

will be absorbed over time as their owners still maintain franchise agreements which the company continues to honor. However, Roopchand believes that corporate stores are easier to manage, and that their offerings, décor, and daily business operations can be made more consistent throughout the chain, when integrated and controlled by a centralized administration.

Roopchand also believes that Royal Castle's success over the past 47 years has been the fruit of creative vision, foresight, dedicated leadership, and hard work. "From the management team to the maintenance personnel, the company has always found innovative ways to ensure the highest level of operational standards and peak performance by aggressively pursuing and challenging ambitious strategies while consistently improving its product offerings. Royal Castle has been, and continues to be, recognized as a leader in the quick-service restaurant industry and the champion of the consumer."

And, of course, Royal Castle is most proud of its local heritage. "We still maintain our local taste," says Roopchand. "Also, we support our local suppliers. So everything is kept in Trinidad. We market based on the fact that we are local and our customers like the local taste and flavor."

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