

The Sunshine Boys

Matthew Williams

000-097-066

University of The Bahamas

Author Note

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On February 7th, 2023 the Sunshine Holdings Limited corporation celebrated its 50th anniversary at the University of The Bahamas Keva Bethel Building. The event would celebrate the eight (8) founders of the business and their business accomplishments up to that point. These eight founders are referred to as the Sunshine Boys. Initially, there were fifteen (15) of them but as it came closer to starting the business it became fewer individuals. As a result, the eight (8) individuals who founded the initially the now name Sunshine Holdings Limited were Bradley Roberts, Sir Franklyn Wilson, Julian Maynard, George Bethel, Alfred Jarrett, Philip Pinder, Stanley Wilson, and Bismark Coakley. The Sunshine Boys would commit to survival and believe that failure was not an option as the company's mission statement was to demonstrate the value of owning a business to the majority, who at the time didn't. The company's goal was to create a high-class black privately owned business which consequently would result in thousands of Bahamians being employed.

These eight founders would continue to expand their business and venture into insurance, real estate, finance, energy, and brokerage. The parent company would eventually start companies like Arawak's homes limited, FOCOL Holdings Limited, Royal Star Assurance Limited, Sunstar Ensure Limited, Luxury Homes Bahamas Limited, Sunshine Finance Limited(2005), Sunshine House, and Sunshine Insurance Agents and Brokers Limited. This expansion would result in the company hiring thousands of Bahamians. Due to their size, their impact would also be tremendous, they would inspire many Bahamians to own businesses, and they would start the Marathon Bahamas, an event under Sunshine Insurance. As well as Race for the Cure, an event to raise funds to fight against cancer the corporation would even be the

primary donator to the Franklyn R. Wilson Graduate Centre on the University of The Bahamas Oakes Field Campus.

However, despite the many successes of the Sunshine Boys, they did face challenges on the night of the event Franklyn R. Wilson mentioned the challenge being raising capital to pay a founder who wished to exit the company's journey. Thus the remaining founders had to discover new business ventures in order to make the capital to cash out the founder who wished to exit the business venture. Considering this challenge and how Franklyn R. Wilson was the one to assist with fixing it by securing new business ventures he appears to be the leader of the Sunshine boys if there is one. He also secured many of the investors based on what was said the night of the event which might have led to technological improvements. However, Bradley Roberts was the first chairman.

As the years went on and the business grew it might have more computers and a more secure database which would have allowed the company to retrieve files faster for their higher clientele in an efficient amount of time. This would have allowed the company to maintain its clientele as it would have been able to stay connected with its customers. Especially when emails and social media applications like Facebook, WhatsApp, and Instagram would have submerged as they would have more avenues to maintain relationships with their customers. But as time continues to progress the company would need to implement other technologies in order to stay relevant. With this in mind, I would suggest the company create an app that would allow all of their employees to sign onto one system and allow their customers to purchase their services/goods. This app can utilize SunCash vouchers for individuals who don't have bank accounts thus granting more access.

Considering the major impact caused by the Sunshine Boys I believe there are some takeaways from this event expressed by Franklyn Wilson which can benefit its viewers. Some of these takeaways are that their workforce is 99% Bahamian with low staff turnover, RBC is a founding shareholder of Arawak's Homes, and the advice was provided by Sir Franklyn Wilson. He said when everyone is passionate about something arguments tend not to become fatal.

The Sunshine Boys have made an impressive impact on the Bahamas and greater the world. As they celebrate their company's 50th anniversary alongside the Bahamas they have made accomplishments that are worthy of celebrating. Hopefully, they continue to grow and improve while benefiting the communities of The Bahamas.