

# Example of ethics code for morinda corporation essay

[Business](#), [Company](#)



Business ethics is a form of professional or applied ethics which examines morals and ethical principles surrounding the business environment; it is contained in a corporation's ethics code and covers all aspects of business conduct, from individual conduct to the entire organization.

Since its establishment in 1996, Morinda Corporation has thus far become a global phenomenon, and improved happiness and health of people from all walks of life around the world. Additionally, Morinda Company has in the past earned recognitions and awards globally due to its high business standards and integrity. In terms of business associations, Morinda is a member of Direct Selling Association, thus the company recognizes the importance of carrying out business in an ethical and transparent manner.

## **Recruiting or Consumer Practices that are Deceptive or Unlawful**

When it comes to recruitment, Morinda does not engage in recruitment practices that are false, deceptive, unethical or even unlawful. The management ensures that there are no false promises, statements, or testimonials made that are likely to mislead prospective sales people or consumers. Again, the corporation abides by all the law requirements because it is expected to conduct activities in compliance with the pertinent laws. Information that is provided by the company is expected to be accurate and complete and no factual representation need to be made. It is expected that Morinda cannot induce its customers to purchase products or services basing on recovery of part or all the purchase recovery. The corporation engages in written and signed agreement with independent salespeople that shows essential details covered in the business association. It even goes

further to inform the individuals on legal obligation as well as the responsibilities in handling any applicable registrations, licenses and taxes. The corporation is also expected to provide periodic accounts such as purchases, sales, earning details, discounts, bonuses among other relevant data. When it comes to dealing with clients, Morinda understands that consumers play a critical role in the corporation and it is therefore expected that independent sales will always respect the consumers' lack of commercial experience, and are not expected to abuse the individual consumers trust, exploit consumers on basis of illness, age, language unfamiliarity or even handicap. However, this section does not portray disputes that are proselytizing under the jurisdiction code unless there is involvement of allegations of unethical or deceptive recruitment practices.

### **Products, Services and Promotional Materials**

Under this section, it is expected that any product or service offer that is made by the corporation needs to be accurate and truthful, with regards to grade, price, make, quality performance and value. Ordering of products by a consumer needs to be fulfilled in a manner that is timely, and it is also expected that the corporation wouldn't make comparisons that are misleading; instead, it should be based on objectively substantiated facts without taking unfair advantage of the attached goodwill to the company's trade name and symbol. Advertisements, promotional literature and mailing are expected not to contain deceptive, false or misleading descriptions, photos, claims or illustrations. Consumers are expected to be offered accurate information that regards credit terms, price, after-sale-service,

guarantee terms and the delivery dates. The consumers also need to be given accurate and understandable answers to their questions and any claims made in respect to products or services will be done as authorized by the management.

## **Terms of Sale**

Prior to initial sales time, a receipt or written order needs to be delivered in a timely manner. Where sales are made online or through telephone, mail or other non-facial means, an order form copy is expected to be previously provided and it must set forth clear, legible and unambiguous details. Sales terms and conditions that includes total consumer amount must also be disclosed. It is expected that the corporation shall always make in writing a right of return regardless of whether it is conditioned upon some events or not. It also needs to offer in writing, a clearly established cooling off period that permits the consumer to make a withdrawal from a purchase order in almost three days and it should be followed by a purchase price full refund. The corporation is required to provide all its details including full names, telephone numbers and permanent address and its terms of sale.

## **Warranties and Guarantees**

It is expected that any Warranty terms offered or guarantee made by Morinda Corporation as regards sales will be furnished to its consumers in a manner that conforms fully to state and federal warranty regulations and guarantee laws. Its activities therefore need to be in accordance with the guarantees and warranties terms that are offered to consumers.

## **Inventory Purchases**

The fact that Morinda Corporation engages in marketing plan that involves direct sales of products as well as indirect sale, it is required by the ethics code to clearly state in the recruiting literature, a sales manual and the reasonable commercial terms that involves repurchasing marketable inventory. This will eliminate the inventory loading and the corporation will be further saved from financial harm that might result from the loading.

## **Reference**

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