

Recommendations of sab miller company



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Since its inception, SABMiller Company has been showing flexibility in its organization and operations. However, there are a few strategies that the firm needs to put in place for further success. They include recommendations on future Corporate and Business level strategies in terms of its Systems, processes, and culture. They can be summarized as follows.

The firms processes and operations

After critically analyzing the firm's case, it is highly recommended that SABMiller should extend its operations and manufacturing processes in Asia, which is surely a big market. However, the sole problem is the alcohol encouragement that is not appreciated, meaning that they will have to refocus on their sales, advertising, and marketing skills for the Asian market and attempt different combinations and permutations to acquire the market (Visser, 2005). For instance, SABMiller can extend their brand name through the strategy of first selling packaged drinking water to create awareness and in future introduce to the market their rationalized brands. They can as well stress on maximizing zero waste processes which would be very essential for future environmental conditions bearing in mind the current worrying rate of global warming. Nevertheless, it is true that idealism is an enemy of new deals and the company should thus incorporate this strategy into the system as opposed to merely making it a major concern (Armstrong, Segal & Davis, 2006).

Proposed changes on culture

For a long time now, SAB has been faced with the societal concerns over its brewery and alcoholic drink sales, but this does not mean that the company has to stop its operations in the business. They only have to take some steps

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into consideration. For example, according to the company's Executive Director Corporate Affairs and Transformation, Mr. Vincent Maphai, the firm is aware of the reputation and it, together with the alcohol industry is concerned about the government and societal worries about alcohol abuse. In this regard, it is rational to recommend that partnership of SAB with the government, the traders, the civil society, and the industry at large can be the best way out in addressing the harm that is brought about by alcohol especially in South Africa (Chang, 2009). As per the company analysis, it is evident that wherever the company has worked with provincial government and public departments, they have seen tremendous results. SAB executives ought to remain open to discussions with government agencies at all levels in pursuit of tangible ways of reducing the beliefs about alcohol intake and the levels of abuse. If there is an unwillingness or inability of people to work in the industry due to the cultural believes surrounding it, the company should work with communities and government spheres which are committed to find joint long-term solutions (Grobelaar, 2008).

Recommendations on the company's systems

In order to boost its operations, SABMiller needs to merge with small technological companies or simply make contracts with them to provide a few technological services. For instance, it can reward a contract to a company to install new network capabilities. This will boost the volume of traffic supported on accessible bandwidth while at the same time reducing the total expenditure on ownership. A multi-vendor world date network can be implemented to ensure their technology adds value for money, fit for purpose, and capable of supporting the company's future growth (Watkins, 2003).

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