

How to make the good products

Business



The other challenge that they face is the marketing of goods targeted at a particular segment that may not be appropriate from the societal norms point of view. A case in example is the phenomenon of exclusion of youth that occurs due to political, economic and social factors. The last and most significant aspect is the micro-level detail of working conditions in the manufacturing plants. Much has been said and written about these so-called "sweatshops". Thus, the biggest challenge before the apparel companies is to ensure that they break out of this stereotype.

Leadership beyond borders means that no matter where the manufacturing plants are and no matter where the supply chain is located, the company that undertakes CSR would do everything possible to make its commitments to the broader social work. It means that one can be CEO of a firm that is headquartered in the US but has manufacturing facilities in South East Asia but, the leadership team is committed to CSR wherever they have the plants. This means a holistic and systems wide approach to CSR that integrates all functions in an organization and all markets in which the companies operate. Thus, the task before the leadership is to treat the world market and the supply chain as one integrated whole and then tailor their products and services without compromising on their commitment to CSR.