

# Social

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# What is a social opportunity?

Values and attitudes of society towards a wide range of issues lead to opportunities and threats for a business.

Examples of issues:

- business ethics
- Social welfare
- Female workforce
- Religion
- Animal rights
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Social opportunities/threats impact how businesses run

# Exam Tip

STEEPLE analysis of multinational companies operating in India  
Social aspect:

- Potential market of over 1.2 billion people
- Large and well-educated English-speaking workforce of around 510 million people
- Large yet increasing discrepancies in the distribution of income and wealth
- Language barriers in rural cities, with potential clash of national cultures in a multilingual and multi-ethnic country.

# Social opportunity

- Currently our society has put an emphasis on **sustainability** issues

Ex. Ikea has sourced 50% of their wood from sustainable forests and 100% of their cotton are sourced from farms that meet the “better cotton” standards.

- Today **diversity** is very important and valuable to companies.

EX. Companies ,such as Marriott, have a very high % minority workers (64%).

-All of these social opportunities help improve the experience at a company and also can help boost the public’s image of a company leading to an increase in profits and exposure in the general

## EXTRA....Social Opportunity

The opportunity to show the public that your company is environmentally responsible is very relevant

92% of consumers have a more positive image of companies that support social issues and environmental efforts.



# Connection to a specific business: PepsiCo.

Social factors greatly impact Pepsi, as it's a non-alcoholic beverage it has to remain in line with the strict and stark differences of cultures the world over. Pepsi has to communicate its image as a global brand so that the people can associate it with themselves as something that unifies the world. The social implications are seen in marketing campaigns for example certain countries have religious festivals, so Pepsi has to keep in line with all those festivals in order to understand the psyche of their market and how they can cash upon the opportunity.



# Social Threat

-Social, cultural, and demographic factors in a society can sometimes become a threat for a business (ex. language barrier, environmental factors, multiculturalism)

## - EX.1 Tesco and Sainsbury (Case Study)

- The supermarket chain refused to hire staff that refused to touch pork and alcohol due to religious preferences. With multiculturalism being a huge social factor in today's society, this action could anger the public, and thus, harm the business.

## Ex 2. Chick-fil-A

- CEO of Chick-fil-A, Dan Cathy, has repeatedly made comments condemning the LGBTQ community. The pressure from activists from UK has caused the food-chain to shut down in the U.K.

**The End**

