



Promotion

MISSISSIPPI WOMEN IN BUSINESS

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DTC Helps Businesses Convert Opportunities Into Successes in an Uncertain Economy

For business owners who work with Diversified Trade Company, LLC (DTC), lying low until the current financial crisis passes is not an option. Even in a wildly uncertain economic environment, DTC provides a navigable path to success and profitability.

"DTC shows businesses where to look for opportunities right now and then provides them with the resources to capitalize on the ones that will increase their market share in both the domestic and international markets. DTC can position businesses to exploit changes as they happen," explains Stephanie Summers-Farr, Chief Executive Officer of DTC. "By the time other businesses are brave enough to

test the waters, businesses working with DTC will have already captured significant market share."

Putting her geopolitical savvy and extensive relationship network to work, Summers-Farr founded DTC in 1998 to help small and mid-sized U.S. companies get involved in international trade and expand into international business. Today,

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DTC provides business development services including international trade management, project/trade finance assistance and international trade program development for U.S. and foreign businesses and for governments of all sizes.

According to Summers-Farr, one of the most daunting challenges businesses face is finding capital. "Even well-established businesses with excellent credit ratings are being turned down by financial institutions," she says. "We can make introductions to a wide range of private investor sources. Our reputation of 12 years of success in business development opens doors for businesses to implement their expansion strategies."

DTC is successful with its clients because it thinks outside of U.S. business traditions and embraces other cultures. "More specifically," says DTC Chief

Operating Officer Darron Farr, "our clients give us the latitude we need to work within other cultures. Where transactions would normally proceed at a slow pace, we are able to facilitate them within the timelines set by our clients because DTC is intimately familiar with cultural differences and agile enough to adapt to them."

DTC is breaking a few traditions as well. Unusual among U.S. businesses, the company goes to extraordinary measures to make its C-level executives available 24/7 if needed. "The sun never sets for the service we offer our clients," says Summers-Farr. "We make ourselves available to our clients in every time zone, regardless of size. First-time exporters and aggressive entrepreneurs need extensive one-on-one support. Being available to all of our clients is a top priority for us."

With satellite offices in Africa and Asia, DTC has a strong history of success launching and expanding businesses in many industry sectors including agriculture, oil and gas, energy, telecommunications, specialty chemicals and financial services, to name a few. Most recently, DTC has become an important player in the area of alternative energy. The company is expanding as a natural gas broker serving the U.S., African and Asian markets. It has plans to expand into the Latin American market later this year.



Stephanie Summers-Farr has never been one to back down from a challenge. She has over 20 years of business experience in the private sector. She has conducted business on every continent in the world and in the Caribbean. She also bravely challenged the political status quo, campaigning in a predominantly Democratic district in an effort to become the first female African-American Republican member of Congress.



Diversified Trade Company, LLC

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