

COMPANY CHRONICLES

Here's the Scoop on Braum's

The story of Braum's began in 1933 with businessman Henry Braum. Henry purchased a small butter processing plant in his hometown of Emporia, Kansas. Henry worked with his son Bill to expand the butter processing plant to sell dairy products. For the first 20 years of business, the father and son sold butter and milk.

By the 1950s, the company had expanded further. Henry and Bill created their own chain of retail ice cream stores. Refrigerated trucks traveled the busy state highways to deliver ice cream to 60 stores across Kansas. Customers enjoyed the high quality of the ice cream and the variety of flavors.

Eventually, Bill bought the chain of ice cream stores from his father. Bill also purchased 4,000 acres of cheap land in Oklahoma. The land was located southwest of Oklahoma City near the town of Tuttle. There he created a large dairy farm, and later he built a processing plant.

The dairy farm has one of the world's largest milking parlors. A milking parlor is a building where cows are taken to be milked. Braum's herd of 10,000 Holstein dairy cows visit the parlor every day. The cows are milked at a rate of 1,400 cows an hour, three times a day, seven days a week. The dairy prepares more than 8,000 gallons of milk and 6,000 gallons of ice cream every hour. These goods are shipped to retail stores three times each week.

Nearby access to interstate highways I-35 and I-40 makes it easy to transport milk from the dairy farm to retail stores. Milk, cheese, butter, and ice cream leave the processing plant and travel by truck to the 280 Braum's stores across Oklahoma, Kansas, Missouri, and Texas.

The Braum's Corporation has one rule—a Braum's retail store cannot be built more than 300 miles away from Tuttle, Oklahoma. The rule was created to make sure dairy products are delivered fresh. Braum's own fleet of trucks takes goods directly from the processing plant to retail stores.

Since its founding, Braum's has expanded its dairy stores into a chain including fast food restaurants and grocery stores selling dairy items and produce. Braum's also has its own feed mill, dairy herd, dairy processing plant, bakery, stores, and delivery trucks to keep production costs lower.

Netflix's Binge-Worthy Beginning

In the 1990s, customers had to visit stores to rent movies. Reed Hastings and Marc Randolph wanted to create an easier way to rent DVDs. The two started Netflix in 1997. Now customers could rent movies by mail, which was much simpler.

Netflix had a website where customers could rent movies. The movies arrived in the mail. After people watched the movie, they returned the DVD by mail.

Netflix moved from Scotts Valley to Silicon Valley in California. Silicon Valley is known for its many technology companies. The area has good infrastructure like transportation systems, communication systems, and great universities. The resources provided by this new location made it easier for Netflix to do business.

Netflix introduced streaming services in 2007. Streaming allows customers to watch videos online. Customers no longer had to wait for movies to arrive in the mail. They could instantly watch shows and movies online, so it was very popular.

Netflix's location helped it grow. Silicon Valley has cloud storage locations and large data centers. Netflix can use these to deliver content to users. These physical structures, that created a strong internet infrastructure, helped Netflix handle website traffic more easily, meeting global streaming demands.

Netflix also stands out from competitors by manufacturing its own content. It makes its own shows and movies instead of buying them from others. This Netflix-only content keeps subscribers interested and saves the company money.

Remote work, or working from home, also helps Netflix stand out. This policy allows Netflix to hire people from all over the world. The company can hire diverse candidates that do not live in California. Remote work policies, a good headquarters location, and the ability to make its own shows help Netflix succeed.

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