



Selected Case Study: B - GeeVee Ltd

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Introduction

This case study addresses GeeVee Ltd, a fast-growing apparel firm that presented an enormous task after replacing suppliers. The goal of this paper is to determine the influence of a vendor's switch on GeeVee's image and customer feedback, mostly through social media channels. Furthermore, it could investigate the rationale of the choice to shift vendors and the implications of this shift, like the application of non-Fairtrade items. By investigating such variables, the case study report seeks to put light on the possible hazards and consequences that occur when price reductions and moral issues are balanced in company activities.



Ethics in the Workplace

A company's culture is heavily influenced by the opinions, mindsets, and principles of its employees. Although these terms are frequently employed interchangeably, they each bring a distinct trait to a firm's ethical foundation.

A person's beliefs are their firm convictions about particular matters of thought or conduct. They have a lasting impact on one's thinking, outlook, and behaviour since they tend to harden over time. Each person's set of beliefs will be different based on their history, upbringing, and ideological leanings. Employees' moral convictions may affect how they think about and respond to moral challenges on the job (De Cremer and Moore, 2020). An individual's attitude is the sum of their feelings and opinions about a topic. Attitudes are more fluid and malleable, changing in response to factors such as social interactions, formal policies, and informal norms within an organization.

An individual's drive, sense of job satisfaction, and dedication can all be greatly influenced by a simple change in point of view. All decisions and actions taken by staff members should reflect the core beliefs of the company. The core beliefs of an GeeVee Ltd reveal its goals and guiding principles. The firm's personality, ideals, and norms can all be traced back to these guiding principles. The leaders of an organization will often create a mission statement, code of conduct, or value statement to articulate the group's core values. They give workers a road map for adjusting their actions to conform to the company's ethos (Henle et al., 2015). They serve as a moral compass and foundation for one's conduct. The workplace is an ideal setting for the cultivation of values such as honesty, respect, equality, openness, responsibility, collaboration, and civil duty. Companies regularly create and communicate such values to conduct the company's culture as a whole.

Building a moral organization requires a workforce that can recognize and appreciate divergent points of view. Leaders of successful companies make it a priority to share the company's principles with their staff and foster an open culture where everyone's opinions are valued. Fostering a culture where employees' values and beliefs are congruent with the organization's ideals is a powerful method to inspire integrity and minimize friction.



GeeVee Ltd changed the supplier as supplier's ability to handle high-volume orders and lower unit cost prompted the switch. The prior UK supplier used Fairtrade cotton, the new suppliers do not. The decision to change the supplier has its positive and negative sides.

Positives: As GeeVee Ltd showed they have grown rapidly in the past year, and they have chosen Indian supplier who can deliver greater and cheaper volume of products than their previous UK based supplier. GeeVee Ltd have done that with the believes for bigger profit and further growing of their business believing in their future success.

Negatives: With their believes changing the fairtrade supplier with cheap one, they are losing brand loyal and valuable costumers, trust among their employees and negative hashtag #GeeVee – sweatshop trending on Instagram and Facebook.

Case Study Overview of Issues

Several ethical dilemmas encountered by GeeVee Ltd. employees and clients are highlighted in this case study. The decision to convert to an Indian supplier was driven mostly by cost considerations, and as a result that had attracted negativity among its customers.

The corporation may see greater profits as a positive outcome. The new supplier's cheaper costs will allow GeeVee to reinvest more of its profits into marketing and R&D. Having the ability to process greater quantities could boost customer satisfaction, decrease shipping times, and expand market share. Nonetheless, this has some major negatives as well. The tremendous growth of social media platforms such as Twitter provides businesses an opportunity to continuously gather and analyse customer feedback, with the goal of identifying and rectifying issues. (Hasson 2019) Hashtags on social media like "#geevee-sweatshop" that highlight negative customer feedback may constitute devastating to a firm's online reputation and lead to a decrease in brand loyalty. Since GeeVee prioritized cost-cutting techniques over supporting Fairtrade vendors, many of its customers felt misled. Its probable results could include less business, lost clients, and a damaged reputation.



Employee morale could plummet, and they might quit caring if this decision stands. Formerly enthusiastic workers may suddenly feel disillusioned by their company's CSR efforts (Miller and Weckert, 2020). Because of the challenge of doing so, productivity may suffer. While it could be financially profitable to switch suppliers in the short term, GeeVee Ltd would suffer severe long-term implications in the form of diminished brand loyalty, angry customers, and disgruntled employees. Employees and customers no longer trust GeeVee and believe the company is sincere about its commitment to doing the right thing for its business.

Conclusion

Employing a case study approach, this paper examines GeeVee Ltd from an ethical perspective, assessing the company's ethical challenges and the positive and negative outcomes for its employees and customers. The company's reputation suffered because of the decision to save costs by switching suppliers, as evidenced by the social media backlash and the loss of Fairtrade accreditation. If managers have a solid understanding of these factors, they will be able to predict how their decisions will affect employees and customers. Managers who solicit and consider diverse perspectives are prone to foster an ethical culture and make decisions that meet the needs of all affected parties.



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