

## The Business Link Award for Best New Business

# Ambassador Communications

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Ambassador Communications (AC) consultancy services compliments Government services offered to exporters through UKTI. The business assists UK companies looking to set up overseas operations or to move into certain overseas markets/countries for the first time.



The range of services offered by AC include provision of knowledge and advice to help UK companies gain footholds in different overseas markets; helping UK companies to navigate tricky political terrain that can often go with trying to do business in difficult markets; facilitating introductions to top politicians and a consultancy for non government organisations.

The past 12 months has seen the development of an import angle to the business.



Specifically the focus has been on the import of ethically manufactured school clothing from the Caribbean (Koolskools). The business is about to embark on a major marketing exercise with all Hampshire public and private schools, aimed at gaining market share in the 2010/11 school year.

Andrew has been very careful in fully researching and making preparations in his subject area before fully embarking upon the business. He attended two start-up courses and engaged with a business adviser who helped to prepare the evolving business plan. Coming from a public service background could have proved highly challenging but the thorough business plan has assisted this transition greatly.

