

It has been estimated that the ethnic minority group (EMG) population will **double** within the next 50 years and with **20%** of all small/medium businesses being owned by EMG's We're sure you will find the below information useful.



Ethnic Minority Business

Migrants are some of Britain's most enterprising people, there are **250,000** ethnic businesses that contribute around **£15bn** a year to the economy. Statistics show that those who have arrived to work in Britain frequently lead the way in entrepreneurship. *London Times*

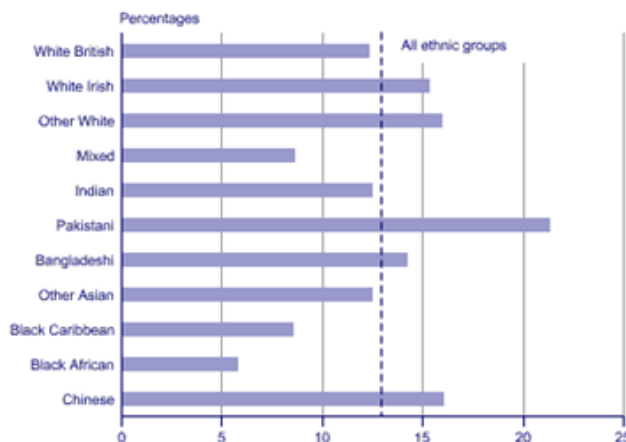
Non-white people are **40%** more likely than whites to be entrepreneurs and Indian and Pakistani Britons are **twice** as likely as their white counterparts to follow that route.

Britain has long been reliant on the entrepreneurial spirit of **immigrants**. Companies such as Marks & Spencer, NM Rothschild and Cazenove in the City have their origins overseas. *The Times - Global Entrepreneurship, London Business School*



We can help you attract potential franchisees through our selection of recruitment sites and dedicated content

Self-employment



Self-employment as a percentage of all in employment: by ethnic group, 2004, GB ONS

Indoor Media Ltd
Riverside House
47 The Lynch
Uxbridge
Middlesex
UB8 2TQ

+44 (0) 20 7125 0007
www.indoormedia.co.uk

Some of our satisfied clients:



In the last four years the BAME self-employed population has risen by 37%. This is a steeper rise than that of the white self-employed population, which grew by 3% over the same period. BIS - The Government's Response to the Ethnic Minority Business Task Force, 3rd November 2009

Due to the **strong working culture** of ethnic minorities, franchisors are actively targeting these groups as a main source of future growth. whichfranchise.com

Franchises

Ethnic minorities who traditionally dominate the small and medium-sized end of these industries in the UK and US, are continuing to fuel the franchise market and embracing the chance to improve their own business through franchising.

- The UK franchise business continues to grow and remain robust despite economic conditions.
- The industry contributed **£11.8 billion** to the country's GDP last year, an increase of **£400 million** from last year.
- The number of graduates operating franchise units is **32%**
- **17%** of new entrants are of Asian background and **4%** are from the black community. Source - BFA Franchise Survey

If you would like to know more about reaching the Asian community and many other ethnic groups online, give us a call and find out how we can help you target this ever-growing audience 0207 125 0007

Indoor Media Ltd (IML) is part of Komli Media, Asia Pacific's leading digital media network platform. IML now boasts a reach of **3.3 million unique users** from 8 plus nationalities that include South Asians, Black African/Caribbean, Eastern European and Chinese.

You will be surprised to know how much we know about EMG's. To find out more call:
020 7125 0007

Indoor Media Ltd
Riverside House
47 The Lynch
Uxbridge
Middlesex
UB8 2TQ

+44 (0) 20 7125 0007
www.indoormedia.co.uk

Some of our satisfied clients:

•• T •• Mobile



Mercedes-Benz

Lycamobile



HIGHWAYS
AGENCY



CLINIQUE

