

# Armstrong – the will to succeed

**T**HE attention-grabbing growth of Armstrong Appointments is a classic tale of entrepreneurial drive, determination and vision. From a one-woman enterprise with no established resources to draw upon, this path-finding Durban recruitment company has, within two years, snowballed into a much sought-after wellspring of permanent white-collar placements for both local and international operations.

In August 2003, armed with a graduate diploma from the Institute of Marketing Management, 25-year-old Sharon Armstrong embarked on the path of identifying and delivering ideal candidates to as broad a spectrum of the marketplace as possible – a service which she believes had “fallen behind in terms of the sophistication and outcomes available through advances in communication technology”.

Leasing a small office with one desk, Armstrong set about accumulating a client-and-candidate database from scratch by investing in an extensive awareness and advertising campaign.

Her focus on building loyal, resolute client relationships and providing a dedicated, personalised service soon began



to pay dividends and before Armstrong Appointments celebrated its first birthday it had doubled in size to two people and taken occupation of its own, eye-catching premises on La Lucia Ridge.

Excess space was rented out to generate supplementary income.

A visionary pursuit of “delivering the ultimate in client and candidate services” led to the realisation that Armstrong Appointments had reached the level where expert, specialist

consultants were necessary to achieve yet further advancement.

Appropriately qualified executives began joining the team – and pledging themselves to the Manifesto of Excellence devised by its founder and director.

As a result, Armstrong Appointments today boasts an enviable reputation for comprehensive recruitment solutions in the following sectors: market research; information technology; medical; technical;



SHARON ARMSTRONG

construction; motor industry; sales and marketing; supply chain; shipping; finance and banking.

This impressive sphere of influence has, in turn, led to an ever-broadening, substantial client portfolio which ranges from multinational blue chip giants to compact, niche operations.

Sharon Armstrong ascribes such exponential growth to “the combination of maintaining long-term client relationships through exceptional staff loyalty and retention, highly-effective networking, a sound knowledge of organisational cultures, the healthy sense of competition

personified by each executive consultant and the fact that we have access to far-reaching, frontline resources”.

These tools include the company’s own constantly expanding database as well as membership of the premier Online Recruitment facility and innovative advertising exploits on both the domestic and international fronts.

“Add to all of these factors, our strong values and integrity,” Armstrong concludes, “and it becomes clear why we have achieved remarkable success in a short time. Finding the ideal candidates for your company is what we do!”



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