

# COMPANY PROFILE



*The name for everything that cools*





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TROPICCOOL is the trade mark of Tropical Air Conditioning & Refrigeration Co. Ltd.

Location:

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Kingston 5

Jamaica W.I.

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Website: [www.tropicalaircon.com](http://www.tropicalaircon.com)

## **Board of Directors:**

- Courtney Jackson: chairman: **MSc. BSc.** Finance, Chemical engineer/ Phoenix University USA. Background in finance and banking former director and chief financial officer Student loan Bureau Jamaica.
- Perry Walker – Vice president Operations: **BSc.** Entrepreneurship (University of Technology Jamaica) background in management & operations.
- Violet McNaughton (Mrs.) – Sales Manager- sales training with over 15 years' experience in sales and marketing.
- Patrick Walker – **BSc.** Psychology (university of the West Indies) background in management & operations/ licensed broker
- Janet Lewis-Walker (Mrs.) Financial controller **FCCA, FCA. ACCA** chartered accountant. Over 25 years in accounting profession.

TROPICOOOL is registered with the following organizations:

1. Registrar of Companies
2. Tax Administration Jamaica
3. (Inland Revenue Dept.) GCT #:000012017
4. Jamaica Intellectual Property Office (JIPO)
5. National Contractors Commission (NCC)
6. Tax Compliance Certificate (TCC)
7. Internationally recognized brand (China).
8. is a registered brand name in China / and Jamaica

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TROPICCOOL limited is a privately owned limited liability company registered under the laws of Jamaica and has an established board of Directors headed by a chairman.

The company is headed by a Vice-President who oversees daily operations while the accounts department is managed by a chartered account.

The sales department is managed by an individual with over twenty five (25) years in the field of sales and marketing who is in charge of a team of ten (10) sales /marketing representatives. The mantra of that department is: We respond to the needs of customers in the most efficient and expeditious manner. Tropicool has fifteen (15) air-conditioning technicians (contractors) handling jobs of various sizes, from the installation of a home air-conditioning unit to large fifty (50) tons commercial air-conditioning units. The department is headed by a trained technical coordinator whose responsibility it is to ensure the timely installation and servicing of all units installed by the company.

TROPICCOOL is registered with all governing statutory bodies and agencies and meets the requirements for companies operating in Jamaica.

The company is registered with the *national contracts committee* (NCC) under the heating ventilating and Air-conditioning category as a supplier and installer of air-conditioning units, parts and equipment to the government of Jamaica and has been a member for the past ten (10) years.

## **History**

Tropical Air-Conditioning & Refrigeration Company Limited was incorporated in 1981 to fill the need of a market place that was in need of quality products and service at affordable prices. The company entered the market as a small distributor of parts, accessories and refrigerant for the refrigeration and air-conditioning industry however over the years other products were added to the inventory offering including air-conditioning units and cold room equipment. The company adapted the marketing name (TROPICOOOL) in 1998 when it started to brand its own line of air-conditioning units under that name. Tropicool currently distributes over three thousand (3000) items and is currently among the leaders in its industry on the island. The company was conceptualized as a customer friendly organization offering the highest quality products at the most competitive prices and has one of the most liberal warranty policies. The concept was well received by the general trade making the company a household name in less than five years after its incorporation. The attention given to ethical values, customer satisfaction and corporate social responsibility (CSR) has impacted the company in a positive manner as has established it as one with high moral standards and dependability. From an initial staff of four (4) employees Tropicool now boast a compliment of twenty eight (28) full time employees plus sixteen (16) technical personnel who are employed as contractors.

## **Mission Statement**

TROPICOOOL mission is to offer superior technological equipment, spare parts and service at the most competitive prices with unmatched warranty to its customers. Thereby becoming the preferred choice in the air- conditioning & Refrigeration Industry: providing professional service in a friendly environment being mindful that our employees and customer are our greatest assets

## **Vision Statement**

To make TROPICOOOL the preferred choice in leading the technological revolution

In the Air-conditioning and Refrigeration industry in Jamaica

Offering, the latest, energy efficient equipment at the most

Competitive prices in Jamaica and the Caribbean region.

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### Values

Tropicool strongly believes that excellent customer service is integral to the growth of any company as such, customers request are dealt with promptly and professionally. Satisfied customers have played a significant role in the growth and development of the company and the expansion of its product line and will continue to do so as we seek to satisfy their needs. Customers can be assured that they will be kept abreast of technological changes and that current products will always be available at the most competitive prices.

### Environmental awareness

TROPICOOOL is fully aware of the impact of global warming and its effect on countries across the globe and is therefore a leader in the eradication of ozone depleting chemicals (chlorofluorocarbons) entering or being used in Jamaica. The company is *one* of only two companies licensed by the government through The National Environmental Trust (NEPA) to collect and recycle ozone depleting refrigerant on the island, this center continues to be in operation after more than ten years of recycling used refrigerants.

## **Products**

The company continually upgrades its inventory and currently has over Three thousand Five Hundred (3,500) items on offering including;

- Air conditioners -mini splits (TROPICOOOL)
- ( TGM, Ecox, Carrier, Black star) Air-conditioning units
- York Central Air-conditioning Units up to 50 tons
- Auto Air-conditioning parts/accessories
- Refrigerants
- Copper Tubing
- Chemicals
- Cleaners
- Electrical Parts
- General Air-conditioning and Refrigeration Parts

## **Warranty**

Tropicool warranty is **one** of the most liberal in the industry and covers the following:

- All functional part of our equipment carries a one (1) year manufactures warranty.
- Air conditioning unit compressor carries a five (5) year warranty.
- Liberal refund policy
- Product exchange
- Should in the **unlikely** event that a breakdown requires the visit of a technicians to a location three (3) times in any one year after the completion of sale: TROPICOOOL will remove and replace any such unit with a new one at no cost to customer.



## **Finance/Quality policy**

- Tropicool products are quality tested by the Bureau of Standards Jamaica.
- Are manufactured by ISO9002 companies.
- Tropicool offers interest free financing for purchase of units (with conditions)
- Through a partnership with Jamaica National Bank, Small Business (JN); loans are offered at concessionary rates for the purchase of A/C units to customers.

## **Clients and Projects completed:**

Tropicool provides installation and servicing locally and in the Caribbean regions of Grand  
Caymans Islands

Organizations that have purchased and continue to use Tropicool units, equipment and or serviced on a regular basis:

- Airports Authority of Jamaica (Norman Manley and Sangster International)
- Caribbean Broilers Group
- Wisynco Trading Company Limited
- Ministry of Labor & Social Security
- National Health Fund
- Bank of Jamaica

- Jamaica Defense Force
- Office of the commissioner of police
- Bauxite companies
- Jamaica Urban transport company
- Hospitals
- Offices
- Homes

*Thank you for taking the time to read this business profile.*

*Should you have further questions or comments please do not hesitate  
contact us.*