B2B products and services. Helping SME's to start and grow with 40%-90% discounts on their business products and services. We also help B2B businesses to attract new clients quickly and without any upfront costs or risk. Sign-up today to receive the latest discounted deals in your area or to grow your own company, it's free!

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