

# Website launched to help failing entrepreneurs



Released on: March 13, 2008, 2:54 pm

Press Release Author: [Marketing Minefield](#)

Industry: [Marketing](#)

**Press Release Summary: Specialist marketing and advertising informational business resource launched to help entrepreneurs succeed.**

Press Release Body: Starting a new business is renowned for being extremely risky. Approximately 400,000 new businesses are launched in the UK alone each year but of those around 20% stop trading within 12 months, working out at 80,000 businesses. Furthermore within 5 years 80% will have ceased trading.

There are a wide range of reasons for this high failure rate, with research conducted by **NatWest** in 2007 revealing that almost a quarter of entrepreneurs who launched businesses in the last five years were tempted to quit, with the three main reasons being a lack of finance, cash flow problems, and poor marketing knowledge.

However, help is now at hand to help entrepreneurs overcome one of the main hurdles, insufficient knowledge of marketing. [MarketingMinefield.co.uk](http://MarketingMinefield.co.uk) has been launched as a free informational resource for startups and small businesses, providing entrepreneurs with invaluable low cost [marketing and advertising ideas](#) to promote their business.

Unlike other business resources **Marketing Minefield** focuses exclusively on providing practical marketing advice as opposed to general business startup information, providing entrepreneurs with the knowledge and tools to promote their businesses.

The importance of marketing is all too clear, as **David Packard, co-founder of Hewlett Packard**, once said, "*Marketing is too important to be left to the marketing department.*" A lack of knowledge about how to promote your business is a huge handicap, one which a high quality product or service can often fail to overcome.

**Marketing Minefield** features low cost promotional strategies, marketing tips and advertising ideas, and covers almost all types of marketing from [internet marketing](#) to [public relations](#) and traditional marketing techniques. Fifty low cost marketing and advertising ideas are also available for free for every business owner who subscribes to the monthly newsletter.

**Web Site:** <http://www.marketingminefield.co.uk>

**Contact Details: Gainsborough Road, Richmond, Surrey TW9  
2EA  
contactus@marketingminefield.co.uk**