

Case study in marketing assignment

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Introduction Corporate Social Responsibility (CARs) means businesses and organizations working responsibly and contributing positively to the communities they operate in. It involves working with employees, their families, the local community and society at large to improve their quality of life. Companies that operate in a socially responsible way strengthen their reputations. In business, reputation is everything. It determines the extent to which customers want to buy from you, partners are willing to work with you and your standing in the community.

The company Anyway is one of the world's largest direct sales organizations with over 3 million Independent Business Owners (IBO'S) in over 80 markets and territories worldwide. It is a family-owned business with a strong emphasis on family values. Its IBO'S are often couples. Many of these are Ralston families. They therefore have a strong bond with children. These families are more than happy to partner with Anyway, who, as part of its Corporate Social Responsibility strategy, works with EUNICE, the United Nations Children's Fund.

As a family company, Anyway is committed to playing a part in improving the lives of children in need across the globe. In this way, the company is able to show its commitment to the support of global causes. Anyway defines a global cause as 'a social issue affecting many people around the world engaged in a struggle or plight that warrants a charitable response'. This case study shows how Anyway is a business that does more than provide customers with good quality products. It shows the practical realities of Mammy's global commitment and how it plays a key role in the communities in which it operates.

Growth and responsibility An understanding of how Anyway operates as an organization gives a clearer picture of the contribution it can make to help children in need across the globe. Mammy's vision is to help people live better lives. It does this every day by providing a low-cost low-risk business opportunity based on selling quality products. What does Anyway do? Anyway distributes a range of branded products. These products are sold to IBO'S worldwide. The IBO'S are Mammy's links with consumers and the communities in which they operate.

The IBO'S are self-employed and are highly motivated. They work with a sense of purpose and are committed to the company's values. They are about being honest and responsible in trading. IBO'S sell to people that they know or meet. They can introduce others to the Anyway business. Typical products that IBO'S sell include: personal care – fragrances, body care skin care and cosmetics durables such as cookware and water treatment systems nutrition and wellness products such as food supplements, food and drinks. IBO'S play a key part in helping Anyway to deliver its Global Cause Programme.

Anyway programmes In order to give many of the world's children a chance to live a better life, Anyway launched the global One by One campaign for children in 2003. The One by One programme helps Anyway to bring its vision to life declares what the company stands for builds trust and respect in Anyway brands establishes Corporate Social Responsibility at a high level. Anyway encourages staff and IBO'S to support its One by One campaign for children. Since 2001, Anyway Europe has been an official partner of EUNICE and has been able to contribute over 2 million (about £1.5 million). The <https://assignbuster.com/case-study-in-marketing-assignment/>

focus is on supporting the worldwide ' Immunization Plus' programmer. This involves, for example, providing measles vaccines to children across the globe. The ' Plus' is about using the vehicle of immunization to deliver other life-saving services for children. It is about making health systems stronger and promoting activities that help communities and families to improve child-care practices. For example the ' Plus' could include providing vitamin A supplements in countries where there is vitamin A deficiency.

Since 2001 , Anyway and its IBO'S across Europe have been supporting Niece's child survival programmer. The need is great. One out often children in Kenya does not live to see its fifth birthday, largely through preventable diseases. Malaria is the biggest killer with 93 deaths per day. Only 58% of children under two are fully unmissed. The work of the One by One programmer is illustrated by a field trip undertaken by Anyway IBO'S to Kenya. The IBO'S traveled to Kill in 2006 to meet children and to find out what the problems are in various communities.

They act as champions spreading the message throughout their groups. In Kill, the focus is on trying to reach the most vulnerable children and pregnant mothers. The aim is to increase immunization from 40% to 70%. Other elements of the programmer involve seeking to prevent the transmission of HIVE/AIDS to infants. As the Anyway organization grows and prospers, it is able through CARS actions to help communities to grow and prosper too. Developing a strategy A strategy is an organizational plan. Implementing a strategy involves putting that plan into action.

In other words a strategy shows how a business will achieve its goals. The strategy thus enables an organization to turn its values into action. Values are what a company stands for. An important value for Anyway is being a caring company. Anyway believes in demonstrating this caring approach and this is why it has partnered with EUNICE. All Directors design strategies for the whole of an organization. Effective strategies involve discussion and communication with others. I en flew AT I Boss are Antenatal In creating strategies Tort Anyway.

Mammas strategies for corporate social responsibility are cascaded through the organization as shown below. Mammy's Global Cause strategy involves creating responsible plans that make a difference. However, the strategy is flexible. In shaping the strategy, research was carried out to find out which global causes IBO'S support. The results showed that many favored a cause that helped children. There was a clear fit between Mammy's aims to help children and Niece's ' Immunization Plus' programmer for children.

Objectives From the outset, Anyway set out some clear objectives for its strategy.

These were to: build loyalty and pride among IBO'S and employees enhance Mammy's reputation as a caring organization make a real difference to human lives. Child mortality is particularly high in developing countries because of infectious diseases. Many children could still be alive if they had been vaccinated. For under EYE a child can be vaccinated against these diseases and has a fighting chance to each adulthood. Niece's world child ' Immunization Plus' programmer is a fitting focus for the activities of Anyway I-J and its IBO'S.

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