

# Free report on stakeholder for cicadania

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



## **Purpose of Report**

The purpose of this report is to provide all necessary and correct information to the company's stakeholders. The information presented is arranged in a useful context to facilitate stakeholder commitment to the desired action proposed by the company.

## **About the Company**

Cicadania is a global clothing company and an internationally recognized brand. Currently employing more than 200 people in three different continents, the company is envisioning an aggressive push for expansion into new territories. However, the company's business cornerstone is to push through with growth under a socially responsible context. This is a core trait of the company and as such, it has endeavoured to take responsible action as a citizen of the world.

- Sustainability - the company commits itself to the maintenance of ecological balance by avoiding exhaustion of natural resources.
- Quality - the company shall strive to excel by consistently providing quality goods and services while remaining punctual and flexible.
- Initiative - the company shall listen and respond to resolve a difficulty or improve a situation to have successful achievements.
- Impact - the company shall create the right social changes by improving through realistic, effective business strategies driven by the triple bottom line (social, economic and environmental).
- Relationship management - the company shall align and manage its relationships throughout the value chain.

- Professionalism – the company shall act with respect and integrity while conducting daily tasks.
- Quality of life - the company shall promote the quality of life for one's self and others through support and empowerment.
- Responsible citizens – the company will operate responsibly in all aspects where the business transects with society.

Cicadania Stakeholder Report

## Works Cited

Abraham and Lodish. The Valuation of a Firm Advertising Optimally.

Cambridge: Mathematical Institute, Oxford University, 1990.

Alan, B. Innovation Through the Balanced Business Model. 2013. <http://www.mca.org.uk/sites/default/files/LCP.pdf> . 4 December 2013.

Anaya, S. Inside Brazil's Booming Fashioning Industry. 2010. 4 December 2013.

Ballantyne, David. " Value Proposition as Communication Practice: Taking a Wider View." *Industrial Marketing Management* 40. 2 (2011): 202 - 210.

Beder, Sharon. " Environmentalists Help Manage Corporate Reputation: Changing Perceptions not Behavior." *Eco Politics* (1. 4) (2002): 60 - 72.

Brook, B. Top 10 Ways to Reduce Your CO2 Emissions Footprint. 29 August 2008. <http://bravenewclimate.com/2008/08/29/top-10-ways-to-reduce-your-co2-emissions-footprint/>. 4 December 2013.

Christensesen, Clement and Mark Micheli. What's the Difference Between Employee Engagement and Employee Satisfaction? 2013. 9 October 2013. .

Curtis, Dr. Anthony. What is Advertising? 2013. 10 October 2013. .

Dale Carnegie Training White Paper. " What Drives Employee Engagement And Why It Matters." 2012. 9 October 2013. .

<https://assignbuster.com/free-report-on-stakeholder-for-cicadania/>

Equality and Human Rights. Pay Benefits and Workplace Conditions. 2013.  
<http://www.equalityhumanrights.com/advice-and-guidance/before-the-equality-act/guidance-for-employers-pre-october-10/areas-of-responsibility/pay-benefits-and-workplace-conditions>. 4 December 2013.

Fair Wear Foundation. Fair Wear Foundation. n. d. Available online at:  
<http://www.fairwear.org/563/wage-ladder> . 4 December 2013.

Kundu, A., P. Kulkarni and A. Murthy. Advertising and Firm Value: Mapping the relationship between Advertising, Profitability and Business Strategy in India. Bangalore: Indian Business Academy Bangalore, n. d.

Lindic, Jaka and Carlos Marques da Silva. " Value Proposition As A Catalyst For A Customer Focused Innovation." *Management Decision* 49. 10 (2011): 1694 - 1708.

N. A. H&M Conscious Actins: Sustainability Report. 2012. 4 December 2013.

Panjabikesan, Ranjith Kumar. Stakeholders - Characteristics and Types. 2011. 11 June 2013. .

Phelps, Stan. Ten statistics reveal why employee engagement is more important than ever. 2013. 9 October 2013. .

Saks, A. M. " Antecedents and consequences of employee engagement." *Journal of Managerial Psychology* 21. 6 (2006): 600 -619.

Stakeholder. 2013. 10 June 2013. .

United Nations Global Compact. United Nations Global Compact. 2013.  
<http://www.unglobalcompact.org/abouttheGC/TheTenPrinciples/index.html>.  
3 December 2013.