

Corporate social responsibility

Business



XYZ Address To, General Manager ABC Corporation Address 5 April 2009

Benefits of implementing CSR Dear Sir, As per discussion on the telephone, I am writing this letter to you to point out the positive aspects of implementing corporate social responsibility (CSR) at your organisation and its impact on marketing for your organisation. CSR refers to the "commitment to improve community well-being through discretionary business practices and contributions of corporate resources." (Kotler and Lee, p. 3). CSR is no longer a trend or an obligation which companies set aside to show civil societies of their participation in the community. In fact today, CSR has a greater impact on corporate image, credibility and involvement in the society which it serves. The basic premise is that corporations should give back to the community which makes the corporation what it is through acceptance, purchase of its products (consumption) and appreciation.

On the other hand, CSR from a corporate perspective can be seen as social marketing and corporate relations with its community. The focus of the practice in fact today is on developing strategies which reflect the corporate responsibility towards its community. It is the companys philanthropy through its business activities as well as public relations which is considered as CSR.

This usually results in positive image, public approval, indirect branding, and credibility for the organisation. The result is increased profits, sustained profitability and relations with the community. These aspects lead me to suggest that your organisation shall benefit from implementing CSR in your business strategy. It will boost your company's sales, profits and long term sustainability.

<https://assignbuster.com/corporate-social-responsibility-essay-samples-3/>

Sincerely

XYZ

Reference

Kotler, P. and Lee, N. (2005). Corporate social responsibility: doing the most good for your company and your cause. John Wiley and Sons.