Case study #1 Chapter 3 – Patagonia– pp. C-4 and C-5

To be submitted by Thursday, February 25, 2016 at 11 pm

Below are the four questions which you will answer online through the WileyPlus site. Be sure to write at least 250 words for each answer – that means a total of 1,000 words. You may, of course, go well above and beyond 1,000 words.

Recommendations:

* Read chapter 3 and understand all terminology
* Read the case(s) on pages C-4 and C-5
* Feel free to go to the websites for Patagonia for additional research and a deeper level of understanding
* For each of the questions below (which will appear under “assignments” through WileyPlus.com, think, develop, and with original wording, writing and thoughts, provide a well-developed and detailed answer.
* Included in your grade will be the following: edit for grammar, spelling, and sentence structure.

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| 1 | DISCUSSION Patagonia has a history of putting sustainability ahead of profits. But it also has to face up to everyday business realities and the need for operating capital. How do you think the company decides which products to offer so that the outcomes will be both business practical and environmentally friendly? And, with Chouinard such an important influence on company ideals and values, what can be done now to ensure that his positive impact is still felt long after he leaves the company? |
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| 2. | PROBLEM SOLVING Let's suppose Yvon Chouinard comes to you, a new employee, and asks for a proposal on a timely and “forward looking” sustainability agenda for the firm. In other words, he wants a program that can drive Patagonia's future and not just celebrate its past. What would you include in this agenda and why? |
| 3. | FURTHER RESEARCH Could ethics lose out to greed even in a company with the idealism of Patagonia? See if you can find examples of decisions that forced people in the firm to make difficult choices between ethics and profitability. Look for examples of decisions made at other companies that may have resulted in different ethics versus profitability choices. Try to explain through the examples what makes the difference between organizations where ethics and social responsibility are part of core values and those where they are more superficial issues. |