Nestlé: The Infant Formula Controversy

# QUESTION 1:

What are the responsibilities of companies in this or similar situations?

# Answer 1:

Other companies need to find a solution with baby friendly hospital initiative. Like donations or working with organizations for babies’ health care. Companies should become a member of infant food manufacturers to have the ideas of making healthy products. To work on social responsibility like, arranging or sponsoring events at international medical and nutrition conferences. Also they can fund research on infant feeding.

# Question 2:

What could Nestlé have done to have avoided the accusations of “killing third world babies” and still market its products?

# Answer 2:

To avoid the accusations “killing third world babies”, nestle could have started a women educational based program rather than emphasis strongly on sale tactic. They should have given free services to teach the new markets on how to use the product properly. Also ignoring the effects of general breastfeeding by free samples product marketing should not have been done.

# Question 3:

After Nestlé’s experience how to you suggest it, or any other company, can protect itself in the future?

# Answer 3:

To protect itself from a situation like this, Companies that produce, advertise and sell infant formula should be more proactive when it comes to researching. Where their products will be distributed and marketed, they should study the social and medical effects of their products. Services companies should also provide education of the importance of proper infant feeding and uses of their products and services.

# Question 4 :

Assume you are the one who have to make the final decision on whether or not to promote Nestlé’s baby formula in third world countries. Read the section titled “ Ethical and Socially Responsible decisions” in chapter 5 as guide to examine the social responsibilities and Ethical issues regarding the marketing approach and promotion used. Were the decisions socially responsible? Were they ethical?

# Answer 4:

Many difficulties arise in making decisions, making policies and engaging in business operations. Like how employees should perform or deal the customers. How customer’s protection should be done? Whether to involve in political affairs of the country or not? What laws should be followed are made which in the past society thought that they were unethical or socially irresponsible. Ethical principles like to help the marketer differentiate between what is wrong and what is right.

In the following case the decisions of the company were both socially irresponsible and unethical because their policies mainly broke the codes of customer protection and ethically wrong because they marketed the products without telling the rights and wrong which led to “killing third world babies”.

# Question 5 :

What advice would you give to Nestlé now in light of the new problem of HIV infection being spread via mothers’ milk?

# Answer 5:

In the light of the new problem HIV, company should promote breastfeeding as the healthy thing to do. Encourage HIV testing and try to get mothers to make sure there are no wounds in baby’s mouth. And also if the mother has HIV, they should stop breastfeeding and get the baby powder because it is now responsible and right thing to do to prevent the baby from being infected by HIV.

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