



SUPREME MUSIC

“THE UK DANCE MUSIC SCENE IS CURRENTLY GOING THROUGH A RECESSION, BROUGHT ON BY THE DECLINE OF VINYL AND THE INCREASE IN MUSIC PIRACY. WE HAVE TO LOOK OVERSEAS FOR MUCH OF OUR BUSINESS AND THE JAPANESE MARKET IS PARTICULARLY APPEALING AS IT IS VIBRANT AND GROWING. I AM VERY CONSCIOUS THAT PERCEPTION BY OVERSEAS CUSTOMERS PLAYS A CRUCIAL ROLE IN EXPORT SUCCESS AND, AS PART OF OUR PLANS TO TARGET JAPAN, I COMMISSIONED AN EXPORT COMMUNICATIONS REVIEW.”

Each Review entails a visit by a BCC-Accredited Export Communications Consultant who carries out a thorough analysis of the way companies handle enquiries from overseas customers. The consultant then compiles a comprehensive report, pointing out strengths and weaknesses and making practical suggestions for improvement. The result is often a significant increase in overseas business, as customers respond positively to the changes.

“The Review has had a wider impact as we have used some of the same approaches for other overseas markets. It has certainly increased my confidence in dealing with worldwide customers and, as a small business, this is invaluable.”

Chris Hampshire –
Managing Director

In the case of Supreme Music, consultant Sarah Carroll recommended a range of measures to help overcome language and cultural barriers. Chris comments: “We implemented virtually all of Sarah's suggestions and I embarked on the Japanese trade mission feeling confident and well-prepared. The response from potential customers was warm and they clearly appreciated the efforts we had gone to.

Hit the world running ^{UK}



“The Review has had a wider impact as we have used some of the same approaches for other overseas markets. Recently this has resulted in new deals in Russia and Poland. It has certainly increased my confidence in dealing with worldwide customers and, as a small business, this is invaluable.”

THE EXPORT COMMUNICATIONS REVIEW

An Export Communications Review costs £500 + VAT, however SMEs may be eligible for a UK Trade & Investment subsidy of £350 towards the cost of the review.

For more information, please visit International Trade at www.chamberonline.co.uk or contact the ECR team at the address below.

You can contact your local ECR Consultant Sarah Carroll who covers London and East Sussex on +44 (0)7711 132179 or sarah.carroll@ecrconsultants.org.

The British Chambers of Commerce manages the Export Communications Review on behalf of UK Trade & Investment.

UK Trade & Investment is the United Kingdom Government's lead organisation for supporting UK companies in overseas business, and attracting inward investment.

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