

# Report on 1

Business



Report on Business Case Study Introduction In March 11, a strong earthquake with 9.0 magnitudes struck across the buildings in Tokyo<sup>1</sup>. This affected different businesses in the area. As narrated by Dermot Vibert, who works with Rion Tinto Japan. Vibert was in the office when the incident occurred and gives the issues experienced by the business stakeholders and other offices of different business companies. The major issue experienced included business resilience. The business people and owners could not know what to do the following Monday, on if they could open the businesses and recommence on their day-to-day operations.

The major causes of the said issue are because the earthquake was extremely strong for people of Tokyo. During the incident, the building shook two or three times and many times afterwards due to aftershocks effects. The shockwaves can cause the health problems especially the trauma to the people<sup>2</sup>. It even caused the staff to go under their desks with helmets, holding the legs on tables for fear. There was a power surge in most of the parts in the area, hence, the trains could not be able to function normally since there were no enough power in things like traffic lights, lights in buildings and such as they were also affected. These factors caused the people in the businesses to uphold the commencement of reopening them. In addition, it was a dilemma for the people to know the damage caused in Tokyo, and for how long would the trains resume their usual businesses. The question of if there would be food in some days or what was going to happen in fuel supply since the television aired spectacular scenes of fire in a gas terminus in Tokyo Bay area. In this, there were uncertainties everywhere as the people lacks clear information to help in making any decision. Most of the people, especially in Rio Tinto Japan, could not afford to go home. They

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had to travel the next day, as the situation was not conducive environment for running a business normally. The incident becomes one of the major tsunami in the world<sup>34</sup>.

#### Social and Ethical issue

The social issue affecting the businesses resumption was if the reopening of the businesses and offices would be possible. The stakeholders gauged the available options but without knowing what to do next. Their ethical issues included if to open the business and operate normally, or to keep everyone at home, or even to ask every staff to remain in safe locations and work from there. Although no any issue was possible to resolve at the time as there were no adequate information to make a good decision, which favors the business. The event caused the unemployment, especially to the affected business and in the areas affected since the investors business people feared any further occurrence of such tsunami<sup>5</sup>.

#### Cause knowledge of cultural worldview frameworks

The events, which were happening, caused the organizations to decide that all the staff to remain at home or anywhere as far it is a safe place and try to communicate with their customers to make sure that they are safe. More importantly, communicate to find out what is happening in other industries and regions. The mess in the transportation sector and loss of power due to outrages made the organizations to give the employees a break for safety purposes. According to Dermot Vibert, the Rio Tinto put the safety of the employees first as it is their philosophy and that is why it was exercised in judging of when the employees went back to the office for work.

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