



COMPANY PROFILE

Ascendancy Solutions and Trading Limited

Registered Office: #13 Plum Road, Edinburgh
Gardens, Chaguanas, Trinidad and Tobago, W.I.

Operations Center: #40 Union Park East, Gopaul
Lands, Marabella, Trinidad and Tobago, W.I.

Telephone: (868)270-3691

Email: admin@ascendancytt.com

Website: www.ascendancytt.com

Who we are

Ascendancy Solutions and Trading Limited (ASTL) is a full service, strategic marketing agency that provides management consulting services to businesses in Trinidad and Tobago. Our services include Market Research, Marketing Planning, Digital Marketing Co-Management, Sales Outsourcing, E-Commerce services and Export Marketing Consulting. Through strategic partnerships we also offer broadcast advertising on radio or internet-TV and provide content creations services.

The organisation was founded in 2015 by **Kanson Seenarine**, who at the time operated as a sales consultant and digital marketing specialist. Since then our services have expanded and the company has gone on to serve over 25 clients from different industries and sectors in Trinidad and Tobago.

In 2021, Director, **Gabriella Gonzales** joined the organisation as and developed its suite of export consultancy services, further cementing ASTL's value proposition as a knowledge centre for marketing expertise. The services at ASTL are individually tailored to client needs, whether the organisation is small, medium sized or large enterprise level organisations.

Our vision:

To be the leading marketing consulting agency in the Caribbean, accelerating the connectivity of the region and enhancing its influence throughout the globe.

Our mission:

We aim to create meaningful connections between our clients and their audiences, that positively impact society.



What we do

We take the guesswork out of the strategic marketing process, and aim to help our clients, grow with strategies that take them above and beyond their competitors and ensure that they build sustainable relationships with their target audiences.

We are able to achieve this by taking a research first approach and ensuring we understand clients, their potential markets and what really brings both of those together. We don't try to invent a new story for brands, we tell our clients' brand story, and focus on what is important to their culture and operation.

Our Services Include:

- i. **Market Research-** At Ascendancy Solutions we conduct market research to help clients understand what's in the hearts and minds of their customers. We take the guesswork out of their marketing processes with reliable qualitative or quantitative research or can examine the health of their brands with a strategic brand audits.
- ii. **Export Marketing-** We simplify the complexity of exporting, leading clients step-by-step on an international growth path. We help them identify overseas opportunities, formulate export strategy and operationalise their entry to new markets.
- iii. **Digital Marketing Co-Management-** At Ascendancy Solutions we provide brand management and strategic guidance while involving clients in the process and assisting them in the development of their social media marketing skills.
- iv. **E-Commerce services-** The time for online selling is now. We help organisations successfully transition into the world of digital sales, from constructing their website to instituting the organisational changes needed to enable clients to take advantage of modern marketing technologies.
- v. **Marketing Planning-** We focus on developing and implementing marketing strategies that are true to the achievement of our clients' brand and organisational objectives. There's no guesswork and we don't believe come in with all the answers, our process starts with a situational analysis and marketing plans are developed specifically to each organisation's structure and culture. This allows clients to be more effective and efficient with their resource allocation.

Why we do what we do

Our organisation has a culture of, and a passion for success that makes our work as consultants a joy. Whether it's the newest marketing campaign, understanding consumers better or preparing for an ambitious foray into a new market it's always a thrill to be bringing success and innovation into fruition.

We are keenly interested in the economic growth of Trinidad and Tobago and the region and see the work that we do as an important pillar of this. We aim to foster innovation through research and development and elevate our clientele to global standards.

We aim to serve the increased need and demand for digitisation and creativity among local industries and enable budding exporters to successfully land and grow in international markets.

Our Executive Team



Kanson Seenarine
Founder/Lead Consultant



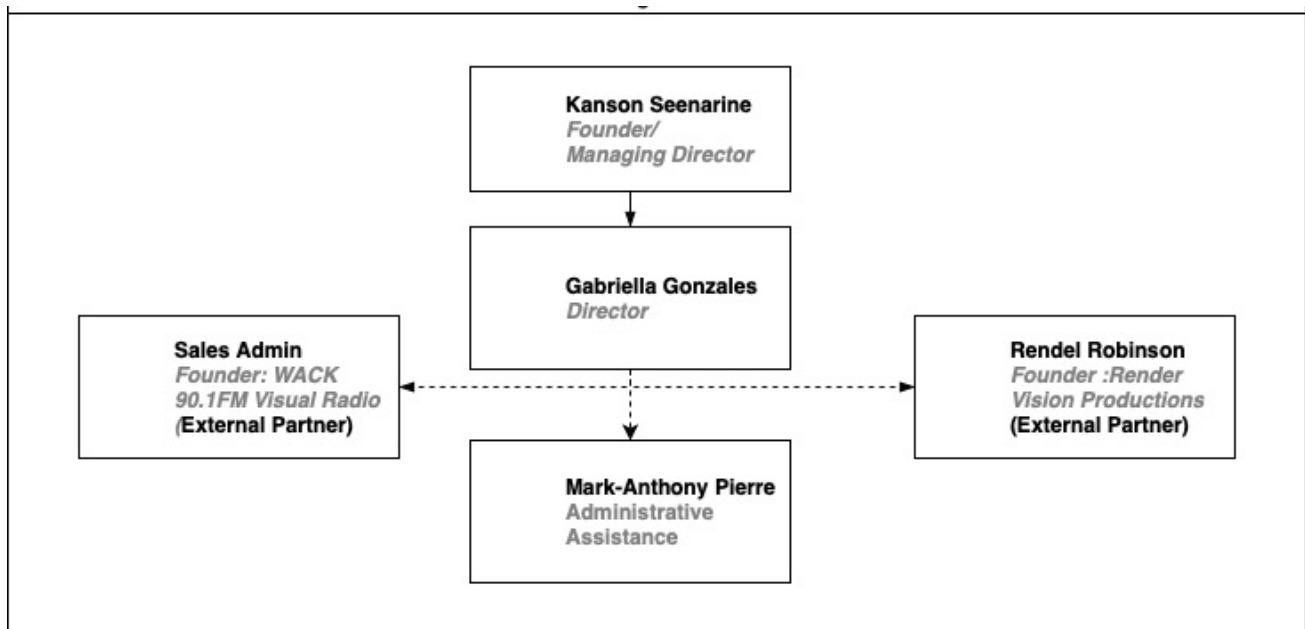
Gabriella Gonzales
Director/Export Consultant

Partners

Render Vision Productions: Professional Content creators and producers of viral local foodie vlog Rendelina Reviews.

WACK90.1FM: Leading local radio station, with a focus on local and Caribbean arts and culture. In addition to their radio station WACK also produce Visual Radio, an Internet Protocol Television Broadcast.

Organisational Chart:



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