

# Ethics in strategic management case study

[Business](#), [Customers](#)



Bob Hopkins was caught up in a dilemma on whether to sell the ordered lumber as scaffold planks and yet he knew that it was the regular lumber. Scaffold planks are special lumbers for use in construction business. It is required by law that these planks should meet some specified requirements which are not present in regular lumber. Thus, both Stan and John White try to sweet talk Bob so that he would sell the lumber without asking questions of use. However, this is unethical in business and would constitute into a violation of the set business law. This would result into negligence on the seller's side. However, Stan would also be selling counterfeit products to his unsuspecting consumers. Bob was not decisive on whether to violate the law or uphold it and ensure that final consumers will use the products for its rightful utilization. These businessmen take advantage of the fact that a majority of people would not be able to differentiate between the normal planks and the certified plank.

Bob Hopkins had a variety of stakeholders in this firm and to begin with Stan Parrish was a debtor to his lumber business. Stan was however, pursuing Bob to deliver the normal regular lumber for him so that he could sell it further to some client's. Mike Fayer Weather is a partner to Bob; hence their job is in form of a partnership. It is evident that Bob had to consult with Mike before he could make any conclusion. In addition, John Lumber was an experienced merchant in this business and he owned the White lumber. Hence, John is an immediate consumer of these products offered by Bob. Conversely, we also got a chance of meeting some workers who were quoted in the scaffold document. The workers form a strong management team which is part of the ultimate course. Foremost, Bob is presented with a chance to write “ not

suitable for scaffold” on the side of the invoice.

This would be the best way to deal with his clients in this industry. To this effect, Bob will be faced by a violation of the law or else he will live in a poor state of mind as a result of the guilt that was all over after you. Bob also had a chance of neglecting the whole issue of selling the normal planks which are much stronger. This would be helpful in ensuring that the genuine products are used during any constructions,

According to the stipulated business law, Bob is in a situation where he faces a dilemma on how to sell the planks of lumber. However, the best choice for him as a practicing international student would be to abide with the law. He should stop thinking of selling the lumber without indicating they designated use. Law requires that businessmen act in due care and diligence which will obviously result in lack of negligence. Thus, Bob should make it certain that the use of the lumber is specified before the sales are made to the debtors. It does not matter the amount of experience that John White has, thus Bob would be surviving properly. It is advised to enhance trust with the business clients as this helps in gaining their trusts. This is always believed to improve customer satisfaction in a given organization.