Nike: Verbal and Physical Abuse in Sweatshops

Executive Summary:

Corporate Social Responsibility is the process where a business needs a firm in order to be corporate citizens. This responsibility is the production, manufacturing and marketing of the businesses in order to reduce the number of environmental pollution resources. Corporate Social Responsibility is the process at which a company has to follow certain regulations in order to maximise profits, but also at the same to reduce the amount of environmental pollution and social responsibilities to reduce waste.

Nike has been accused of not following regulations and have been caught taking advantage over employees in third world countries where many safety issues and lenient and weak conditions have been put in place in order to maximise profit, they have not agreed to reduce the hazardous chemicals and in the process putting worker and people who wear their products, as a result waterways have been polluted more over the past years and soon Nike wants to reduce up to %50 of it environmental pollution by 2025.

Unethical Business practises Nike has used to manufacture and produce their products by taking advantage over cheap labour, lenient and weak regulations on safety standards in sweatshops in order to maximise profit. Nike has been convinced also of child labour, unsafe working conditions with the exposure to dangerous chemicals and unsafe machinery practises. They have been violated to these unsafe conditions through a number of ways relating to social responsibilities and unethical practises. These practises involve families who are in bankruptcy in third world countries and can not afford to live, therefore sending their children to factories such as Nike in order to receive minimum money and to work in safe conditions. In order for Nike to create ethical practises and solutions they must be ensuring to increase pay and the standard working conditions to reduce harm and danger to workers. Nike has been improving their monitoring efforts, increase in factory audits and raising the minimum age to work.

Nike has incorporated strategies where they have realised that they had to start with a design in the community. Nike has stated that they have considered in bring their products to stores that are more efficient and sustainable by enforcing to use raw materials to the transportation into markets which will reduce environmental impact. Nike has reduced environmental pollution and impacts with the introduction that they would need to change positively on waste, the management of natural resources, factory safety standards and renewable resources. All these social responsibilities are helping Nike prepare for the future, industry growth and positive influences on other businesses. Nike has given previous ideas on negative management strategies and have changed them into the positive influences in order to have a good reputation.

Company Overview:

Nike was founded by Bill Bowerman in Eugene, Oregon United States on 25th January 1964. Bill Bowerman was an Olympic Track and Field Athlete in Athletics. He trained over 31 athletes and wanted to make a company where he could produce and sell product goods in order for

athletes could use in Athletics and the everyday use of shoes. Over the many years Nike has been opened shoes have been produced in many different shapes and styles to suit different decades, as it came towards the 21st Century the shoes became more popular and the production increased and new shoes were developed into world class shoes that were popular, most common bought Nike's including Nike Air Max, Free Runs, Zoom and Jordan's. In 2018 it was recorded that a total of 73, 100 and a revenue at $36.39 Billion USD.

Unethical Business Practise:

The unethical business practise Nike has participated in is poor use of labour in sweatshops around the world. The public was disgusted by shocking news about verbal and physical abuse in Sweatshops. Most of these factories limited employees water supplies and usage and bathroom usage up to 50%. These employees were subjected to work over sixty hour shifts a week with very minimal wage not enough to live off. Nike not only participate in adult labour but also child labour is a big issue which needs to be addressed in order to minimise effects on young kids as young as 5-7 or up to 16 years, these labour conditions and unsafe working conditions can effect employees on their mental health and physical health, whether it is a dedication knowing you have to work for your family if young or whether consuming hazardous chemicals from products. This unethical issue ruins employers of sweatshops who have a vast majority of power over employees, verbal and physical abuse are all issues faced with un ethnicity which result in poor mental and physical health which decreases life expectancies and the overall pay of an employee.

Corporate Social Responsibility:

Nike has implemented ethical ideas and strategies in order to reduce the amount of environmental pollution by using sustainable items, innovative manufacturing and are committed to reduce carbon emission footprints. Nike's innovative manufacturing strategies is improving workers roles and responsibilities to engage in the production of Nike's products, Nike is focusing toward innovative technology will enhance its manufacturing and supply chains. When this idea of innovative was introduced technology towards Pegasus and Flyknit shoes have encouraged furthermore control over its carbon emissions. This sustainability strategy will be ethical as Nike are expecting to reduce carbon emission footprints by implementing innovative technologies in order to boost their products. Nike's goals and concerning carbon emission footprints including goals regarding that by 2025 Nike will turn to a 100% Renewable Energy business. This strategy is effective and will reduce the total amount of carbon emissions Nike contribution will mean that the planet will be cleaner and people will be able to live longer.

In conclusion, Nike has been accused of many different issues regarding sweatshops i.e. child labour, unsafe working conditions and physical abuse by employers. These effects have since been looked at and are being fixed, although Nike has had issues regarding sweatshops they have set goals for the future to reduce carbon emission footprints and slowly move the brand into an innovative technological industry.