

Name: Sitara Yousaf

ID: 14479

Nestle is a multinational company. Right now he has completed 150 years. After establishment he made baby milk for the first time and let's be very famous and due to the fame of baby milk Nestle became a multinational company. In 1970 a case came on him that the Nestle did an advertisement in which he made the thing show that our baby milk is healthier and beneficial than mother milk. The Nestle also promoted this if the people did not use this baby milk then it would give loss to infants babies and this is necessary for people to use this baby milk. Furthermore for making this milk for babies it was necessary to use diluted water but in third world countries the diluted water was not available and the women of the third world countries use ordinary water to make this babies milk due to which the children of the third world countries were ill and the death were increased.

Q.1 What are the responsibilities of companies in this situation?

Ans:

1. In this situation companies need to make fair policy and take fair decisions about baby's milk which is useful for babies' health.
2. Do not cheat the customer because this issue is related to the baby's health and take care of the health of the babies and do not sell such products that are harmful to baby health.
3. Remove the flaws from their products and learn from Nestle's mistake and try to remove it.
4. In this situation companies need to take steps in the favor of mother health because it is company social responsibility.
5. In this situation Companies make such products that will produce breast milk in the mother's breasts.
6. Find a way to become involved with the baby friendly hospital initiative, like spending donations or even working with the organization to help.
7. Remain a member of infant food manufacturers.
8. Continue their effort on social responsibility by sponsoring events at international medical nutrition conferences, and events like celebrating the Vietnam year of the family and funding research on infant feeding.
9. Companies also need to learn from the Nestle mistake and not be so neglectful and they should respond to issues in a reasonable amount of time, because when they do not, they look irresponsible and careless.

Q.2 What could Nestle have done to have avoided the accusations of "killing third world babies" and still market its products?

Ans:

1. The Nestle company needs to re-shape their baby's milk product. The company sells the babies milk in such form as ready milk in liquid form in disposable bottles instead of milk powder because in third world countries there is the same problem of diluted water which is necessary for making Nestle's baby milk.
2. Starting a women educational based program rather than a hard sale tactic
3. The company gives out free service to teach the sales representatives and educate the females, mothers on how to use the product, instead of giving free samples.

4. Specifically market the product and do not "down selling" the effects of generally breastfeeding.
5. The nestle company also needs to study and learn about the country's culture, environment, economic condition and their market and then produce products for that country and avoid the general production and make specific production for each country.
6. For nestle it's necessary to aware and support the mothers of third world countries about breastfeeding and teach about the importance of breast milk for children.
7. The company also needs to encourage using formulas for special situations.
8. They also provide free HIV testing facilities to mothers.

Q.3 After Nestle experience, how do you suggest it , or any other company can protect itself in the future?

Ans:

1. I will suggest to Nestle and other companies that the nestle has a marked mistake in the past that he was making known or promoted that our baby milk is useful for babies instead of their mother milk and is healthier than mother milk. So do not mislead the public and customers with such information because the world health organization is also promoting the fact that the mother milk is healthy and useful for the babies' health and I will suggest to the companies create awareness among the people to give mother milk instead of baby's milk powder for 6 months.
2. Nestle made another mistake, that baby milk was prepared diluted water and there is no diluted water in the third world countries, so I will suggest to the companies to reshape their products or provide free diluted water with baby milk powder boxes in markets in the third world countries.
3. In third world countries most of the females and mothers are uneducated and they do not know about the proper cleanliness of bottles of baby's feeders. That is why I would suggest to other companies as well as Nestle to pack disposable bottles with milk boxes or supply free.
4. Companies that produce, market, sell infant formula should be more proactive when it comes to researching where their products will be distributed and marketed.
5. The companies must study the social and medical effects of their products and services.
6. Companies should also provide education of the importance of proper infant feeding and use of their products.

Q4.

Ans:

1. If I find out that this product is harmful to the customers I will be close the selling of this product for some time and start complain or awareness in the people that the company have made some mistakes on us we will fix it and company will bring permanent development and thus the customers will make more confidence over the company that the is taking great care of people's health.
2. Basic human rights and fundamental freedoms
  - Law are marker of past behavior that society has deemed unethical or socially irresponsible

- Ethical principle to help the marketer distinguish between right and wrong

Q5. Advice to nestle:

Ans:

1. It is necessary to nestle to show support towards breastfeeding in advertising and print on their product packing.
2. Make contribution towards the programs that provide education and empowerment for women especially in the third world countries.
3. Contribute toward research on how to reduce the risk of mother to child transmission.
4. Promote breastfeeding as the healthy thing to do encourage HIV testing
5. Try to get mothers to make sure there are no wounds in babies mouth and the mothers breast to cut down the transmission rate of HIV