



discussion this year with our Executive team and the Board.” (Southern Electrical is a privately held company with a Board of Directors.)

“Freight and related costs is a key issue for our company, especially in a small, competitive market,” she continues. “Going forward, we will work on strategies and forge partnerships that will help to lower cost and make the goods more affordable to our customers. Another point is the government’s ability with the utilities to get on the solar alternative energy bandwagon – which we can also benefit from as suppliers and with social responsibility in terms

of providing alternative energy types of products.”

The customer base for Southern Electrical is the corporate section of Grenada, hotels, the university, contractors, and homeowners. “The dynamism of our brand speaks for itself: ‘Best Value, Quality Products, Expert Advice.’ We’ve been around for 20 years, we’re not a fly-by-night. Our products have gone through the ringer, so we recognize what’s good or not, we know what makes sense, and what’s applicable to our market, which is quite unique.”

Then, there’s the expert advice. “You may come to the store with a request, but you just don’t know

what you’re looking for. This is not a D-I-Y, where you come in and if it’s not on the shelf, too bad. This is a place where we have the technical knowledge and flexibility to get you what you need, and you walk out the door a happy customer.

“We are always sitting on the technological edge. Given today’s global interest in climate stabilization, we’re focused on energy-efficient products. That’s one of the pin-points of sourcing for us; what’s hottest in solar capability that’s available for us at 12 degrees north of the equator – we’re in a perfect position for it.”

PREFERRED VENDOR

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