



item, we direct him to features that provide a better solution. We're focused on selling the customer what they want, as opposed to somebody walking in the door and merely picking up something."

First to market; being on the cutting edge of technology. "It's important to keep up with what's new. Energy savings, energy-efficient products, developing our own brand with factories and printing companies overseas. We have a branded product on the shelves that belongs to us."

Positioning the brand and the company in the market, in such a way that the contractor doesn't feel threatened that Southern Electrical

is competing with him on a project.

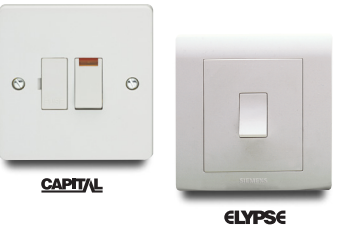
Gooding acknowledges, "We're an electrical and lighting hardware company. Two other competitors on the island just specialize in electrical, but they are also contractors. When you have a small island like Grenada - 100,000 people - there may be 55 contractors. One of the ways we separate ourselves is that we have never gone into the contracting business. This was part of Mr. Duncan's vision for Southern Electrical: The contractors never have to be concerned about purchasing goods from a company that may be competing for a contract or job. So, he stayed out of the contracting business and just became a supplier. It's separating



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## WIRING ACCESSORIES



## CIRCUIT PROTECTION



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ourselves by not being competitive to our main customer – which is the contractor."

Southern Electrical is avidly exploring new product technologies to improve energy efficiency, as well as complementary services for existing products. They believe this is critical to maximize return and enhance their service to customers. Other initiatives include expanding on their non-compete relationship with contractors; cooperative agreements with suppliers; extending their geographic market; and honing prices and strategies.

Gooding adds, "Some of our shorter-term expansions would be setting up showrooms in homes, specifically for targeted clients. When it comes to lighting, helping clients see how the products would fit into the different projects. Planning for the longer term is on the plate for