

Corporate social responsibility and sustainability

[Business](#)



Lecturer Corporate Social Responsibility (CSR) and Sustainability Introduction

The Chipotle Mexican Grill, Inc is an organization which manages a restaurants chain in the USA, France, Canada, United Kingdom and Germany.

The company specializes in preparing and serving tacos and burritos. The mission of the company is; Food with Integrity. This mission illustrates the importance the company places in organic ingredients for their products.

Chipotle prides itself in serving the most naturally raised meat in the USA.

The company was founded in the year 1993, by Steve Ells. Recently, the company diversified into the Middle East market. It has established a presence in Saudi Arabia.

Entry into the Saudi Arabian market has necessitated the need to provide products which meets the need of the residents of Saudi Arabia. In addition to meeting customer expectations, the company has developed corporate social responsibility programs, and green business program. All the operations of the company aim at meeting the unique needs of both the Western culture, and the Middle East or Arab culture (Shell 23).

Cultural Differences in the Markets

The culture environment of Saudi Arabia entails Arab, Islam, aspects of historical practices, and folk culture like music and dance. Traditional cultures and values are integrated into the law. Pork and alcoholic products are prohibited in the Kingdom. Islam represents the official religion; hence it represents Islamic theocratic monarchy. Therefore, Saudi Arabia does not represent cultural diversity. On the other hand, the USA represents a racially and ethnically diverse nation due to the historically large migration from different countries. English is the official language. American culture is very flexible and includes both liberal and conservative aspects. Government

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affairs are separated for the church; though USA integrates mainly Christian ideals. The company has conducted effective background studies on cultural impact on business; therefore it does not use any pork or alcohol ingredients in its products.

Ethical Business Practices

Ethical issues entail acceptable relationship between a company and its stakeholders (Carroll & Buchholtz 10). In Saudi Arabia, Chipotle makes products that adhere to the Arab culture. These products are made from non-pork and non-alcoholic ingredients. The company also gives non-Muslims adequate induction on working and living in a Muslim kingdom. For example, freedom of expression is not allowed in Saudi Arabia; and also public display of affection like kissing is unacceptable.

Sustainable Business

The operations of Chipotle, has minimal negative impacts on the environment (Pecker 5). The most significant green initiative of the company is paperless transactions. The company embraces electronic communication avenues like emails for official communication. Also, the company uses ingredients which are as natural as possible.

Appropriate CSR Programs

CSR ensures that Chipotle complies with the global norms, spirit of law and ethical standards. The company ensures secure employment for their employees in Saudi Arabia. This ensures that all employees equally access opportunities for career advancement like promotions and training. The company makes high quality products which meets expectations of customers. These products are processed using non-alcoholic organic ingredients. The company also caters for social needs of stakeholders. For <https://assignbuster.com/corporate-social-responsibility-and-sustainability/>

example, the company engages in health campaigns which encourage people to consume more organic products.

Conclusion

The main purpose of Corporate Social Responsibility is to guide the mission of the organization and the core values of the organization. The mission and the core value leads to the overall target of customer satisfaction. The Chipotle Mexican Grill, Inc strives at offering the best customer experience for their customers in Saudi Arabia.

Works Cited

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