

# Case study example

[Business](#), [Marketing](#)



Do manufacturers of products for children have special obligations to consumers and society? Businesses in the contemporary corporate world are facing stiff competition that has necessitated them to be socially responsible. Manufacturers of products used by children have special obligations and responsibilities to the children and society. In addition to the meritorious use of factors of production and other facilities belonging to the society, manufacturers must ensure that they are socially responsible by producing products that are not harmful to consumers and particularly children. This creates a symbiotic relation between manufacturers and consumers, which eventually reinforces the creation of a noble reputation that translates to increased sales.

Manufacturing must be closely intertwined with the current enlightened philosophy of marketing where products are expected to meet customer wants, needs, preferences and marketed in a socially responsible manner that is pleasing and beneficial. Manufacturers, such as Mattel Corporation, who manufacture products for children have the responsibility of ensuring that the products are safe in both intended and non-intended uses so as to protect children from harm since, ordinarily, children lack the literacy to comprehend the complete functioning of a product. Moreover, the manufacturers must ensure that the society's apprehensions on children's privacy and rights are upheld as this will somewhat guarantee business perpetuity. What's more, the manufacturers have the responsibility of ensuring that the components used in manufacturing the product are meet the health and safety standards and accurate information indicated on the products label. For instance, the age that is supposed to use the product and

the chemical components should be clearly indicated. Environmental matters must also be taken into consideration by ensuring that any substandard products are safely confiscated so that the public does not gain access it.