Southwire Data Interpretation

Name

Course

Tutor

Date

Introduction

Southwire Company is the leading company in manufacturing of electricity appliances which include: wire and cable which are commonly used in transmission and distribution of electricity. However, Southwire is the leading company that helps to provide power using our products, our services thus playing an important role in helping empower our customers with the best electrical services they need. Southwire takes the responsibility to deliver power among the millions of people in the world. Their highly recognized utility cables, the technology to build wire carrying electricity makes Southwire the leading company worldwide to deliver power. Research has proved that in every three modern built homes in the United States the homes contain wires made by our company.

Goals of Southwire

Just as any company in the world would have their goals as outlined in the company’s objectives Southwire too has their own goals which include: meeting the needs of our customers by providing the best power solutions in our homes thus, meeting the needs of the current generation making it also possible to meet future generation needs. Southwire also express their sustainability philosophy as based on the company’s principle of worth building.

Audience of Southwire

Southwire Company intended audience is simply people who are building new homes who can actually be convinced as to the reason why they need to use their power cables (Butler 2002). The company can also target potential business people who intend to start businesses thus convincing them their products are the best in terms of electricity distribution and transmission this way the company will continue to improve in their sales hence creating competition to other companies that sell electrical transmission and distribution cables.

Strategies of Southwire

Just all companies have marketing strategies to avoid them been eliminated from competition Southwire too had come up with several marketing strategies that would help them withstand competition. Southwire came up with several marketing strategies which include: technical sales Southwire employed a sales team which would be based in various parts of different regions who would make people aware of the services they offer (Butler 2002). Southwire also came up with a mobile application which showed the services offered to their potential customers. This would greatly improve their services since a customer would enquire about these services at the comfort of their mobile phones (Butler 2002). Southwire would also advertise their products using media example the daily newspapers, television and even radio. This method was the most effective since it made people aware of Southwire and created a positive product positioning of Southwire. The marketing team of Southwire also developed an online platform where potential customers would inquire about their services, their costs and how they would get their services. These marketing strategies have played a very important role in increasing the company’s sales and have also played a great role in helping them withstand competition.

Distribution channels of Southwire

Southwire have different methods of channel distribution of their products and service to their customers as laid down in their objectives which include: retail electrical distribution outlets Southwire can deliver their products to esteemed retailers who want to sell their electrical products thus the retailers can sell to their customers in pieces. The retailers however, act as a link between the company and final consumer therefore, they are able to give Southwire report of their product and how their customers position their product. When the marketing team is able to collect this information they may end up coming with strategies to improve their products if their customers feel like they need to be improved this will depend on the feedback they get from the customers. The retailers will also market their goods to the final consumer since in order to make sales the retailer will be required to market the products he or she is selling thus making sales. In this process Southwire products are marketed hence making their products familiar to their consumers. Retailers also make the products available to consumers in small quantities thus a customer who only wanted a single electrical product he or she can buy it from the retail thus there is no need to buy several electrical products while as the consumer only needed one maybe from a wholesaler. The company also uses wholesale electrical distribution (Butler 2002). The wholesale distribution makes it possible for their customers to buy their products in wholesale price thus lowering the cost in a consumer wants to buy the product in large numbers. The wholesale distribution also makes the company’s locally available since the consumers do not have to buy the goods directly from the producer thus lowering the costs to get products from Southwire which might be located a distance away from the consumer. Wholesales will also act as a link to the consumers and the company thus marketing information which can be relevant to the company can be collected from the firm therefore, the company will able to collect more feedback from the customers via the several wholesalers distributors they will have. Thus the company will be able to come up with marketing strategies that will improve their product position. The wholesaler also creates employment opportunity to retailers who are willing to sell Southwire products in less quantity thus the retailer gets a job opportunity from the company’s wholesaler. Southwire also uses utility distribution this are the system distribution method systems that the company uses to deliver power. These distribution utilities include transformers (Butler 2002). They are one of the most common used worldwide utilities to deliver power as for this case power is delivered using voltage that is in the transformer local residence are normally connected to them thus they providing power to their households. A utility distribution appliance may include a voltage batter. The battery may deliver power when connected to the battery power may be delivered to different households. Southwire also uses other distribution methods which include original equipment manufacturers and invest owned utilities. Southwire however, is coming up with new methods of distributing their products which include an online plat form where consumers will be allowed to login to a service portal where the consumers can easily manage the company’s products and services online. This will highly increase their sales and marketing of Southwire products hence they will meet their goal of being one of the companies that deliver the best electrical products and services worldwide.

Services offered by Southwire

Southwire also offers like installation of their products. This way the consumers are assured of installation of installation of a product they buy from the company. This can greatly help increase the company’s sales since consumers will be willing to buy products from a company that will offer after sales services of installation. This will also help improve the product positioning of products from this company thus increasing their sales.

Southwire is considered a company which is increasing on sales and performance every year. This is because a research indicates in every three homes built in United States one have electrical products from Southwire hence, this can be enough evidence to say that the sales of the company have been increasing. The table below shows the performance of Southwire for the year 2012 and 2013

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Our performance 2012 2013

Total revenue $5.0 $4.8

Number of Factories 19 19

Number of distribution centers 12 13

Countries with operations 3 3

Southwire employees 5100 5500

Pounds of copper processed 783 M 785 M

Pounds of Aluminum processed 442 M 429 M

The company however, has continued to identify the areas of potential around the world thus will continue to increase their distribution centers around the world to increase sales around the world. Southwire will continue to anticipate applying many of their recommendations as their strengths our sustainability as the business practice in the coming years. The company is looking forward to increase in their profits and services they offer around the world.

Data collection survey

Multiple regression analysis can be the best preferred analysis method since it ca be possible to predict data using the values of the dependent valuable thus Southwire can use this method to predict their sales for the near future using the number of sales they made from the previous years. This analysis method however, can help determine whether the number of sales will increase or decrease in the near future. The company can also use this information to save for their future and can help the company plan for the future.

Just as all businesses have competitors Southwire too has its competitors which include: Encore Wire Corporation which sells also sells electrical products and offers electrical services other companies include Superior Essex Inc. and General Cable corporation which are main competitors to Southwire company.

However, their certain assumption that are considered when using this method of analysis. The first assumption is the assumption of linearity in this assumption it is assumed that the relationship between the valuable is linear thus virtually cannot be confirmed. There is also a normal assumption that is made it is assumed in multiple regression the residuals are distributed normally as to the past years this may not be possible if the company sales changes negatively in a certain year (Butler 2002).

Multiple regression analysis has limitations just as any other analysis method. The major limitation is that all the regression techniques can only be ascertained relationship but cannot sure about the underlying causal mechanism (Butler 2002).

Limitations of using multiple regression analysis

The limitations of the findings would be if the company management relaxes when they find out that they are to expect more sales in the near future they can relax due to the expectation derived from the findings thus making losses. The findings should also not be relayed on since they can be incorrect an exaggerated thus the company should only use the findings as a guideline to how they are expected to run the company is to expect more profits. The analysis may also misguide the company since they may prove that the company needs to work on their exchange rates other than sales hence misguiding them and they may end up receiving losses in the future other than the profits they have been expecting.

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Statistics collected

|  |
| --- |
| Descriptive Statistics |
|  | Mean | Std. Deviation | N |
| Southwire company | .870985821 | .1187944773 | 134 |
| Other companies | 510428.3582 | 65953.73591 | 134 |

|  |
| --- |
| Correlations |
|  | Southwire | Other companies  |
| Pearson Correlation |  | 1.000 | -.161 |
|  | -.161 | 1.000 |
| Sig. (1-tailed) |  | . | .031 |
|  | .031 | . |
| N |  | 134 | 134 |
|  | 134 | 134 |

|  |
| --- |
| Variables Entered/Removeda |
| Model | Variables Entered | Variables Removed | Method |
| 1 | Southwireb | . | Enter |
| a. Dependent Variable: Southwire company |
| b. All requested variables entered. |

|  |
| --- |
| Model Summaryb |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics |
| R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | .161a | .026 | .019 | .1176806321 | .026 | 3.530 | 1 | 132 | .062 |
| a. Predictors: (Constant) |
| b. Dependent Variable: Southwire company  |

|  |
| --- |
| ANOVAa |
| Model | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | .049 | 1 | .049 | 3.530 | .062b |
| Residual | 1.828 | 132 | .014 |  |  |
| Total | 1.877 | 133 |  |  |  |
| a. Dependent Variable: Southwire company  |
| b. Predictors: (Constant),other companies

|  |
| --- |
| Coefficientsa |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. | Correlations |
| B | Std. Error | Beta | Zero-order | Partial | Part |
| 1 | (Constant) | 1.019 | .080 |  | 12.802 | .000 |  |  |  |
| Southwire | -2.907E-007 | .000 | -.161 | -1.879 | .062 | -.161 | -.161 | -.161 |
| a. Dependent Variable: other companies  |

|  |
| --- |
| Residuals Statisticsa |
|  | Minimum | Maximum | Mean | Std. Deviation | N |
| Predicted Value | .817713976 | .892736316 | .870985821 | .0191708757 | 134 |
| Residual | -.2467562556 | .2177786231 | 0E,-10 | .1172373889 | 134 |
| Std. Predicted Value | -2.779 | 1.135 | .000 | 1.000 | 134 |
| Std. Residual | -2.097 | 1.851 | .000 | .996 | 134 |
| a. Dependent Variable: Southwire company  |

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Findings

The findings are expected to help increase sales since their able to know what is expected of them hence planning for the future. It is expected that Southwire will continue increasing this is due to the low exchange rates hence more profit to the company. The company is expected to maintain its relation thus continuing increasing their sales. Furthermore, the company is also expected to continue with the same managerial skills that they have been using since the company has made more profits lately due to the huge number of income. The company should not change their marketing skills since they have yielded more profits to the company. Southwire is the leading company that helps to provide power using our products, our services thus playing an important role in helping empower our customers with the best electrical services they need. Southwire takes the responsibility to deliver power among the millions of people in the world. Their highly recognized utility cables, the technology to build wire carrying electricity makes Southwire the leading company worldwide to deliver power. Research has proved that in every three modern built homes in the United States the homes contain wires made by our company (Butler 2002).

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 Conclusion

The findings are to be used to enhance the smooth running of the company hence will help the company to avoid making losses and know what is expected of them. The limitations of the findings would be if the company management relaxes when they find out that they are to expect more salesin the near future they can relax due to the expectation derived from the findings thus making losses. The findings should also not be relayed on since they can be incorrect an exaggerated thus the company should only use the findings as a guideline to how they are expected to run the company is to expect more profits (Butler 2002). The analysis may also misguide the company since they may prove that the company needs to work on their exchange rates other than sales hence misguiding them and they may end up receiving losses in the future other than the profits they have been expecting.

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