

SME's helped to Target £51 Billion in Government Spending

Submitted by: Buyers Guide Limited

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Companies across the UK are shifting their advertising and marketing budgets to target public sector spending. They know that the public sector is the only part of the economy that continues to spend and is likely to actually increase sending with SME's in 2009.

This is an opportunity for struggling small businesses to promote themselves to the right buyers.

In addition, the Chancellor, Alistair Darling, has proposed that all Government bodies spend 30% of their budgets with Small to Medium Size Enterprises (SME's), out of £170 billion in spending annually.

The problem SMEs' face is in getting their unique selling proposition in front of Government buyers. This is where Buyers Guide, the website "Where Government Buyers Find Suppliers" can help.

Since 1996, thousands of SME's have been using the leading business to Government website to target Government buyers, www.buyersguide.co.uk. Buyers Guide works with and promotes specific companies to thousands of buyers from councils, schools, police, fire, universities, housing associations, NHS Trusts, Central Government, courts, prisons and the Ministry of Defence.

Companies need to already work with a public sector organization and be able to get a positive reference from them to be listed on Buyers Guide.

Buyers Guide brings together up to 100,000 Government decision makers each month with over 5,000 businesses offering tailored products and services to the Government.

www.buyersguide.co.uk has 5 unique benefits:

1. Used by over 10,000 Government organizations each year
2. Up to 100,000 unique users a month
3. Government buyers can find any product or service in 3 clicks
4. 13 years of working with the public sector
5. They understand Government pre-qualification criteria and help each company tailor a response to these criteria.

Buyers Guide has been marketing both large and small companies to the Government. Leading companies like; Coca Cola, Barclaycard and Stannah Stairlifts to small firms like Action Storage, Barriers Direct, and Horton Engraving use Buyers Guide to market their specific product or service to the public sector.

Buyers Guide offers a range of cost effective marketing services for even the smallest of companies. Services include; website listings, automatic Government tender monitoring, e-marketing, event exhibition booths and video creation and start at £360 per year.

Buyers Guide can be contacted on 0191 265 6388 or emailed at info@buyersguide.co.uk.

Gerry O'Rourke, Director, can be contacted for any press requests.