

# INFORMI

## Free Guidance for Small Businesses



Informi is a recently launched website providing free business guidance and support.

Informi's proposition is simple: to enable sole traders and small businesses to make better decisions and, in the process, guide them to a more secure and profitable future. To do this, they have built a website that provides crucial support resources and guidance for every stage of the business life cycle – from start-up all the way to expansion and growth.

### How Informi supports you

- **Broaden your expertise** – gain a wider understanding of key business processes including marketing and sales
- **Boost your client base** – connect to local businesses seeking financial services through the Find An Accountant or Bookkeeper service
- **Network with fellow business owners** – join the discussion on the issues that affect you via Informi's online community
- **Empowering your clients** – by enabling better decision making you stand to work with more organised and efficient businesses, making your life easier.

### How Informi supports your clients and prospective clients

- **Make better decisions** – from finance and legal advice to marketing guidance, it's all there
- **Business tools to improve efficiency** – benefit from readymade spreadsheets and templates for key business processes
- **Reach out to local financial services** - connect to AAT licensed accountants through the Find An Accountant or Bookkeeper service

Visit ...

<https://informi.co.uk/>