

# ETHICS in the Fashion Industry

## Module 2

### Ethical Consumer Decisions

#### ACTIVITIES

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Course: BUF 4700 – HD85

As a group, collect and discuss a variety of customer service policies from retailers and wholesalers. Using those, discuss the type of environment you wish to create for your customers.

**Describe the type of environment you wish to create for your customers. Identify (in the space below) specific tangible and non-tangible elements of the store environment. Include exterior and interior spaces as well as methods in which merchandise will be displayed.**

Our company are planning to do business fully online through social media and an online website. We plan to make the website as simple as possible so people could be able to purchase products seamlessly. Aspects of the online marketplace would be a minimalist header with quick links to the store's most popular products and direct information on manufacturing and eco-friendly procedures. Right now, we are only planning to run our own advertisements on the website, instead of having a paid sponsor. There would be a chat option, so if there are any questions our online associates could answer them in a timely manner.

Discuss the potential misbehavior that may affect the well being of your company. In the space below, list potential customer misbehavior and articulate your policies for addressing these (i.e., shoplifting, fraudulent returns).

Potential misbehavior that could affect our company are consumers who falsify reviews, cyber-attacks, scammers and fraudulent returns. False reviews could hurt our business by telling lies about the quality of garments or about the total time it takes to receive our product. Since we are an online entity, we rely heavily on consumer reviews and word of mouth until that person decides to try our product out. Cyber-attacks are very dangerous in this time because, of the recent attacks on some of the world's toughest security protocols. A cyber-attack could potentially take our business off of the internet for a long period of time, which would significantly harm sales. Fraudulent returns are harmful to our company because items lost in transit and people who use and return our garments could affect the quantity of merchandise available.

### Develop a Return Policy

Define the customer interaction strategies for your organization, including:

Greeting customers in the store	Since our business is online, we could have a non-invasive welcome banner with a discount for those consumers who join our mailing list. In that banner would be access to our most popular merchandise.
Follow-up after the sale	Follow up procedures after the sale include sending a thank you email with confirmation, sending tracking information in a timely manner, opportunities for sales discounts and access to our brand ambassador program. Sending a thank you email would show the consumer our gratitude with detailed information about their purchase. Tracking information email would help to generate excitement for the customer to receive our product. Our brand ambassador program could incentivize the top-spending consumers to have early access to our new products in exchange for social media promotions.
Sales associate training	Our sales associates would be well-trained in communicating over our built-in chat box on our store's website. This would ensure that each consumer receives the proper attention to make informed decisions about our products. We would also provide periodic training on human behaviors and customer service training. Giving the employees an opportunity to discuss customers complaints, finding ways to improve customer service.

### Return policy

The return policy would be easily assessable on our website and on our order confirmation email. The policy would be revised for easy-to-understand text to clear up any confusion. Since we are an online website, the policy would be 15 days after receipt of item for garments that we're tried on and 30 days for not worn garments. Consumers could choose between a store credit or a full refund for qualifying returns.

After completing the activities above, answer the review questions below.

Explain the rationale for the store policies you implement. How does each policy reflect your company mission?

Our policies exist to provide a safe environment for our employees and consumers. Our top priority is to provide our consumers with the highest quality eco-friendly garments possible. In order for us to do that we need a set of proper procedures to increase revenue and to prevent potential misbehaviors that affect our financials.

Why are the policies you have stated the best choices for your company?

SOCS' Company Policy is focused on striving for 100% consumer satisfaction. Each one of the policies reflects the importance of our customers. Its idea to provide sustainable fashion garments while protecting the uniqueness and integrity is paramount to our mission. This inspiration came from this generation fighting against global warming, accepting self-acceptance and not tolerating discrimination. We stand behind our customer in efforts to protect their intellectual data.

How are your company's core values reflected in the policies?

Our company's core values are integrity, innovation and consistency. Integrity is reflected with the policies by doing what is right by our customers and by the environment. Innovation proves that we are consistently working to provide unique garments and to provide a better product purchasing experience. Our sales associate would have periodic training to resolve any sales issues. Consistency ensures that there would always be an improving purchasing experience.

Are your store policies consistent with common industry practices, or have you introduced a new, unique policy strategy? Explain.

Our policies are consistent with common industry practices however, many firms do not hold themselves accountable to these practices. Our company will strive to be as transparent as possible to prevent any unethical misconduct.

What complications do you foresee with respect to the policies you have established?

Some of the complications that we foresee is the higher cost that it takes to produce eco-friendly garments. If we enter a period of low sales this could negatively affect our ability to be in business. Periodic consumer training could become repetitive after a while; we would need to find ways to switch it up.

How will you assess the effectiveness of implementation of your customer interaction strategies?

Ways we would assess the effectiveness of our customer interaction strategies would be seen within the reviews, sales revenue and by surveys. Reviews could help to see which areas that we lack in. Consumer reviews are usually unbiased ways that we could find out first-hand on what is wrong with our products or sales methods. Our sales revenue would tell us which products do well and which do not. Lastly, surveys would be an assessment for feedback on what the customers liked and disliked from our sales platform.

How will your customers be able to access your code of ethics?

Consumers will be able to access our company data on our website. Here customers would be able to find information on code of ethics, core values, our mission statement and policies. If they have any questions, they could speak to a live agent on our site's messaging interface.

How do your customer policies reflect your core values and mission statement?

Our customer policy reflects our core value and mission because, we strive to provide the best experience possible. Whether it is with the garments or with the sales experience, we want our customers to feel like they are part of our family. Our core values exist to signify some of the most important company beliefs tied in with our overall mission.

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## Module 3: Writing the Company Mission Statement

### ACTIVITIES

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Write your own company mission statement and complete the review questions.

Write your own company mission statement in the space below.

To provide the most innovative high-end streetwear garments possible with careful consideration to the global environmental crisis.

1. Explain why you selected the elements that make up your mission statement.

We selected these elements because we feel that there is a void between unique streetwear garments and the use of eco-friendly garments. Our company's design department plans to give our garments a cool and clever feel through the use of design and technology. The fashion industry is one of the leading causes of our ongoing environment crises. Our company wants to lead by example to help reduce our carbon footprint but inspire consumers to hold other fashion firms accountable for non-ecofriendly garments.

2. How does your mission statement reflect your company's core values?

Our mission statement reflects our core values (integrity, innovation and consistency) because these are the most important beliefs of our company. Integrity serves to do what is right at all times and to hold everyone accountable. This is important especially when it comes to providing eco-friendly garments. Innovation is the driving force to keep moving with new technological advances. Lastly, consistency is ensuring that we are doing everything possible to keep our consumers happy while reducing our carbon footprint.

