



Shopping The World For You

PROFILE

Renwick & Co Ltd

Established in Castries, St Lucia

On January 3rd, 1966

Vision

A customer centric technology driver and performance focused employer of choice;
A model corporate citizen and the leading distributor in St Lucia

Core Values

Fairness
Accountability
Integrity
Reliability in service
Excellence
Responsibility

Mission

‘To provide our customers with high quality products and superlative service; increasing brand awareness and market share for our Suppliers while generating a fair return on our Shareholders’ investment.’

Team

Renco prides itself on having a team of individuals that value the importance of meeting our customer and stakeholder needs. The team comprises of front of the house Sales & Marketing team with supporting team members from our Operations and Finance teams. The Company invests in regular in-house training to develop our team members.

History

- The Company was founded in January 1966, by its deceased founder, Christopher Renwick
- A partnership was formed with T Geddes Grant in 1968 to become Renwick & Geddes Grant (St Lucia) Ltd. This led to the single largest corporate development through the vast range and volume of brands introduced to the Company for distribution, some of which Renwick & Co still distribute.
- The T Geddes Grant Ltd shares were repurchased in 1972 to become a family business again.

Structure

- The corporate offices and main warehouse facilities are located at Vide Boutielle, Castries
- there is a branch operating at Beane Field, Vieux Fort servicing customers from Soufriere in the West and across to Micoud in the East
- There are two Garden Centre outlets in Castries & Vieux Fort
- The company operates a retail outlet, Touche located at Vide Boutielle, Castries
- There are several divisions – cement, construction, pharmaceuticals, office furniture, two mixed goods divisions, liquor beverage & snacks division.

The Company enjoys annual sales to the value of over EC\$38,000,000 in these divisions which are headed by a strong Sales & Marketing Manager. Through the innovation and creativity of the team comprising of Divisional Managers, Key Sales Reps, Van Sales Reps and Merchandizers the Sales & Marketing divisions aggressively manages the continued development of the brands we have distributed, some for well over thirty years.

The distribution of our brands is as valuable as the marketing of these brands, which is achieved through promotions at customer outlets, brand advertising through television, radio, billboard, and social media. Opportunities are also realized through event activities and sponsorship and include not just carnival activities but targeted marketing opportunities for men, women, and children.

The Company's website has been recently updated www.renwickstlucia.com and our team is very active with social media participation and brand awareness throughout our different platforms on facebook and Instagram – search Renwick & Co Ltd to view our pages for brands and Garden Centre.