

Providing consumers with ethically sourced garments



Curriculum Topics

- Business ethics
- Corporate Social Responsibility
- Ethics in practice
- Costs of ethical behaviour

Introduction

Rapid changes in media, transport and communications technology have made the world economy more interconnected now than in any previous period of history. Nowhere is this more evident than in the world of textile manufacture and clothing distribution. Consumers want fashionable clothes at affordable prices. Much of high street fashion is produced in various countries across the world. Businesses source clothes from countries like India, China, Bangladesh and Turkey because of lower material and labour costs in these countries. In order to meet consumer demand, Primark works with manufacturers around the world.

Primark is part of Associated British Foods (ABF), a diversified international food, ingredients and retail group. Primark has almost 200 stores across Ireland, the UK, Spain, Netherlands, Germany, Belgium and Portugal. Primark's annual turnover accounts for a significant proportion of ABF's revenues and profit.

Primark's target customer is fashion-conscious and wants value for money. Primark can offer value for money by:

- sourcing products efficiently
- making clothes with simpler designs
- using local fabrics and trims
- focusing on the most popular sizes
- buying in volume
- not spending heavily on advertising.

Primark's business growth comes from meeting these customer needs whilst continuing to expand stores and move into new markets.

This case study shows how Primark sources the clothes it sells in its shops in an ethical and fair way, often at added cost to itself.

What are business ethics?

Business has a responsibility to society. Business ethics are rules of conduct and principles and patterns of behaviour in business dealings that involve 'doing the right thing'. Part of this responsibility is to look after the wider community involved in the business process, including employees, across the globe.

Primark works with many third party suppliers and has a key concern to source ethically. Primark is very clear about where it stands on business ethics. 'As an international brand with a global supply chain we have a responsibility to act ethically. We embrace this responsibility as an opportunity to be a great force for good. Primark is committed to providing the best possible value for our customers, but not at the expense of the people who make our products.'



1 Business Ethics Case Study Of Primark Topic Business

Chris K. Y. Lo, Jung Ha-Brookshire



1 Business Ethics Case Study Of Primark Topic Business:

AQA AS/A Level Business Student Guide 1: Topics 1.1-1.3 Neil James, Isobel Rollitt James, 2015-07-24 Exam Board AQA Level AS A level Subject Business Written by experienced examiner Neil James this Student Guide for Business focuses on the key topics of business management leadership and decision making to improve marketing performance The first section Content Guidance summarises content needed for the exams with knowledge check questions throughout The second section Questions and Answers provides samples of different questions and student answers with examples of how many marks are available for each question Students can Identify key content for the exams with our concise summary of topics Find out what examiners are looking for with our Questions and Answers section Test their knowledge with rapid fire questions and answers Avoid common pitfalls with clear definitions and exam tips throughout Reinforce their learning with bullet list summaries at the end of each section

Business Ethics Janet Morrison, 2017-09-16 This core adoptable text provides a comprehensive overview of the challenges facing organisations as they pursue global business activities Ethics in business has grown to be of increasing importance in the world of today as companies have been placed in the moral spotlight by shareholders consumers employees and governments The growing complexities of the global economy demand a broader and a deeper view of business ethics than that offered by current management approaches that focus on reforming corporate behaviour Business Ethics places business ethics in a richer contextual setting focusing on the challenges that businesses must now confront and exploring how these issues can be met by a rethinking of business models goals and strategies Business Ethics is the ideal textbook for students taking business ethics modules at undergraduate postgraduate and MBA levels

Business Ethics, Sustainability and CSR Volume 2 Patrick Siegfried, 2015-08-25 These Case Studies were written from students at the EBC university of applied sciences D sseldorf The students from 4th semester of the study Tourism Eventmanagement have visited the lecture Business Ethics Corporate Social Responsibility In this book Case studies from 10 different companies will be presented The development of their enterprises the position in the market and the strategies Business Ethics Corporate Social Responsibility Sustainability

Sustainability in Luxury Fashion Business Chris K. Y. Lo, Jung Ha-Brookshire, 2018-05-12 This book explores new approaches and strategies that luxury fashion brands could adopt in their operations toward sustainability goals It addresses the unique challenges faced by luxury fashion brands given that concepts of luxury and sustainability may be conflicting In doing so it elaborates on how fashion brands need to manage their suppliers to comply with and improve social and environmental conditions the pressure to fulfill the triple bottom lines consumer demands for transparency and social media and its advantages in achieving sustainability goals Exploring the notion that luxury fashion brands are in a better position to pursue superior sustainability performance it presents research that highlights how the consequences of non compliance could have more devastating effects on luxury brands than on mass market brands The book is a valuable resource for academics and practitioners in the field of business

sustainability and fashion **Business Ethics** Bob Tricker, Gretchen Tricker, 2014-01-03 Traditionally books on business ethics focus on CSR companies relations with their stakeholders and corporate citizenship More recently green credentials and sustainability have been added to that agenda Unconventionally this book argues that business ethics are basic to running business not a separate subject They are inherent to the governance and management of every organization not an optional exercise in corporate citizenship Business ethics concern behaviour in business and the behaviour of business Decisions at every level in a company have ethical implications strategically in the board room managerially throughout the organization and operationally in all of its activities The use and sometimes the abuse of corporate power the process of corporate governance raises ethical issues Business involves risk taking whether decisions are at the strategic managerial or operational level Exposure to ethical risk needs to be part of every organization s strategy formulation policy making and enterprise risk management Designed to be read by both undergraduates and postgraduates this book is a primer on ethics in business It is also relevant to ethics courses that are now part of many legal accountancy and other professional examinations The book is not about moral philosophy nor does it prescribe appropriate standards of behaviour or recommend economic legal or political solutions Rather it enables readers to recognize ethical issues in business to respond appropriately and to embed ethics in business processes The book not only considers what business ethics are and why they are important but offers practical approaches on how to develop a successful corporate ethics culture **The Handbook of Ethical Purchasing** Rob Harrison, 2021-10-12 From boycotts of plastics and palm oil by consumers to the tracking of carbon footprints and modern slavery in their supply chains by businesses buying ethically has now fully captured the public interest The Handbook of Ethical Purchasing is designed to help both ordinary people and industry professionals to understand this new movement its political background and most importantly how to become involved more effectively By looking in turn at sustainable supply chain management by companies green public procurement by governments and the ethical choices made by consumers this book operates as a practical handbook for people across all industries and sectors to become involved in the important changes that need to be made It provides the key principles language and techniques that companies campaigners certification schemes and regulators are beginning to use to address the moral practical and political problems that commonly occur in this transition to more ethical economies Written by a leading authority on ethical consumption Rob Harrison the book provides the reader with the tools to operate with confidence and effectiveness in an easy to access format It also provides a useful structure to understand this new subject area for students of marketing supply chain management and business studies generally **Management in a Liquid Modern World** Zygmunt Bauman, Irena Bauman, Jerzy Kociatkiewicz, Monika Kostera, 2015-10-29 Management has been one of the driving forces of the last century indeed an idea and a language that colonized most other institutions areas of human activity and walks of life even those that had until recently been regarded as completely unmanageable such as art academia and creativity Some it supported and others it

destroyed but there are few areas in modern societies that have been untouched by it What is the meaning of management now almost omnipresent and all powerful in our current bleak times in our current state of interregnum that is characterized by an increasing sense of insecurity and hopelessness a time when paradoxically the seemingly omnipotent force of management does not seem to work Does it have a role to play today and in the future What can it become and whom should it serve when the interregnum is over and a new hopefully more humane system begins to dawn These are some of the questions explored in this timely new book by Zygmunt Bauman one of the greatest thinkers of our times architect and Urban Studies professor Irena Bauman and two organization and management scholars Jerzy Kociatkiewicz and Monika Kostera

Building New Bridges Between Business and Society Hualiang Lu, René Schmidpeter, Nicholas Capaldi, Liangrong Zu, 2017-10-31 This book provides a comprehensive understanding of the linkages between business and society by addressing key issues in corporate social responsibility CSR sustainability ethics and governance Thanks to the different visions and perspectives offered by a global group of authors with a broad range of expertise the book offers a full spectrum of theoretical and practical approaches Further it combines the latest theoretical thinking with reviews of frameworks cases and best practices from various industries and nations In particular the book offers a historical perspective on the origins of CSR and discusses CSR in relation to sustainability and management with a special focus on CSR in Asia

The Enlightened Shareholder Value Principle and Corporate Social Responsibility Taskin Iqbal, 2021-07-07 The Enlightened Shareholder Value principle and Corporate Social Responsibility are areas of increasing academic and research interest However discussions on the ESV principle in relation to CSR are very limited This book provides a critical analysis of the impact of the concept of ESV embedded in the Companies Act 2006 on CSR and explores the scope for reform Along with analysing existing empirical research it presents the findings of an empirical study conducted to determine whether the concept of ESV is capable of promoting or assisting CSR The book also examines whether implementing an ESV approach has had any impact on the CSR practices of multinational corporations that originate in the UK and operate in developing nations as in order to assess whether the ESV principle links to CSR both its domestic and international impact need to be considered This analysis was undertaken through the lens of a case study on the ready made garment industry in Bangladesh with some focus on the Rana Plaza factory disaster This study also assists in demonstrating the changes that need to be made to improve the current situation Lastly the book addresses the need for reform in the area and provides possible suggestions for reform This interdisciplinary book will be of great interest to students and scholars of corporate law corporate governance and business studies in general as well as policymakers NGOs and government departments in many countries around the world working in the fields of CSR sustainability and global supply chains

The Public Relations Strategic Toolkit Alison Theaker, Heather Yaxley, 2017-10-12 The Public Relations Strategic Toolkit presents guidance to instruct and educate students and professionals of public relations and corporate communications Alison Theaker and Heather Yaxley cover every

aspect of critical practice including definitions of public relations key theoretical concepts and both original and established methodological approaches Case studies and interviews are featured to provide real world context and advice for professional development The new edition is fully revised with brand new case studies and updated content which reflect significant developments in theory and contemporary practice It puts particular emphasis on the use of technology including automation and social media in current public relations planning corporate communications and stakeholder engagement The book is divided into four parts covering the profession public relations planning corporate communication and stakeholder engagement Features include definitions of key terms contemporary case studies interviews with practitioners handy checklists practical activities and assignments By combining theory and practice with an invaluable insight from experts in the field this guide will introduce readers to all the professional skills needed for a career in public relations

Smart Trends in Computing and Communications Tomonobu Senjyu,Chakchai So-In,Amit Joshi,2025-09-30 This book gathers high quality papers presented at the Ninth International Conference on Smart Trends in Computing and Communications SmartCom 2025 organised by Global Knowledge Research Foundation GR Foundation from 29 to 31 January 2025 in Pune India It covers state of the art and emerging topics in information computer communications and effective strategies for their use in engineering and managerial applications It also explores and discusses the latest technological advances in and future directions for information and knowledge computing and its applications *The Washington Post Index* ,1989 Business Periodicals Index ,1992 **The Wall Street Journal** ,1997 **The Times Index** ,2009 Indexes the Times Sunday times and magazine Times literary supplement Times educational supplement Times educational supplement Scotland and the Times higher education supplement *The Official Washington Post Index* ,1990 *Library Literature & Information Science* ,1999 An index to library and information science literature **Library Literature** ,2000

A Business Ethics Supply Chain Case Study of Publix Super Markets and the Coalition of Immokalee Farmworkers' Fair Food Program John M. Tichenor,James Beasley,Ram Subramanian,2018 This case study presents business ethics students with a real world business problem related to supply chain issues in the supermarket industry The issue revolves around the decision of Publix Super Markets Publix whether or not to participate in the Fair Food Program FFP of the Coalition of Immokalee Workers Publix is a very well respected employer and active member of the communities it serves The FFP is designed to improve the working conditions of the farm workers who harvest tomatoes by paying an additional penny per pound of tomatoes picked Publix which operates more than 1 000 stores is the single largest purchaser of Florida tomatoes but does not participate in the FFP Program Major retailers such as Yum Brands Whole Foods Market and Walmart have signed onto the FFP Publix has steadily maintained that this issue is a labor dispute and they insist that they will not and should not pay farm workers for their labor What should Publix do **Business Cases in Ethical Focus** Fritz Allhoff,Alexander Sager,2019-12-06 Business Cases in Ethical Focus is a new collection of in depth case studies from around

the world covering all major areas of business ethics Cases address a broad range of topics such as the ethics of entrepreneurship and finance the challenges that diversity raises for business and whistleblowing The cases are provocative yet complex conveying the difficulty of moral dilemmas and the potential for reasonable disagreement

1 Business Ethics Case Study Of Primark Topic Business Book Review: Unveiling the Magic of Language

In an electronic era where connections and knowledge reign supreme, the enchanting power of language has become much more apparent than ever. Its capability to stir emotions, provoke thought, and instigate transformation is truly remarkable. This extraordinary book, aptly titled "**1 Business Ethics Case Study Of Primark Topic Business**," published by a highly acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound impact on our existence. Throughout this critique, we will delve to the book's central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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