



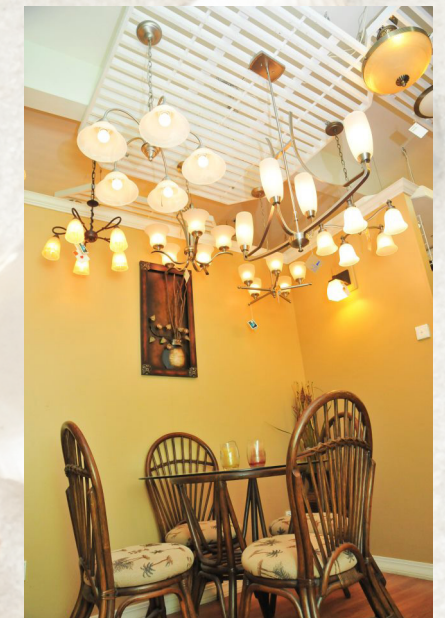
local market and made the decision to optimize on a new approach. Together with his two sons and a former staff member, he established Southern Electrical.”

From conception, the mindset was to create a Grenadian company for the Grenadian people; a company that delivered the highest quality service and products; the kind of products Mr. Duncan, himself, would like to buy. As a renowned electrician in the region, he realized the niche was in providing professional and specialized services to the customers he served, and liaising with suppliers to provide products fitting the customers’ specifications, as well as industry standards.

Gooding adds, “Basically, that is the genesis

of our company. Today, we continue to provide our customers these services to an even greater extent. The evolution since then has given rise to partnership with other stakeholders and policy makers to reduce energy costs. And that is what drives Southern Electrical today.”

At Southern Electrical where customers always come first, savvy business sense, knowledge of the industry and keen interest in technological advancements are proving invaluable for the continued success and



growth of the family business.

Gooding explains the intricacies of product sourcing: “Going through the Caribbean, we have 220 volts in some places, following the British standard, and 110 volts in places like Trinidad, where they’re following U.S. standards. Grenada is a 220-volts market, so a large quantity of our products come from England – all the switching, the accessories, things like that. We do bring some product out of the U.S., some out of China, countries like Puerto Rico, and the other CARICOM members like Trinidad.”

Southern Electrical Company’s retail location is a popular destination for homeowners and contractors, alike. The Lighting Showroom on the second floor features contemporary lighting fixtures, ceiling fans, and innovative lighting solutions for kitchen, living room, bedroom, bathroom, outdoor, and

