

Marketing



Social entrepreneurship occurs when a company identifies and solves problems on a large scale (Pbs). The use of social entrepreneurship can help the marketing efforts of a company. The public relations of a company improve as a consequence of applying social entrepreneurship. A company that has effectively used social entrepreneurship in order to improve its corporate image is Starbucks Cafe. The social problem that Starbucks is targeting is poverty. Starbucks Cafe sources its coffee using a strategy known as fair trade coffee. Fair trade coffee guarantees poor farmers around the world a price of \$1.26 per pound of coffee which is twice the going rate for wholesale coffee. People perceive that Starbucks sells expensive coffee. To offset that image the company is applying social entrepreneurship to inspire customers to purchase Starbucks products. The use of social entrepreneurship can be applied to different causes. For example a company may invest millions of dollars in new equipment in order to reduce the air pollution its operation was causing. A smart marketing team will let the customers know that the company processes are streamlined to help the environment. Another way companies can perform social entrepreneurship is by donating money towards social causes. In the United States companies are eligible for up to a 10% deduction associated with donations. Money is not the only thing that the corporate world can donate. Pharmaceutical companies and food producing companies often donate merchandise to developing countries to help in the fight against hunger and sickness. Another arrangement that can help poor communities is by selling these items at discounted prices. Work Cited Page Pbs. org. 2005. "What is Social Entrepreneurship?" 10 April 2011. < <http://www.pbs.org/opb/thenewheroes/whatis/>>

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