

Polaroid company distribution crisis

Business



The paper "Polaroid Company Distribution Crisis" is an excellent example of a business assignment.

Polaroid Company was faced with a dilemma concerning the distribution of its products. The company was observed to condone the apartheid regime at that time. This is because it provided products that were used to produce the much hated pass laws (Beauchamp, 277). The fate of the company was at stake. A decision had to be made urgently. The following were the alternatives that the company would choose from:

1. The company would stop distributing to South Africa any products that were being used to promote apartheid. Instead, the company would distribute different products to this region.

The advantage with this alternative is that there would be no connection between the company and the government. This is because products from Polaroid that were being used to promote apartheid, would not appear anywhere near this region. Thus, the government would have to seek elsewhere to find such products.

The disadvantage is that this company would undergo a loss in terms of the potential market. The region was composed of black people who were major consumers of these products. Therefore, the company would be losing a large market.

2. The company would continue business in this region but cease all business transaction with the government or its sympathizers (Beauchamp, 278). Any supplier found to be delivering to the government will have their distributing license revoked, and no products shall be awarded to them.

The advantage of this alternative is that direct connection between the company and the South African government would not exist. Therefore, the <https://assignbuster.com/polaroid-company-distribution-crisis/>

public outcry would cease. This means that consumers in the US would once again buy products from this company with a clear conscience.

However, despite the lack of direct connection, the products may still find their way into the hands of the government. Major suppliers in the region may decide to sell their products to the government (Beauchamp, 278-279).