



ORAN: DESIGNS FOR THE FUTURE

Product diversity opens up opportunities for door and window maker

For Bridgetown, Barbados-based Oran Ltd., opportunity has knocked over its 50-year history. From six employees operating in 4,000 square feet in 1964, to more than 250 employees in 120,000 square feet of factory space today, the manufacturing company specializing in such aluminum products as doors and windows, has learned to thrive - even among major competition.

“There is a significant amount of competition,” says Justin Oran, the company’s Operations Manager. This includes two other window manufacturers in Barbados

and at least one, usually, on each island. In addition, the company competes with product coming in from the United States, Jamaica, and Trinidad.

With that, Oran has had to frame a plan to grow its sales and customer base.

“How do we set ourselves apart? Well, a couple of ways,” Oran says. First, time is on its side. “I don’t think many of these competitors have a 50-year history. So the brand is very strong.” Therefore, the company is sure to market the brand in addition to its products.