

Dear Mr Bennett

Wearing a three-piece suit was always going to be a risky move in weather like this. But I couldn't resist it when I spoke at the Connecting with China conference in Bristol last week. After all, it was a very special suit.

I wrote a case study earlier in the year on a Leeds-based tailor called Harold Rose and the challenges facing his company Master Tailor. (Click [here](#) if you want to read it again). I was so impressed by what I learned that I decided to invest in a bespoke suit for myself. "A properly tailored suit changes the way you look and feel," Harold had told me. "Yeah. Right" I had muttered under my breath.

I couldn't believe his promise, but I did enjoy the process of deciding about every last little detail of my suit. The classic grey herringbone cloth. The gold lining. The number of buttons on the cuffs. The pocket for my phone.

Men aren't usually given to talking about their clothes, but I was so thrilled by my new suit that I was prepared to melt to show it off in front of the conference audience. Even when the Powerpoint presentation went wobbly and the lapel mike conked out, it didn't matter. In my new suit I felt on top of the world.

I phoned Harold afterwards to tell him he was right. I could sense him grinning at the other end of the line. But never one to miss a sales opportunity, he suggested a special offer for Business Club members. Buy a suit from mastertailoruk.com and Harold will provide a made-to-measure shirt (worth a minimum of £75) as well.

I'm certainly going to take him up on that with the lighter weight summer suit I'm about to order. For any important presentation or key business meeting, I can't imagine wearing an off-the-peg suit ever again!

Regards

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Programme Director

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Strategy Matters

From Scotch whisky to stair lifts, Americans love products from the old country. The US snapped up £30.7bn worth of British goods last year, an 8pc increase on 2004, making it the UK's largest export market. >>

This Week's Case Study

Mangar International, which makes devices to lift the elderly and disabled, is looking to double income to £10m over the next five years by increasing exports and growing its domestic market. >>

Technology

Choosing a domain name can be exciting and frustrating at the same time. The best option is to pick any of the services you'll find on the web, and start keying in names that you'd like. >>

Sales

Most people who take the self-employment route normally have the mix of marketing, promotion and advertising down pat. Once along the road to entrepreneurial success, however, they often ask "how come I'm not in the papers?" >>

Money

More than half of small firms in England are missing out on tax rebates worth a total of £400m by failing to claim business rates relief, according to the Local Government Association, writes Tom Whitney. >>

People

Stan Peters is frustrated with his career. He feels he is being held back and can't understand why. Most annoyingly, three friends he doesn't rate are one or two steps ahead of him. Find out how, for career success, you need to be a leader. >>

Operations

The majority of UK businesses expect to see increased productivity during the World Cup due to changes in working practices, according to new research revealed by Business Link, the government's business support service. >>

Secrets of Success

Kia cars were first imported to the UK from Korea in 1991, but sales had only grown to 12,183 when Paul Williams joined Kia UK as managing director at the end of 2001. >>

Love It, Hate It

NHS efficiency should be greatly improved by a secure electronic patient records system, says David Sumner Smith. But (surprise, surprise) the Care Records Service programme is running more than two years late and a recent government report shows that data held by the state is anything but confidential. >>

Win a Cruise!

Entry into this competition provided by in2hols.com via Bill McCarthy Travel is restricted to members. If you want to enter, simply update your details on the site. And if you have got a friend or acquaintance who would like to win, then let them know today. All they have to do is register as a member. >>

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