



Social Opportunities and Threats

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Definition

As Societal expectations shift, the attitudes of society towards a wide range of different issues present both opportunities and threats for businesses.

Environmental Protection



Growing support for environmental protection has altered business behavior with many organizations shifting to packaging their goods in a recyclable manner.

Seed Phytonutrients, L'Oreal's new Niche brand, contains organic and locally sourced ingredients that is packaged with a recyclable, compostable, paper-based packaging. The company ensures that every part of the bottle can be repurposed. Seed Phytonutrients has teamed up with several family-run business to make sure their ingredients are always good quality and organic

Feminism

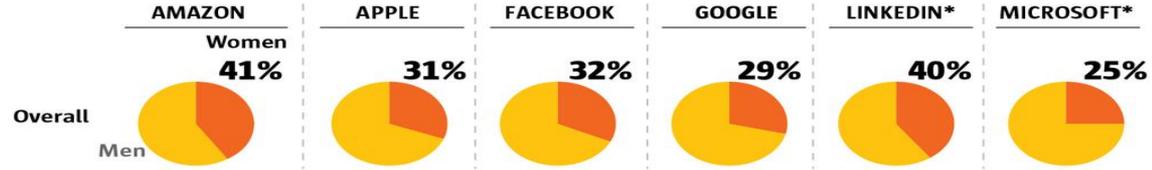


As the women workforce grows larger, businesses have benefited from more flexibility due to a more **diverse labor force**.

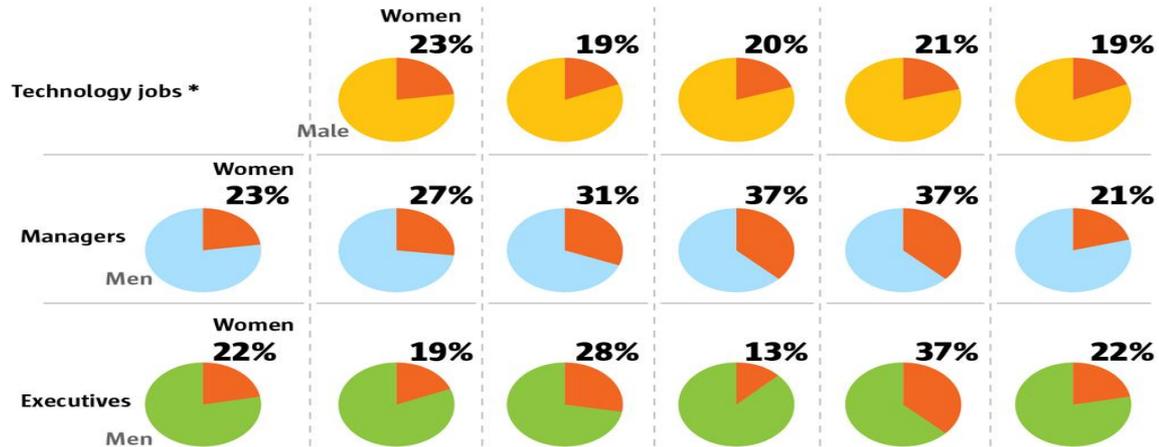
In Amazon, they begin to hire female employees. The increasing feminism movement can be seen as an opportunity to offer a more **diverse perspective within the organization**. However, this can also be seen as a threat because there must be more **relationship management** between the two genders to maintain a professional environment.

The female workforce of big U.S. tech companies

Women are a minority in the largest U.S. technology firms.



The share of women decreases when looking only at technology jobs, or the managerial and executive ranks.



*Microsoft bought LinkedIn in December 2016. Figures are for U.S. employees, except for technology jobs, which are global. (Amazon doesn't report that metric.)

Source: The companies (technology jobs), 2016 EEO-1 filings

MARK NOWLIN / THE SEATTLE TIMES

Migration



As multiculturalism is becoming prevalent in various countries, a company's customer base has become unprecedentedly diversified. Businesses now need to consider the **cultural values** of its customers and adjust its operations carefully to meet their preferences and desires.

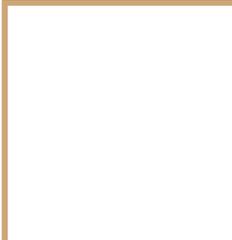
To illustrate, Samsung can successfully grasp such opportunities in a market comprised of people from different backgrounds because it maintains an innovative attitude towards developing products **tailored after the local lifestyles** of its customer bases: for example, their **"Made for India"** campaign focuses on fulfilling the needs of suburban Indian families, while the **Slim Fry oven** is designed for the convenience of preparing Asian cuisine.

Language/religion



Language and religion open up both opportunities and threats. As markets open in other countries businesses have to adapt to the religion and language of the market. Also with tourism growing you need to adapt to fit tourists of other countries..

As personal beliefs influence personal decision making, certain supermarkets have allowed Muslim workers to not sell pork or alcohol to customers. Also many hotels now have a welcome letter that is both in English and Mandarin that outlines the services so that it can appeal to people who speak both languages.



Thanks!

Any Questions?

