



Dueitt's Battery Supply builds and repairs batteries of all types. It is family-owned and has operated for more than 70 years. David Dueitt, third from right, and son Ethan, second from left, are pictured with several of the company's employees.

All Charged Up and Ready to Go

Dueitt's Battery Supply is an example of how sticking with what you know pays off.

Several years ago, owner David Dueitt considered adding a new business to the family's Crichton battery store on Springhill Avenue. As fate would have it, an impromptu visit by a convincing salesman with a massive battery catalog showed him a different entrepreneurial opportunity.

His decision to stock the shop with more than 10,000 batteries — ranging from ones powering airplanes to hearing aids — is ultimately responsible for doubling the 70-plus year-old company's sales.

What makes this six-employee company and the Mobile Area Chamber's Small Business of the Month stand out isn't solely its inventory, says Dueitt, but also the staff's expertise to build and repair batteries. "If it has a current, we can fix it," he says.

The company's reputation is widespread, including being known as having one of

the largest inventories of batteries for motorcycles and four-wheelers, and being an authorized service provider for battery-run toys and vehicles for children, such as Power Wheels, Peg Perego and Razor.

Dueitt says he ships new and repaired batteries throughout the U.S. and occasionally overseas, with local and regional residents, international shipping lines, area construction companies and government entities among his customers.

In addition to the store, Dueitt has a 5,000-square-foot warehouse for inventory, allowing the business to fill immediate needs. And when there's not a battery in stock or one can't be found, the staff will either repair the existing one or build a new one. In a weak economy this unique ability becomes even more important as customers prefer to keep what they have rather than replace it, according to Dueitt.

Scores of customers with a variety of needs have depended on this family-owned business started by Dueitt's grandfather in the 1940s. Recently Dueitt's oldest son, Ethan, came aboard and is helping expand the company in Baldwin County.

Both father and son are committed to retaining expert skills to build and repair batteries, and do so by staying current on the latest types being made and participating in additional training.

Dueitt works to infuse his business with family values. Proudly displayed in the front window is a "No Profanity" sign, and Dueitt says, "It's about respect. We respect our customers and we want them to respect us."

The store's friendly staff and a large glass candy jar by the cash register draw customers for a visit even when they don't need anything. "If you walk in the door, you're like family," he says.

Go to mobilechamber.com/award.asp to submit a Small Business of the Month nomination, or contact Danette Richards at 251-431-8652 or drichards@mobilechamber.com.