

US Family Business Beats Amazon, Google For Best Corporate Reputation

A family-owned supermarket chain - Wegmans Food Markets, has been ranked number one for its corporate reputation in the annual Harris Poll business reputation survey conducted among more than 27000 consumers across the USA. Wegmans has beaten the likes of Amazon, which was on top last year and Google among many other big corporations. Many other firms that figured in the top 10 in the list were family owned businesses like, the Gordon family owned clothing company LL Bean, the Jenkins family owned Publix Supermarkets, Johnson and Johnson and Samsung. This is a strong indicator that family businesses enjoy higher degree of trust among consumers compared to the non-family firms trust. This was also proven by the Edelman Trust Survey conducted earlier on trustworthiness of businesses which found that 72% of the consumers trusted family businesses compared to non-family firms.

Rochester, New York based Wegmans was founded in 1916. Its revenue for the year 2014 was \$7.4 billion compared to Amazon's \$89 billion - the e-commerce giant that was toppled. Danny Wegman belonging to the third generation of the family presently heads the business. His daughters Colleen (President) and Nicole (Vice President) are actively involved in the business.

The survey asked the respondents to rank the businesses across six categories that contribute to business reputation - i.e., social responsibility, vision and leadership, financial performance, workplace environment, emotional appeal and products and services. Wegman came first on four and second on two criteria. *"Reputation is far from static and is a business asset that is earned every day. Employees were key to Wegmans success, that had spent years building its reputation,"* said Carol M Gstalter, reputation and public relations leader, Harris Poll. Wegmans has also been regularly listed in the Fortune's annual list of 100 best employers.

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