

Business Ethics

FAIRTRADE Mark

Attached to many products
Org that promotes ethical trade with developing countries
Fair price & better working conditions

Definition

Moral principles
Guide business people
Act in certain situations

Ethical business practice

Conducting business according to moral principles
Ensures honest, fair and legal manner

Bodyshop

Never tests on animals
Pays fair price to suppliers
(Costs more)

Superquinn and Musgraves

Musgraves bought Superquinn
Set aside 10 million to pay unpaid suppliers