

D5

Business, Management



Unit 5 Comprehensive Project (Affiliation) Silver Eagle Distributors

According to Johnson, the company was founded in 1961 and is a wholesale distributor of beer in Houston, San Antonio and a significant portion of the Texas County. It deals mostly with Anheuser Busch products and other types of imported beer like Tiger and Kirin. The company has more than 1,000 employees and a sales revenue valued at just around \$100 million, making it one of the leading beer wholesalers in the U. S. Its financial stability has contributed to its low risk credit rating. An analysis of the corporate culture reveals that the company offers constant opportunities for promotion of diligent and talented personnel, coupled with a work environment that is relaxed and not too formal. The management style adopted is a bit informal with minimal supervision from the managers (Johnson, 2013).

However, despite the obvious advantages, the company's pay does not match the physical and manual output rendered, coupled with the long working hours of the employees (bad work/home life balance). In addition, there's a communication disconnect between management and employees in the smaller branches, since communication is heavily centered on the big stores. There is need for improvement in management structure to curtail inefficiencies in distribution and sales sectors and promote educated personnel. The company's market and growth opportunities lie in partnering with the 8th Wonder Brewery and distribution to sport franchises.

Glazer's Inc.

According to Corenbleth, Glazer's is a competitor of Silver Eagles Distributors and deals with the distribution of alcoholic beverage such as spirits, malts and wines. The company's distribution not only covers the U. S (Texas,

Mississippi, Missouri, Arizona, and Oklahoma) but other countries such as Canada. The company, which was founded in 1909, has more than 100 employees and a sales revenue of around \$3.8 billion. Just like Silver Eagles Distributors, its good financial position has contributed to its low risk credit rating. However, despite the similarities, Glazer's has a bigger distribution network and has been ranked as among one of the top 150 biggest private companies by Forbes (Corenbleth, 2011).

Stanford-McIntyre states that some of the advantages of the company include the high quality of their products, effective distribution network and competitive wage structure for their employees, good work/home life balance and strong job security. However, there are some disadvantages such as the poor wage structure for sales personnel and insufficient room for career advancement. Unlike Silver Eagles, the company has a formal working environment which has contributed to low staff morale. The company can benefit from the revision of its wage structure (bonuses and rewards) in order to match market averages. The company's growth opportunities arise from inorganic and organic agendas (Stanford-McIntyre, 2012).

Reference List

Corenbleth, E. (2011). Glazers wholesale drug co., inc., petitioner. S. I.: Gale Ecco, US Supreme Court.

Johnson, D. (2013). International directory of company histories. Detroit, Mich.: St. James Press.

Stanford-McIntyre, S. (2012). Oysters, Macaroni and Beer: Thurber, Texas, and the Company Store Gene Rhea Tucker. Lubbock: Texas Tech University Press. *The Journal of American Culture*, 399-389.