

The ethical dilemma at wholesome hamburger company and chicken international grou...

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



The paper "The Ethical Dilemma at Wholesome Hamburger Company and Chicken International Group" is a wonderful example of an assignment on marketing. What is an ethical dilemma or issue? Arguably, the ethical dilemma in this contextual case scenario is whether or not Wholesome Hamburger Company should abide by the provided advice of using less water, until the end of the big drought due to its occurrence and presence. With Wholesome Hamburger company operating within California, it is expected that as a result of the big drought that it will abide by the laid advice- use of less of water by every individual, resident, and organization operating in California. However, it is worth noting that, such will act as a challenge to the company since it requires a lot of water (2500 gallons in total) in the production of its products- walnuts, chicken, lettuce as well as beef.

What are the alternatives or possible courses of action? Identify at least three alternatives. To start with, the Wholesome Hamburger Company can embrace utilizing the advantage through the cheap government water, which will help it in production and provide its products to California's. Alternatively, the company can opt to preserve all its water source which will enable it to have adequate water, therefore, allowing it to continue with its normal production. Lastly, the company can opt to cease from selling burgers, which will help in ensuring the availability of more water to California's since burger is the company product that requires the greatest amount of water- 1800 gallons.

What are your recommendations? In other words, of the several alternatives you identified, what do you think the company should do? I would

recommend that the company take and utilize cheap water, which is the advantage and opportunity being offered by the government. By doing so, the company will not encounter the challenge of water for its production hence it will not cease with its production especially for the beef burgers- the commodity requiring a lot of water for its production. Besides, the company can purchase a lot of cheap water being offered by the government. It can use this water either selling it accompanying its products to its clients or can preserve to use in the future in case of a similar scenario or a situation characterized by the shortage of water. Such will help ensure that the company continues with its profitable business even during and with the big drought.

What is your rationale for your recommendations? In other words, why do you recommend this course of action? The reason backing up my recommendation is that, with an available opportunity for low-cost input, the company hence should not go for purchasing water at the high cost that will lead to high input cost. The high input cost will lead to the company increased its product prices (Rothman et al., 2016). Besides, through the company selling some of the water purchase along with its products to its clients, such as the likelihood and potential to facilitate the growth of trust to its customers, not to mention attracting more customers.