



DuBoulay recently sat down with Business View to discuss the company's heritage, the ways in which it differentiates from competition and some of its additional plans for the future.

Business View: There's obviously been a good deal of evolution and expansion. Has that evolution been according to a plan or vision that was in place even in the early days, or more by circumstance/opportunity?

Dunstan DuBoulay: Having entered the beverage business, it was very clear to us that to be really successful we had to be the front runners in the Industry and from those early days we set our standards to the highest realistically achievable within our market. Overall I would have to say our vision was always to evolve exponentially but, as we know, in all business there exists a level of adaptation to the ever-changing marketplace. Suffice it to say, our commitment to our evolution made adapting to unforeseeables that much

easier for us. Whatever the particular catalyst, we have relentlessly pursued a mission of continuous growth and expansion, embracing the many advantages of new technology, and this has placed DBC as the leading beverage manufacturer in the eastern Caribbean.

Business View: Can you talk about the unique characteristics, or challenges, of a family business?

DuBoulay: Running a family business can sometimes be very challenging particularly with members operating in close proximity. However, due to our nature and temperament and the strong bonds of trust and confidence which we maintain in each other, instead of posing challenges, our relationship has molded a spine of steel into company and, further to this, facilitates decision making in the shortest possible time frame.

Business View: Among the customers you have, what is the most typical? What does that entity most often look like?