Gregory Mercado

BT 301

Group 10

Deliverable 17

The stated problem is families, more specifically families that inherit wealth but don’t take ownership of it. The collapse of the Stroh families wealth occurred because it was spread across so many members and generations that no one took the responsibility to take care of its source and instead siphoned it dry.

**FRANCISCO**

He Identified the family’s lifestyle as the root cause, I disagree because a lavish lifestyle doesn’t cause problems when managed properly.

**Daniel**

He identified the company's acquisitions as the cause, this falls in line with my point of poor management, but I don't think the acquisitions were necessarily bad.

**Frank**

His point is congruent with mine, each generation was less fit to run the business.

**CHRIS**

Again his point aligns well with mine, citing that the family was less interested in the business and more interested in the money.

**MIMI**

She said the leadership was chosen incorrectly, while this certainly caused the decline in the company it doesn’t show the greed of the family.