

# Coca cola in india



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BUSTER**

1. In order to explain the facts relevant to the ethical issue in the case study, it is imperative to begin by explaining the meaning of ethics. Ethics is primarily concerned with distinguishing between what is good and bad particularly in the operations of an organisation where attention is given to issues of morality and professional conduct where honesty and integrity should be upheld (Rossouw 2004). The following are facts stating the ethical issue in the case study for Coca cola.

Coca cola products in India were found to contain pesticide residues which are known to be hazardous to health and can cause cancer as well as damage to the nervous and reproductive systems. There were also allegations of racial discrimination where African Americans were looked down upon even in decision making. A lawsuit that ensued created a bad reputation for the organisation. In the spirit of fairness and equality at workplace, it is morally bad to discriminate another employee on the basis of race.

Children in Belgium became ill after drinking Coke that was bottled at a local place in Antwerp. More cases were reported and this led to the recalling of about 17 million cases of coke. Coca cola's Kinley water had pesticide residue which was 15 % above the expected level by the European Economic Commission (EEC). Though lower than other beverages, Coca cola decided to remain silent about the issue which is unethical in business practice.

Threatening the Center for Science and Environment (CSE) by Coca cola is suspicious in its operations. This is even followed by newspaper adverts warning the customers to review the results of the tests to be conducted.

2. The single most important ethical issue obtained from the facts raised in Coca cola's case study is marketing of products that are not suitable to be

consumed by human beings. Indeed, the tastes conducted showed that Coca cola's products contain above the average levels of pesticides which are harmful to human health if consumed. The organisation takes advantage of the less stringent regulations of the cool drinks industry and continues to operate like that which is unethical especially when a big multinational company like Coca cola is involved in such kind of practice. Remaining silent after discovering that the products contain some pesticides is tantamount to unethical behaviour in business.

3. The three alternative resolutions to the ethical issues raised in the case study involve recalling the affected batches of the products from the market so as to ensure safety of the consumers and to be better positioned to remove all the fears associated with the products by Coca cola. Another alternative may require the organisation to demonstrate to the consumers that it is sensitive to their needs and promise to take appropriate action to correct the anomaly. The third and ideal resolution is for the organisation to show that it is transparent in its operations and accept criticism in its operations. It must not attempt to brush aside the allegations raised against its products but should comply with the independent players such as the NGOs which are concerned with checking the safety of the products offered. By virtue of being truthful and honest, the organisation stands high chances of gaining credibility from the customers than attempting to hide something to the extent of flighting advertisements dismissing the allegations levelled against its products.

## References

Rossouw D. (2004). Business Ethics: 3rd Edition. Oxford. Cape Town. Oxford University Press.