

Business - what's in a name?

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One of the biggest challenges any business has to face is re-branding. So how has the Windward Islands Banana Development and Exporting Company Limited (WIBDECO) gone about the process? ZiNG finds out.

Who are WIBDECO and what do you do?

WIBDECO and its UK subsidiary, Windward Bananas, specialise in the marketing and distribution of Windward Islands bananas in the United Kingdom.

Why the need to re-brand?

Until recently the company traded exclusively in bananas, but times have changed and so has the business climate. Therefore, in order to maintain growth and deliver shareholder value, it became necessary for the company to refocus and diversify its product range and supply base. This meant rebranding and repositioning itself in the market.

What were you looking for in your new name?

We needed a name that was neutral and reflected the fact its supply source was not limited to the Windward Islands and that its product range extended beyond bananas. The new name is Winfresh., and the Winfresh Group aims to roll out its new product range, both fresh and processed, from the Windward Islands and other sources during 2010. The Winfresh Group has had a long association with the FAIRTRADE Mark of which it is very proud and, provided that its products meet the Fairtrade criteria, it will be used alongside the Winfresh brand.

So what's next for the new brand? The Group will continue to invest and develop partnerships through joint ventures with local suppliers, and will pursue its growth and development objectives as well as contributing to agricultural development and diversification in the sub-region.

It has already undertaken significant investments in Grenada and St. Vincent in processing and value added facilities and intends to progress with plans in the other Windward Islands and throughout the region.