

# Compensation and benefits

Business, Human Resources



College Bronco Wine Company is a wine producing company based in Ceres, California. It is ranked fourth largest producer of wine in the United States. The company does not recognize efforts that the employees put in order to boost the company and this greatly affects employees' performance. Employee incentives aim at rewarding peak performance in a given workplace. It motivates workers to keep up their recommendable work. The outcomes of employees' hard work should be shared including the company's profits leading to a happier, productive and committed workforce. There are creative workers in the company that come up with better business ideas as well as working extra hard to ensure the company's success. This paper looks at employee incentives as the compensation/benefit problem.

In 1973, Bronco Wine Company was started by Fred Franzia with his brother Joseph and cousin. This was immediately after the Coca Cola Company purchased Franzia winery business. It owns 40, 000 acres of vineyard in Central Valley, California and produces up to sixty million gallons of wine annually. It has storage facilities in Ceres.

One of the major problems facing the company is lack of opportunities for recognition. Rewarding employees makes them feel appreciated (Gebauer, Lowman & Gordon, 2008). This can be through better pays, having flexible job roles, lavish trips and good management. This poses a challenge to the employer because the employees feel unappreciated hence low performance. The employees will be most likely to take more sick days and others end up quitting. The employer will therefore have challenges in coping with fewer workers when others are on sick days as well as employing

new people to work on the company.

Bronco Wine Company is among the largest wine producing company in the United States but has a problem with employee incentives. There is need in ensuring that the exceptional employees are entitled to public recognition for the work well done. This will have a positive feedback to the company through immense profits as well as having more employees driven and finding ways to tackle problems.

#### Reference

Bronco Wine Company Case Study: making wine accessible by succeeding in the discount segment. (2008). S. I.: Datamonitor Plc.

Gebauer, J., Lowman, D., & Gordon, J. (2008). Closing the engagement gap: How great companies unlock employee potential for superior results. New York: Portfolio.