

Sustainability in bmw

Business



Sustainability in BMW Sustainability in BMW Question One BMW is working hard to balance between legal, economical, philanthropic and ethical responsibilities. The organization has laid procedure which governs employee contact in respect to their social status. The organization provides a work structure which ensure flexible schedule for the employees. The organization is also involved in social programs that aim in helping the poor and disabled. The organization provided social programs which include road safety teaching, programs against the HIV/AIDS and youngster and children education. The social programs serve as a marketing strategy because the organization creates awareness of the products to the public. Creation of road safety teaching promotes the economy and increases sales volume hence huge profit. BMW provides services to the community as well as promoting business (Feuchtmayr, 2011).

Question Two

The sustainability plan for BMW handles environmental, social and economical interest of the company. In respect to the environment, the organization receives supplies from trusted dealers. Economically, BMW is gives the employee best working condition in order to be productive. BMW also takes part in social program and ensure that the customer do not have social problems (Feuchtmayr, 2011).

Question Three

BMW is doing the best to meet people's triple bottom line component. The organization provides a good working environment for the employees in order for them to give the best results (Feuchtmayr, 2011).

BMW for economical purposes it sells the product and provides salary for the employee after making profit. In short it creates employment opportunity

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and contributes to the economic growth. In respect to the environment, BMW provides traffic education in UK for people to minimize traffic jam and air pollution. It produces vehicles which do not pollute sound and air hence saving the environment. In respect to social, BMW provide education of HIV/AIDs to members of public (Feuchtmayr, 2011).

Reference

Feuchtmayr D. (2011). Corporate Social Responsibility at the BMW Group.

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