

Discussion board



Control Measures and Corporate Social Responsibility: Implementing Policies at Old American Special Occasion Gift Baskets BY YOU YOUR ACADEMIC ORGANIZATION

APPROPRIATE DATE

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Implementing Policies at Old American Special Occasion Gift Baskets

The start-up company, Old American Special Occasion Gift Baskets (OASOGB) has located an appropriate business partner who is willing to provide additional funding to ensure a successful business launch. Currently, the company is considering a series of processes and procedures to ensure an adequate position as a leader in corporate social responsibility and to ensure that the business thrives within an environment where risk is minimized.

First, in terms of risk management, the company leadership team must consider issues such as employee theft, consumer-related theft, internet fraud (in relation to credit card transaction and payment security), as well as operating the business in an environment where risky decision-making is kept to a minimum. To ensure minimal risk, the organization will implement a series of employee-targeted training seminars which will highlight the expectations of the company in relation to its policies on honesty and integrity, with a stern listing of potential disciplinary actions for failure to work in an ethical manner. For instance, these policies and procedures will be well-documented within an employee handbook, which will be distributed to each and every new hire at OASOGB. The costs of producing this handbook are minimal, however the gains received by protecting the organization from theft, or lawsuits pending due to employee grievances for

unfair labor policies, will completely satisfy the company's legal obligations to generate policies which clearly define the firm's stand on employee integrity. Further associated with risk management will be the company's firm recognition of the competitive environment in which Old American Special Occasion Gift Baskets will attempt to thrive. Having previously identified (in the letter to the investor) that the organization will be undertaking a significant marketing initiative, the organization will conduct a thorough SWOT analysis to identify a series of potential strengths and opportunities available to the start-up firm, while also illustrating potential competitor threats and company-related weaknesses needing additional leadership attention. For instance, in order to maintain a competitive edge, OASOGB must be routinely aware of the marketing activities of other competitive entities and attempt to combat any marketing which appears to be taking our local market share away from OASOGB. This will involve the creation of a marketing analysis division at the company, which will consist of a small team of professionals who are actively searching the web and local marketing forums (print, television, etc.) to ensure that Old American remains a leader in aggressive marketing campaigns.

Next, social responsibility is a foremost goal for Old American, thus the leadership team believes we must give back to our communities to show support for local citizens. The first step is to implement a bi-annual gift basket drive, where local citizens are invited to enjoy a 20% off discount coupon for OASOGB in exchange for a small donation of one gourmet food item which will be placed into a charitable bin. At the end of the drive, staff members will create a series of gift baskets which will be distributed to local homeless shelters.

Additionally, the company will create a campaign where one dollar of select gift baskets will be donated (monthly) to the Save Our Neighborhoods fund, which will be established by Old American to ensure cleaner parks and recreation areas. With a goal as the primary leader in corporate social responsibility, this Save Our Neighborhoods fund will be supplemented by in-store donations by our customer base.

All of these tactics to minimize risk to the business and to increase store visibility within the local community will require constant monitoring and a forward-thinking attitude (on behalf of leadership) to make Old American Special Occasion Gift Baskets a leader amongst local competition and as a cohesive contributor to local society.