



## EXPORT SALES ROCKET AT RECOM

AS A BUYER OF MARKET RESEARCH FOR A MAJOR TELECOMMUNICATIONS PROVIDER, RIA BARNABAS REALISED THAT RESEARCH COMPANIES DIDN'T REALLY UNDERSTAND HER INDUSTRY'S ISSUES. SHE IDENTIFIED A NICHE FOR A MARKET RESEARCH AGENCY SPECIALISING IN FAST-MOVING TELECOMMUNICATIONS, IT AND E-BUSINESS. IN 1997, RECOM RESEARCH IN COMMUNICATIONS WAS BORN.

Two years ago, the company had reached an annual turnover of just under £500,000. The majority of this business was from UK-based clients, but Recom also had clients in Scandinavia, specifically Sweden and Finland. As part of its ambitious plans to break into the USA and key Western European markets, Recom decided to undertake an Export Communications Review.

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Ria Barnabas –  
Managing Director

The Review, which is delivered by The British Chambers of Commerce on behalf of UK Trade & Investment, looks at the way companies communicate with their export markets and makes practical recommendations for improvement. A BCC-Accredited Consultant visited Recom and, after assessing the company's strengths and weaknesses, presented a detailed report outlining steps to improve its export communications.

*Hit the world running* <sup>UK</sup>

Managing Director, Ria Barnabas comments:

“The Export Communications Review proved useful in a number of different ways. It helped me to clarify my thoughts and underlined the importance of thorough preparation when approaching a new market. In an industry like ours, it is important to spend time building trust among potential customers and many of the recommendations have helped us to reflect a more global image. We took on board the suggestions to internationalise our website, for example, and I have also taken on a US national to act as a sales person for us in the lucrative American market.”

Since undergoing the Export Communications Review, export turnover at Recom has rocketed, as Ria explains:

“Our aim last year was to reach £100,000, which we achieved. This year, export turnover will top £1 million. We have just completed a £344,000 contract and recently won another worth in excess of £80,000. Both were from the USA. Another from Finland worth £500,000 is pending. The Export Communications Review contained many excellent ideas, which we have implemented or are in the process of implementing. It has undoubtedly contributed to our rapid rise in export sales.”

## 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](http://www.chamberonline.co.uk) or contact the ECR team at the address below.

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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