

## Mobile Apps Set to Help Small Businesses!

Written by Australian Business

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BELFAST, Northern Ireland, November 22, 2013 /PRNewswire/ --

A Belfast-based business, Eazi-Apps, is helping small businesses locally and nationally tackle the next frontier in technology: mobile apps. With the current economic climate, businesses throughout the country are looking at ways to reduce costs and increase competitiveness. Eazi-Apps are currently working with a number of high-profile clients in the UK including George's Hairdressing, Simla Pinks and Clear & Lane Accountants to offer their customers another way to interact with their respective businesses.

The mobile app market is experiencing huge growth with over 700 million smartphones activated last year, with analysts predicting that there will be more mobile devices than desktop computers by 2015. A quick glance at any high street or coffee shop will provide further proof as dozens of people appear busy on their phones - updating their Facebook status, viewing videos on YouTube or shopping through an app.

Richard Walker, Owner / Developer of Eazi-Apps, said, "The last two years have seen phenomenal growth in the mobile app market and businesses are now realising they need a mobile marketing strategy to meet their customers' expectations. However, most small businesses are currently out-priced when it comes to developing a custom app." Eazi-Apps are working with businesses throughout the country to offer a mobile app solution that allows businesses and customers to engage on a platform that is active 24 hours a day."

Identifying this barrier has allowed Eazi-Apps to provide a solution that is cost-effective and allows small businesses to compete with larger enterprises. With mobile usage set to increase at an alarming rate for the foreseeable future, the real challenge for businesses will be to compete for the attention of their customers and produce apps that provide value and encourage interaction.

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