



## AT A GLANCE SOUTHERN ELECTRICAL COMPANY LTD.

**WHAT:** Leading electrical and lighting supplier in Grenada

**WHERE:** Grand Anse, St. George's, Granada

**WEBSITE:** [www.segrenada.com](http://www.segrenada.com)

garden illumination. Supported by all the major lighting manufacturers, such as Elgo, Kichler, Progress Lighting, and Seagull Lighting, Southern Electrical supplies the most sought-after product available today.

The ground floor of the store focuses on hardware necessary for electrical installations in residential, industrial, and commercial applications. Electrical wiring accessories (switches, sockets, distribution panels and breakers, isolators, transformers, etc.), tools, small electrical appliances, and a nut and bolt center are all available, along

with a friendly, knowledgeable staff ready to impart expert advice. "We currently employ 20 full-time persons, with an occasional need for four to five persons, part-time," says Gooding. "We have just one retail location in the capital city; however, we do provide services and products to our neighboring islands of Carriacou and Petit Martinique. Our team visits the clients there; we communicate by cellular phone; we transport goods by a local ferry. So, we do have that connection outside mainland Grenada."

Southern Electrical also has a wholesale division as a separate arm of the business, where project-size sales are handled. "For example," says Gooding, "if there is a new development going on – a new hotel, or apartment building, or school – we provide specialized service to the contractor and the developer. Not only from a retail front, but more from a technical, wholesale, direct-to-the-contractor type of sales and service, Southern Electrical basically project manages the supply of materials to the customer, supports him in the technical aspects of the documentation,

the drawings, materials specified in the orders; that's our project side. Then we have the wholesale side, where Southern Electrical simply sells products at trade prices to other retailers. And that's reciprocal, as well." Three important factors differentiate Southern Electrical from competitors: Customer service; expert advice. "Part of our branding is 'Best Value', 'Quality Products', and the last part of that is 'Expert Advice'. We always talk about the product, the uses of the product, with the customer. So, even if he already has a certain