Herman miller and local produce

Herman Miller and Local Produce Question Miller has designs on the future: Herman miller is the world's second largest office furniture maker based in Michigan. The company focuses on other varieties of produce like green production and design. They also produce data management systems for office buildings, support several environmental initiatives and publish a quarterly magazine on future trends. Surprisingly, Herman Miller is also one of the world's largest recycling companies who recycle its waste, utilizing resources from renewable supply sources. The initiative for design comes easily to Herman Miller but most times it comes from without other than from within as most people think. Local produce good for everyone: This is a fact that Herman Miller considers very strongly. For instance Miller and a team of experts have looked beyond their immediate markets to other local but promising markets i. e the Chinese markets. They have noticed that the Chinese do not patronize global goods but are in love with their local produce like many other Asian countries. Thus Miller is creating some designs which are very specific to that marketplace and in other to achieve this; they will have to hire a few local people to guide the company towards achieving a perfect local design/produce that suits the need of the local market. Analysis According to (Google books, 2010) Herman Miller uses outside resources to drive innovations. They outsource their creative work to a network of award winning independent designers. Miller states boldly that when talents are drawn from a variety of sources, innovation thrives faster. This is what walker refers to as " a fresh perspective on existing or emerging problems" In expanding into Malaysia, the company will require the flexibility of working alongside other designers in Malaysia and sharing profits with them. This will help them conquer the indigenous Malaysian market. Also, they will require new resources from stakeholders, environmental organizations and other strategic partners relevant to their success in Malaysia. Secondly, (Google books, 2010) identifies the main attributes of millers approach as the willingness to follow and give themselves completely over to the designers in local markets. This approach is the most appropriate to provide a rational. Question 2 A. Products from South America will definitely be easier to sell than products from five blocks away, due to the fact that produce in South America have a high level of product quality. Most products and designs in Asia and Africa (five blocks) are of cheap quality with a singular agenda to make super abnormal profits. Thus customers rather go for products and design that will last regardless of the cost. There are also major trade embargoes / high expenses involved in trans-Atlantic sales. This discourages long distance buyers, and limits the capacity of companies who are five blocks away has to participate in an otherwise profitable market. There is also the NAFTA rules and regulations to take into consideration. In fact Kurtz (2010) was very particular in emphasizing the fact that NAFTA sets up its trade rules and regulatory control in such a manner that it benefits those Nations operating within the Americas more than it favours Nations and or companies operating from five blocks away. Of course with an exception of Chile, this is due to the Hugo Chavez socialist approach to government that despises the capitalist West. The west are also very particular about ethics in business and this makes the ethical nature of companies and even of their products verifiable before they are released to the market unlike companies that operate five blocks away whose only consideration and approach to business is financial in nature. B. A conflict of interest may occur if a supermarket buyer in charge of purchasing produce has to decide weather to travel a long distance in other to secure an ethically accepted produce meant for consumption or to get the same produce from a nearby Grocery store which he knows is not ethical approved for consumption. The conflict here will be between morals and cost! If he travels afar, it will cost him more and if he goes close by, it will cost him less but will be unhealthy for his consumers. Thus he has to make a hard decision based on moral grounds because the primary essence of business is to make profits. This involves saving operational cost! References: Boone, L. and Kurtz, D. (2010) - Business & Economics, Google. Books (online). Retrieved January 19, 2010 from http://books. google. co. uk/books? isbn= 0470576391... Kurtz, D. (2010 Update). Contemporary business: 2011 custom edition (13th ed.). Hoboken, NJ: John Wiley & Sons.