

Client: Aldermore
Source: The Daily Mirror
Date: 10/01/2018
Page: 37
Reach: 724888
Value: 8754.80

Aldermore

BIZBUREAU

**EXPERT
HELP**
for your
business

bizbureau@mirror.co.uk
Biz Bureau, Your Money,
Daily Mirror, One Canada Square,
London, E14 5AP

GIVE NEW TRADERS A BREAK

**BIZ
NEWS**

Two-thirds of entrepreneurs suffer 'pain points' when trying to grow their business. The biggest issues are finding new clients, marketing and generating sufficient cash flow, according to research from Aldermore Bank.

Struggling with late payments and understanding the complexities of the tax system create barriers too.

Aldermore believes there are two products the Government should introduce to help entrepreneurs manage their finances better.

The first would be an Entrepreneur ISA which could follow a similar model to the Help to Buy ISA. That product sees the Government provide a 25% bonus to deposits of between £50 and £200 per month. The bonuses would be capped at £3,000. This could encourage people to turn their idea into a reality by saving up to £20,000 a year in a tax-free wrapper.

The second product would be a small business savings allowance to allow sole traders and small firms to earn up to £4,000 from savings tax-free to help support economic growth post-Brexit.

Ewan Edwards, head of savings at

Aldermore, said: "There are now more than five million small businesses in the UK and our research shows a third of employees are considering starting their own business in the next couple of years.

"Working for yourself may give more flexibility and autonomy but there are plenty of factors start-up businesses fail to consider.

"From dealing with taxes and legal services to understanding cash flow and invoicing, these usually result in steep learning curves.

"While it's important to factor in the benefits self-employment brings, entrepreneurs also need to ensure they consider what they don't know when planning to start a business."

Ewan adds that it's also important the Government backs the UK's growing small businesses population.

He said: "We believe the creation of an Entrepreneur ISA and small business savings allowance will give start-ups a bonus as well as providing a safety net for SMEs who may hit trouble."